



September 11, 2019

TO: Website Developer

FROM: Barbara Grimsgard, Communications Manager

RE: The Center of Workforce Innovations (CWI) is soliciting proposals for the redesign/development of the READY NWI website--currently found at:
<http://www.readynwi.com>

You have been selected as a vendor to respond to this request for a proposal (RFP). This RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. If you would like to submit a proposal, please feel free to suggest alternatives where noted.

Submissions are due by EOB on Monday, September 30, 2019. All submissions are to be sent to Barb Grimsgard, Communications Manager, Center of Workforce Innovations, 2804 Boilermaker Court, Ste. E, Valparaiso, IN 46383 or emailed to bgrimsgard@cwicorp.com

For questions, please call Barb Grimsgard at 219-462-2940, ext. 1028 or email bgrimsgard@cwicorp.com

GUIDE TO RFP

We hope this document will convey our vision for the new website. It includes a background section about our organization, project overview, project goals and specific functionality requirements. Keep in mind that we do not have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision.

NOTE: We are open to a face-to-face meeting if time permits, prior to your proposal submission, in order to walk through and do an informal audit of our current site, allowing for more in-depth discussion and group thought on what redesign adjustments would create a more effective and easier managed website. Vendors wishing to schedule a (45-60 minute) face-to-face meeting can call Barb Grimsgard at 219-462-2940, ext. 1028 or email bgrimsgard@cwicorp.com.

BACKGROUND

READY NWI is a grassroots community effort managed by CWI. CWI is both a strategy development and strategy implementation organization, bringing highly-engaging facilitation and multifaceted expertise of best practices to its clients. Recognized for successfully conducting analysis, forging partnerships, and building community assets among public and private sector leaders and policymakers, CWI is considered a valuable resource for economic development, workforce, or education challenges. CWI is a 501c3 non-profit organization.

PURPOSE/PROJECT OVERVIEW

The purpose of the RFP is to solicit proposals for the redesign and development of the READY NWI website that would be welcoming, user-friendly, and interactive. In addition, it would be considered the “go-to” site for educators, organizations, and employers who are looking for regional work being done related to education related efforts that impact employers and the local workforce.

PROJECT GOALS

To solicit proposals for redesign/development of a website that would be welcoming, user-friendly, informative, and interactive.

Functionality requirements would include:

- Content Management System (CMS)-allowing for all areas of the site to be easily updated **(WordPress is our preference)**
- Responsive Design—seamlessly adjusts to today’s technology devices (desktops, laptops, tablets, smart phones)
- Search Engine Optimization (SEO)—allowing for the altering of tags, meta description, alt tags, and headers
- Social Media Integration—the ability for web content to be shared to the READY NWI social media networks
- Third Party Integration—there will be instances where we may be integrating Interactive Research and Data Tools; E-Newsletters (Constant Contact); Event Management (Eventbrite)

- Contact Forms—site must include contact forms with the completed form.
- Website Analytics—analytics tracking must be integrated on site to allow for website visitor tracking, page tracking, downloads, etc.
- Technical Requirements—site must be built using HTML and CSS. No use of Flash. Must be compliant with PC and MAC, as well as with latest versions of Internet Explorer, Mozilla Firefox, Chrome, and Safari
- Calendar of Events
- Streaming Video and Podcast Posting Capabilities
- Organizational Directory—would include options for expanded biographies, images and email addresses
- Language Translation
- Blogging—a robust, built-in blog platform with the ability to tag or categorize posts, includes a calendar, and commenting functions
- Auto Archiving Functionality for News Post—allowing for the archiving of posts/news after certain time frames, while still allowing users to refer back to an old article
- Photo Slideshows—ensuring the ability to create a slideshow, using multiple images
- Remote Login & Update—allowing secure access for employees to work remotely on updates to the site through use of a mobile device

SCOPE OF WORK

- Content strategy
- Copywriting
- Imagery
- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations) Back-end coding (CMS, 3rd party APIs) Custom software or app development Mobile device optimization
- Testing & quality assurance
- Paid search placement / advertising
- Training—should include training for up to 3 staff members along with a training guide, allowing CWI staff to manage, input information, and handle minor menu or design changes internally.

- Maintenance and support proposal (should include security feature/backing up of site)
- Provide hosting options w/pricing
- Change of URL address

BUDGET: Up to \$10,000

CRITERIA FOR SELECTION: In following nonprofit due diligence, CWI requires a procurement process, which means that price point will be important. Securing a vendor who can meet or our budget restraints, while delivering a quality product within timelines and providing exemplary customer service, is of the utmost importance.

TERMS AND CONDITIONS

1. CWI reserves the right to accept or reject any and all proposals submitted, to negotiate with all qualified service providers/bidders, or to cancel in whole or part, this proposal. Proposals must be good for 90 days.
2. Issuance of the Request for Proposal does not commit an award for contract, to pay costs associated with proposal development, or to procure or contract for goods and/or services. Payment for services shall be on a cost reimbursement basis.
3. CWI is an equal opportunity employer. Any recipient of funds shall not discriminate on the following basis: Against any individual in the United States, on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief.

PROJECTED TIMELINE

Proposal Due Date: EOB on Monday, September 30, 2019

Vendor selection notification: By Monday, October 7, 2019

Website launch date: Week of January 13, 2020

NOTE: Vendor should provide a web design timeline of milestones in order to complete and launch website by the week of January 13, 2020.

-Proposal Format on next page-

PROPOSAL FORMAT TO INCLUDE:

- Date Organization
- Contact person and title Organization complete with telephone number and email
- Company website URL
- Proposal Summary (tell us your methodology and planning process for accomplishing the goals of developing our website)
- Web Design Timeline for Completion of Work
- Summary of Charges (Please provide us as much detail or breakdown of costs, based on our requests within the Project Goals and Scope of Work)
- URLs for at least three websites designed/developed by your company
- References (provide three references for web-related work including company name, contact person, contact details, website URL, and brief explanation of relevant work)