

2026

# Capital Area Workforce Development

OUTREACH & ADVOCACY COMMITTEE PLANNING SESSION RFP



## **Outreach & Advocacy Committee Planning Session Request for Proposals (RFP)**

### ***Overview***

We seek proposals to facilitate a planning session for the Outreach & Advocacy Committee to establish the strategic focus, priorities, and structure for the next stage of the committee goals. The session should help identify opportunities to strengthen community, employer, and stakeholder engagement; explore strategies for diversifying resources that support workforce development initiatives; and determine how to enhance CAWD's ability to address emerging workforce needs and innovative program opportunities.

### ***About Capital Area Workforce Development***

Capital Area Workforce Development (CAWD) is a public-private partnership dedicated to economic development by equipping the local workforce with the skills, training, and education necessary to meet employer needs. Our initiatives are primarily funded by the Workforce Innovation and Opportunity Act (WIOA) alongside other grants from local, state, and federal sources.

### ***Our Vision***

The Capital Area Workforce Development is the leader in providing innovative solutions to match workforce skills with employer needs

### ***Our Mission***

The mission of the Capital Area Workforce Development is to create a highly effective workforce system. This system will provide employers with productive, skilled workers and offer citizens training and employment opportunities that promote job satisfaction and economic stability. The accomplishment of this mission will enable all citizens to contribute to the prosperity of the community.

CAWD is responsible for overseeing 11 NCWorks Centers in Wake, Johnston, Lee, Chatham, and Orange counties, which offer a range of workforce services to the business community and citizens seeking employment and training opportunities.

Please see our webpage for more details: [capitalareancworks.com](http://capitalareancworks.com)

### ***Scope of Work***

- Lead the Outreach & Advocacy Board Committee and invited guests in a session to determine the key goals and focuses for a unified development strategy to diversify funding.
- Facilitate a discussion on the structure of the strategy for diversifying funding and its relationship to the CAWD Board and Staff.
- Facilitate discussion regarding potential resource development approaches, partnership opportunities, and revenue diversification strategies that align with the mission and goals of CAWD.
- Finalize decisions and strategies of the day and determine next steps.

### ***Deliverables***

- 240 minute Interactive planning session
- Member consensus on the focus and goals of the diversification strategy
- Summary of the key points and areas of more consideration
- Recommendations for next steps

### ***Goal***

To identify the purpose, priorities, and sustainability opportunities for a development strategy that could enhance and expand workforce development initiatives beyond currently available funding sources.

### ***Proposal Requirements***

- Approach and methodology
- Relevant experience
- Timeline and cost

### ***Cost***

Target budget of \$1,375-1,500:

- 210-240 minute facilitated session
- Customization to our agency
- Professional materials or framework
- Includes all prework and travel

### ***Staff Retreat Details***

- Date: July 14<sup>th</sup>, 2026
- Time: 8:30 am – 12:30 pm
- Location: CAWD Board Room, 1830-B, Tillery Place, Raleigh, NC 27604
- Attendees: CAWD Board Members and Staff

### ***Submission Instructions***

Submit your proposal via email to [cawd@wake.gov](mailto:cawd@wake.gov)

Subject line: CAWD Outreach & Advocacy Planning Session

Deadline: Wednesday, June 24<sup>th</sup>, 2026