

**REQUEST FOR PROPOSALS (RFP)  
MISSISSIPPI OFFICE OF WORKFORCE DEVELOPMENT (ACCELERATEMS)  
ADULT LEARNER IDENTIFICATION AND OUTREACH PLATFORM**

## 1. INTRODUCTION

The Office of Workforce Development (AccelerateMS) seeks proposals from qualified vendors to provide a comprehensive, analytics-driven platform designed to identify, target, and engage adult learners and workforce participants with a high likelihood of enrolling in education and training programs.

The purpose of this initiative is to strengthen Mississippi's workforce pipeline by improving the State's ability to connect individuals to workforce-aligned education and training opportunities through data-informed outreach and engagement strategies.

## 2. SCOPE OF WORK

The selected proposer will be responsible for delivering a fully functional platform and associated services that support the identification and engagement of adult learners across the State of Mississippi.

### 2.1 Adult Learner Identification

The system must identify individuals who demonstrate a high likelihood of enrolling in postsecondary education or workforce training programs, including those interested in online or flexible learning options and those exhibiting indicators of career transition or re-entry into education.

### 2.2 Data Sources and Methodology

The proposed solution must utilize a combination of publicly available, commercial, and proprietary data sources and apply statistically valid methodologies to generate predictive insights. The proposer must clearly describe the data sources used and the analytical approach employed to determine likelihood of enrollment or participation.

### 2.3 Data Access and Functionality

The platform must provide continuous access for authorized users throughout the duration of the contract and allow for the creation of customized audiences based on demographic, geographic, and behavioral characteristics. The system must include access to contact information sufficient to support outreach activities and must enable segmentation aligned with statewide, regional, and local workforce needs.

### 2.4 Geographic Targeting

The solution must support geographic targeting across the entire state, including the ability to segment populations by Local Workforce Development Areas and other relevant regional designations.

## 2.5 Data Updates and Maintenance

Data must be refreshed on a regular basis, with updates occurring no less than annually. Proposers must describe the processes used to maintain data accuracy and relevance.

## 2.6 Training and Technical Support

The proposer will provide training and ongoing technical support to AccelerateMS staff and partner organizations. The platform should be accessible and usable by non-technical users and include sufficient documentation and support resources to ensure effective implementation.

## 2.7 System Integration and Collaboration

The system should support coordination with workforce system partners, including community colleges, workforce boards, and training providers, and facilitate data-informed outreach strategies aligned with statewide workforce initiatives.

## 3. QUALIFICATIONS

Proposers must provide sufficient information to enable AccelerateMS to determine vendor responsibility, including demonstrated experience delivering similar services, the capacity to perform the required work, and evidence of successful past performance.

## 4. FUNDING DETAILS AND PRICE REQUIREMENTS

Proposers must submit a detailed cost proposal that clearly outlines all pricing components, including any fixed and variable costs. The proposal must provide sufficient detail to allow evaluation of cost reasonableness and overall value.

Pricing must be presented in a manner that supports comparison across proposers and enables a determination of best value based on both technical merit and cost.

## 5. EVALUATION CRITERIA

Proposals will be evaluated using the following criteria:

- Program Design and Alignment – 40 Points
- Organizational Capacity and Experience – 25 Points
- Regional Equity and Partnerships – 20 Points
- Budget and cost efficiency – 15 Points

Evaluation will be conducted in a manner that ensures a fair, open, and competitive procurement process. All proposals will be assessed consistently based on the criteria outlined above, and selection will be based on best value.

## 6. PROPOSAL SUBMISSION FORMAT

Each proposal must include:

Executive Summary

Narrative response to the Scope of Work

Implementation timeline with key milestones

Information demonstrating vendor responsibility, including experience, capacity, and past performance

Detailed cost proposal with pricing breakdown and justification

References for similar work performed

All submissions must provide sufficient detail to support evaluation and award decisions.

## 7. TIMELINE

The anticipated term of this contract will be one year from July 1, 2026, with the option to renew based on performance and funding availability.

## 8. SUBMISSION

All proposals must be submitted electronically in PDF format. It shall include the information required in Sections 3, 4, and 6.

Submission Email: [info@acceleratems.org](mailto:info@acceleratems.org)

Subject Line: "Proposal – Adult Learner Identification Platform"

Deadline: 5:00pm CST – June 5, 2026

Late submissions will not be considered.

## 9. OTHER TERMS AND CONDITIONS

AccelerateMS reserves the right to reject any or all proposals, to waive minor irregularities, and to request additional information as needed. No costs incurred in the preparation of a proposal will be reimbursed.

Award decisions will be based on documented evaluation results and the determination of best value in accordance with applicable procurement standards.

It is expressly understood and agreed that by issuing this Request for Proposal AccelerateMS has no obligation to issue an award or enter a contract, and it, in its sole discretion, may withdraw or amend this Request for Proposal before doing so.

Discussions may be had with applicants determined to be reasonably susceptible of being selected for the award; however, proposals may be accepted without such discussions.

Invoices shall be emailed to [maryannmyers@acceleratems.org](mailto:maryannmyers@acceleratems.org).

All goods and services must meet the specifications outlined in this RFP. Non-confirming goods and services must be replaced at the vendor's expense.

Proposer acknowledges, accepts, and agrees to comply with the State of Mississippi's Standard Terms and Conditions, as set forth in Exhibit A, and agrees these are fully incorporated into any 25807577.1



contract entered by the Parties related to this RFP. Failure to comply with these terms and conditions may result in the termination of any contract entered.

## 10. PROCUREMENT AUTHORITY

This solicitation is issued in accordance with the Mississippi Procurement Manual, Section 3.107 (Competitive Sealed Proposals). The procurement process will be conducted to ensure fairness, transparency, and compliance with all applicable state requirements.

## 11. CONTACT INFORMATION

For questions or clarifications regarding this RFP, please contact:

Blaise King  
Director of Strategy & Alignment  
Mississippi Office of Workforce Development (AccelerateMS)  
[bling@acceleratems.org](mailto:bling@acceleratems.org)



**Exhibit A**  
**State of Mississippi Terms and Conditions**  
**for**  
**OPTFM Cooperative, Competitive, and Negotiated Contracts**

**A. PRECEDENCE**

The STATE OF MISSISSIPPI TERMS AND CONDITIONS FOR OPTFM COMPETITIVE, NEGOTIATED, and COOPERATIVE CONTRACTS shall take precedence over the Proposer's Proposal and any agreements, and should ambiguities, conflicts, or questions of interpretation of these documents arise, they shall be resolved first by reference to the STATE OF MISSISSIPPI TERMS AND CONDITIONS for OPTFM COMPETITIVE, NEGOTIATED, and COOPERATIVE CONTRACTS. AcclerateMS is an entity of the State of Mississippi.

**B. E-PAYMENT**

Proposer agrees to accept all payments in United States currency via the State of Mississippi's electronic payment and remittance vehicle. AcclerateMS agrees to make payment in accordance with Mississippi "Timely Payments for Purchases by Public Bodies" laws, which generally provide for payment of undisputed amounts by AcclerateMS within 45 calendar days of receipt of invoice. Mississippi Code Annotated § 31-7-301, et seq.

**C. AVAILABILITY OF FUNDS**

It is expressly understood and agreed that the obligation of AcclerateMS to proceed under this agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and receipt of the appropriated funds. If the funds anticipated for the continuing time fulfillment of the agreement are, at any time, not forthcoming or insufficient, regardless of the source of funding, AcclerateMS shall have the right upon 10 business days' written notice to Proposer to terminate this agreement without damage, penalty, cost or expense to AcclerateMS of any kind whatsoever. The effective date of termination shall be as specified in the notice of termination.

**D. RECORD RETENTION AND ACCESS TO RECORDS**

Proposer shall maintain such financial records and other records as may be prescribed by AcclerateMS or by applicable federal and state laws, rules, and regulations. Provided Proposer is given reasonable advance written notice, and such inspection is made during normal business hours of Proposer, AcclerateMS or any duly authorized representatives shall have unimpeded, prompt access to any of Proposer's books, documents, papers, and/or records which are relevant to this agreement. All records related to this agreement shall be retained by Proposer for three years after final payment is made under this agreement and all pending matters are closed; however, if any audit, litigation or other action arising out of or related in any way to this project is commenced before the end of the three year period, the records shall be retained for one year after all issues arising out of the action are finally resolved or until the end of the three year period, whichever is later.

**E. APPLICABLE LAW**

The contract shall be governed by and construed in accordance with the laws of the State of Mississippi, excluding its conflicts of laws, provisions, and any litigation with respect thereto shall be brought in the courts of Mississippi.

**F. ANTI-ASSIGNMENT/SUBCONTRACTING**

Proposer acknowledges that it was selected by AcclerateMS to provide the commodity and perform the services required hereunder based, in part, upon Proposer's special skills and expertise. Proposer shall not assign, subcontract, or otherwise transfer this agreement, in whole or in part, without the prior written consent of AcclerateMS, which may, in its sole discretion, approve or deny without reason. Any attempted assignment or transfer of Proposer's obligations hereunder without consent of AcclerateMS shall be null and void. Approval of a subcontract by AcclerateMS shall not be deemed to be approval of the incurrence of any additional obligation of

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AcclerateMS. Subcontracts shall be subject to the terms and conditions of this agreement and to any conditions of approval that AcclerateMS may deem necessary. Subject to the foregoing, this agreement shall be binding upon the respective successors and assigns of the parties

## **G. COMPLIANCE WITH EQUAL OPPORTUNITY IN EMPLOYMENT POLICY**

Proposer understands that AcclerateMS is an equal opportunity employer and therefore, maintains a policy which prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, genetic information, or any other consideration made unlawful by federal, state, or local laws. All such discrimination is unlawful, and Proposer agrees during the term of the agreement that Proposer will strictly adhere to this policy in its employment practices and provision of services.

## **H. COMPLIANCE WITH LAWS**

Proposer shall comply with, and all activities under this agreement shall be subject to, all applicable federal, state, and local laws and regulations, as now exist and as may be amended or modified.

## **I. REQUIRED PUBLIC RECORDS AND TRANSPARENCY**

Upon execution of a contract, the provisions of the contract which contain the personal or professional services provided, the unit prices, the overall price to be paid, and the term of the contract shall not be deemed to be a trade secret or confidential commercial or financial information pursuant to Mississippi Code Annotated § 25-61-9(7). The contract shall be posted publicly on [www.transparency.ms.gov](http://www.transparency.ms.gov) and shall be available at AcclerateMS for examination, inspection, or reproduction by the public. The Proposer acknowledges and agrees that AcclerateMS and this contract are subject to the Mississippi Public Records Act of 1983 codified at Mississippi Code Annotated §§ 25-61-1, et seq. and its exceptions, Mississippi Code Annotated § 79-23-1, and the Mississippi Accountability and Transparency Act of 2008, codified at Mississippi Code Annotated §§ 27-104-151, et seq.

## **J. E-VERIFICATION**

If applicable, Proposer represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act and will register and participate in the status verification system for all newly hired employees. Mississippi Code Annotated §§ 71-11-1 and 71-11-3. Proposer agrees to provide a copy of each verification upon request of AcclerateMS subject to approval by any agencies of the United States Government. Proposer further represents and warrants that any person assigned to perform services hereafter meets the employment eligibility requirements of all immigration laws. The breach of this clause may subject Proposer to the following:

- (1) termination of this contract and exclusion pursuant to Chapter 15 of the Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations;
- (2) the loss of any license, permit, certification or other document granted to Proposer by an agency, department, or governmental entity for the right to do business in Mississippi; or
- (3) both. In the event of such termination, Proposer would also be liable for any additional costs incurred by AcclerateMS due to Contract cancellation or loss of license or permit to do business in the state.

## **K. INDEPENDENT CONTRACTOR STATUS**

Proposer shall, at all times, be regarded as and shall be legally considered an independent contractor and shall at no time act as an agent for AcclerateMS. Nothing contained herein shall be deemed or construed by AcclerateMS, Proposer, or any third party as creating the relationship of principal and agent, master and servant, partners, joint ventures, employer and employee, or any similar such relationship between AcclerateMS and Proposer. Neither the method of computation of fees or other charges, nor any other provision contained herein, nor any acts of AcclerateMS or Proposer hereunder creates or shall be deemed to create a relationship other than the independent relationship of AcclerateMS and Proposer. Proposer's personnel shall not be deemed in any way, directly or

indirectly, expressly or by implication, to be employees of AcclerateMS. Neither Proposer nor its employees shall, under any circumstances, be considered servants, agents, or employees of AcclerateMS, and AcclerateMS shall be at no time legally responsible for any negligence or other wrongdoing by Proposer, its servants, agents, or employees. AcclerateMS shall not withhold from the contract payments to Proposer any federal or state unemployment taxes, federal or state income taxes, Social Security tax, or any other amounts for benefits to Proposer. Further, AcclerateMS shall not provide to Proposer any insurance coverage or other benefits, including Workers' Compensation, normally provided by AcclerateMS for its employees.

#### **L. MODIFICATION OR RENEGOTIATION**

The parties agree to renegotiate the agreement in good faith if federal and/or state revisions to any applicable laws or regulations make changes in this agreement necessary. This agreement may be modified only by written agreement signed by the parties hereto and approval by the Public Procurement Review Board, if required

#### **M. TERMINATION**

Termination for Convenience. AcclerateMS may, when the interests of AcclerateMS so require, terminate this contract in whole or in part, for the convenience of AcclerateMS. AcclerateMS shall give written notice of the termination to Proposer specifying the part of the contract terminated and when termination becomes effective. Proposer shall incur no further obligations in connection with the terminated work and on the date set in the notice of termination Proposer will stop work to the extent specified. Proposer shall complete the work not terminated by the notice of termination and may incur obligations as are necessary to do so.

Termination for Default. If AcclerateMS gives the Proposer a notice that the commodity or personal or professional services are being provided in a manner that is deficient, the Proposer shall have 30 days to cure the deficiency. If the Proposer fails to cure the deficiency, AcclerateMS may terminate the contract for default and the Proposer will be liable for the additional cost to AcclerateMS to procure the commodity or personal and professional services from another source. Termination under this paragraph could result in Proposer being excluded from future contract awards. Any termination wrongly labeled termination for default shall be deemed a termination for convenience.

#### **N. STOP WORK ORDER**

AcclerateMS may, by written order to Proposer at any time, require Proposer to stop all or any part of the work called for by this contract. This order shall be for a period of time specified by AcclerateMS. Upon receipt of such an order, Proposer shall forthwith comply with its terms and take all reasonable steps to minimize any further cost to AcclerateMS. Upon expiration of the stop work order, Proposer shall resume providing the services which were subject to the stop work order, unless AcclerateMS has terminated that part of the agreement or terminated the agreement in its entirety. AcclerateMS is not liable for payment for services or commodity which were not rendered or received due to the stop work order.

#### **O. ORAL STATEMENTS**

No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this contract. All modifications to the contract shall be made in writing by AcclerateMS, agreed to by Proposer, and approved by the Public Procurement Review Board, if required.

#### **P. OWNERSHIP OF DOCUMENTS AND WORK PAPERS**

AcclerateMS shall own all documents, files, reports, work papers and working documentation, electronic or otherwise, created in connection with the project which is the subject of this agreement, except for Proposer's internal administrative and quality assurance files and internal project correspondence. Proposer shall deliver such documents and work papers to AcclerateMS upon termination or completion of the agreement. The foregoing notwithstanding, Proposer shall be entitled to retain a set of such work papers for its files. Proposer shall be entitled to use such work papers only after receiving written permission from AcclerateMS and subject to any copyright protections.

## **Q. INDEMNIFICATION**

To the fullest extent allowed by law, Proposer shall indemnify, defend, save and hold harmless, protect, and exonerate AcclerateMS, its commissioners, board members, officers, employees, agents, and representatives, and the State of Mississippi from and against all claims, demands, liabilities, suits, actions, damages, losses, and costs of every kind and nature whatsoever including, without limitation, court costs, investigative fees and expenses, and attorneys' fees, arising out of or caused by Proposer and/or its partners, principals, agents, employees and/or subcontractors in the performance of or failure to perform this agreement. In AcclerateMS's sole discretion, upon approval of the Office of the Mississippi Attorney General and AcclerateMS, Proposer may be allowed to control the defense of any such claim, suit, etc. In the event Proposer defends said claim, suit, etc., Proposer shall use legal counsel acceptable to the Office of the Mississippi Attorney General and AcclerateMS. Proposer shall be solely responsible for all costs and/or expenses associated with such defense, and AcclerateMS shall be entitled to participate in said defense. Proposer shall not settle any claim, suit, etc. without the concurrence of the Office of the Mississippi Attorney General and AcclerateMS, which shall not be unreasonably withheld.

## **R. THIRD PARTY ACTION NOTIFICATION**

Proposer shall give the customer prompt notice in writing of any action or suit filed, and prompt notice of any claim made against Proposer by any entity that may result in litigation related in any way to this agreement.

## **S. RECOVERY OF MONEY**

Whenever, under the contract, any sum of money shall be recoverable from or payable by Proposer to AcclerateMS, the same amount may be deducted from any sum due to Proposer under the contract or under any other contract between Proposer and AcclerateMS. The rights of AcclerateMS are in addition and without prejudice to any other right AcclerateMS may have to claim the amount of any loss or damage suffered by AcclerateMS on account of the acts or omissions of Proposer.

## **T. FAILURE TO ENFORCE**

Failure by AcclerateMS at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of AcclerateMS to enforce any provision at any time in accordance with its terms.

## **U. REPRESENTATION REGARDING CONTINGENT FEES**

By responding to the solicitation, executing the contract the offeror or Proposer represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror or Proposer cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response, to the Agency prior to contract execution.

## **V. REPRESENTATION REGARDING GRATUITIES**

Offeror or Proposer represents that it has not, is not, and will not offer, give, or agree to give any employee or former employee of AcclerateMS a gratuity or offer of employment in connection with any approval, disapproval, recommendation, development, or any other action or decision related to the solicitation and resulting contract. Offeror or Proposer further represents that no employee or former employee of AcclerateMS has or is soliciting, demanding, accepting, or agreeing to accept a gratuity or offer of employment for the reasons previously stated; any such action by an employee or former employee in the future, if any, will be rejected by the offeror or Proposer. Offeror or Proposer further represents that it is in compliance with the Mississippi Ethics in Government laws, codified at Mississippi Code Annotated §§ 25-4-101 through 25-4-121, and has not solicited any employee or former employee to act in violation of said law.

## **W. CHANGE IN SCOPE OF WORK**

AcclerateMS may order changes in the work consisting of additions, deletions, or other revisions within the general scope of the Agreement. No claims may be made by the Proposer that the scope of the project or of the

Proposer's services has been changed, requiring changes to the amount of compensation to the Proposer or other adjustments to the Agreement, unless such changes or adjustments have been made by written amendment to the Agreement signed by AcclerateMS and the Proposer. If the Proposer believes that any particular work is not within the scope of the project, is a material change, or will otherwise require more compensation to the Proposer, the Proposer must immediately notify AcclerateMS in writing of this belief. If AcclerateMS believes that the particular work is within the scope of the Agreement as written, the Proposer will be ordered to and shall continue with the work as changed and at the cost stated for the work within the Agreement.

#### **X. PROPOSER PERSONNEL**

AcclerateMS shall, throughout the life of the Agreement, have the right of reasonable rejection and approval of staff or subcontractors assigned to the work by the Proposer. If AcclerateMS reasonably rejects staff or subcontractors, the Proposer must provide replacement staff or subcontractors satisfactory to AcclerateMS in a timely manner and at no additional cost to AcclerateMS. The day-to-day supervision and control of the Proposer's employees and subcontractors is the sole responsibility of the Proposer.

#### **Y. TRADE SECRETS, COMMERCIAL AND FINANCIAL INFORMATION**

It is expressly understood that Mississippi law requires that the provisions of this Agreement which contain the commodities purchased or the personal or professional services provided, the price to be paid, and the term of the Agreement shall not be deemed to be a trade secret or confidential commercial or financial information and shall be available for examination, copying, or reproduction.

#### **Z. TERMINATION UPON BANKRUPTCY**

This Agreement may be terminated in whole or in part by AcclerateMS upon written notice to Proposer, if Proposer should become the subject of bankruptcy or receivership proceedings, whether voluntary or involuntary, or upon the execution by Proposer of an assignment for the benefit of its creditors. In the event of such termination, Proposer shall be entitled to recover just and equitable compensation for satisfactory work performed under this Agreement, but in no case shall said compensation exceed the total Agreement price.

#### **AA. NO LIMITATION OF LIABILITY**

Nothing in this agreement shall be interpreted as excluding or limiting any liability of the Proposer for harm arising out of the Proposer's or its subcontractors' performance under this agreement.

#### **BB. PROPERTY RIGHTS (for the contract)**

Property rights do not inure to Proposer until such time as services have been provided under a legally executed contract. Proposer has no legitimate claim of entitlement to the provision of work hereunder and acknowledges that AcclerateMS may terminate this contract at any time for its own convenience.



Office of Workforce Development  
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