



## **Request for Proposals (RFP)**

**for**

## **Design and Development of an Adult Education website**

**Release Date: March 17, 2022**

**Turning Research, Relationships, and Resources into Results.**

## **PART I: OVERVIEW**

### **A. About the Organization**

Center of Workforce Innovations (CWI) is a 501(c)3 workforce development organization in the Northwest Indiana counties of Jasper, Lake, La Porte, Newton, Porter, Pulaski, and Starke governed by a Board of Directors. CWI is a multi-faceted organization serving as an intermediary to convene community and industry groups to facilitate solutions, provide data and labor market information, offer information about resources, and seed best practices that assist in formulating solutions.

CWI provides programmatic and fiscal oversight for sub-recipients of adult education providers. In addition, CWI also directly delivers adult education services through community learning centers.

CWI is issuing this Request for Proposal (RFP) to solicit interest by experienced entities for the purpose of the design and development to solicit proposals from experience web-developing entities (Developers) to design and create a website for the Adult Education program. This project is funded through Adult Education as part of the Adult Education and Family Literacy Act (AEFLA).

### **B. Questions**

Questions related to this RFP must be submitted in writing by **March 28, 2022** and directed to John Schlatter at [jschlatter@cwicorp.com](mailto:jschlatter@cwicorp.com).

### **C. Responsive Proposals**

To be considered responsive, proposals must meet the following minimum criteria:

1. A proposal with electronic signature must be e-mailed to [jschlatter@cwicorp.com](mailto:jschlatter@cwicorp.com) by **COB on April 7, 2022**.
2. Providing incomplete or erroneous information or omitting important information could result in disqualification of the proposal or contract termination.
3. Acceptable proposals will meet the specifications contained in this RFP and the requirements of all applicable statutes, regulations, and policies.

### **D. Selection Process and Contract Award**

No changes, modifications, or additions to a proposal may be made by the proposer after the proposal deadline unless requested by Board staff. Proposals will be evaluated by a Proposal Review Panel comprised of CWI staff and other preselected reviewers. Cost Effectiveness will be a factor in selection criteria. Proposers should not have any communications with the Proposal Reviewers, CWI staff or Board committee members regarding proposals, recommendations or any other issues related to the RFP process. Such communication will disqualify the Proposer.

Contracts may be awarded based on offers received, without discussion of such offers with the proposers. Each offer should be submitted in the most favorable terms, from a price and technical standpoint that the proposer can make. The Board reserves the right to request additional data, oral discussion, or presentation in support of written proposals at a pre-contract meeting.

#### **E. Conditions of this RFP**

The cost of developing proposals in response to this RFP is entirely the responsibility of the Proposer and shall not be chargeable to CWI or Board under any circumstances. CWI reserves the right to accept or reject any or all proposals submitted, to negotiate with all qualified bidders, or to cancel in part, or in its entirety, this RFP. Issuance of this RFP does not commit an award to contract, to pay any costs incurred in advance of the execution of a contract, or to procure or contract for goods and/or services.

The following conditions are applicable to all proposals. CWI reserves the right to:

- Negotiate any and all proposed costs, staffing levels, and all other specifics.
- Fund a lower-ranked proposal over a higher ranked proposal because of valid policy considerations.
- Conduct a pre-award review that may include, but is not limited to, a review of the proposer's record keeping procedures, management systems, accounting and administrative systems, training facilities, and training materials.
- Change specifications and modify contracts as necessary to facilitate compliance with the legislation, regulations, and policy directives; and to manage funding.
- End contract negotiations if acceptable progress, as determined by Board and staff, is not being made within a reasonable time frame.

### **PART II: Scope of Work and Specifications**

#### **A. Scope of Work**

Center of Workforce Innovations, Inc. is seeking an entity that has the experience and ability to create a website incorporating the scope of work as described below. Developers may also work with the CWI communications department to ensure adherence to communications standards.

##### Features

- Aesthetically appealing home page
  - Include success stories/testimonials
- Clear display of adult learning center locations, schedules, and contact information
- Links and instructions for completing required assessments
  - Indiana Career Explorer
  - WIN - Soft Skills
- Registration ability for students to sign up for classes.

- Based on zip code, automatic delivery of registration info to appropriate center
- Auto-populate required forms
- Ability to schedule pre-test with remote proctor
- Secure transmission and storage of data using third-party system
  - HIPAA compliance preferred
- Search Engine Optimization
- Scheduling for HiSET test at current and future HiSET test facilities
- Training information and registration ability
  - BY Construction
  - Parapro
  - Work Keys

#### Functionality Requirements

- 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
- 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
- Remote Login & Update—allowing secure access for employees to work remotely on updates to the site through use of a mobile device
- Front-end coding (HTML/CSS, animations) Back-end coding (CMS, 3rd party APIs) Custom software or app development Mobile device optimization
- Testing & quality assurance
- Training—should include training for up to three 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

#### **B. Project Specifications**

Please provide a complete written response to this RFP which is double-spaced and does not exceed 15 single-sided pages. Proposals should include:

1. A Proposal Cover Sheet with:

- Proposer Name
- Mailing Address including city, state, and zip code
- Type of Organization or Independent Contractor
- Contact Personnel and person authorized to negotiate and sign (if different from contact personnel)
- Total amount of funds requested
- Sign cover page

2. A description of your organization including length of existence, vision, mission, and goals.

3. A description of your general approach to website design/development, including methodology and philosophy as well as your relevant and recent (within the last five years) successes.
4. An example of a finished product relevant to this RFP.
5. Describe how you will adhere to the timeline of projects as mentioned in the scope of work.
6. Credentials and qualifications of key personnel who will take responsibility for working directly on this project, including references not associated with CWI.
7. A detailed budget that breaks out expenses including proposed staff to be paid through the contract (CWI will only reimburse personnel costs for time actually worked), travel costs, and material/supplies. If proposing a flat rate for staffing please indicate if the rate includes all expenses. Please include a budget narrative for each proposed expense in terms of being necessary, allowable, and reasonable.

### **PART III. FINANCIAL REQUIREMENTS**

#### **A. Capabilities**

Proposers must be able to demonstrate the administrative and financial capability to effectively and efficiently deliver the services proposed. Administrative capability includes the ability to design and implement the proposed services, conduct self-monitoring for contract compliance, achieve the contract objectives, provide quality service delivery, and keep appropriate, auditable records. Proposers must also meet fiscal reporting requirements in accordance with Generally Accepted Accounting Practices (GAAP), and show evidence of continued financial stability.

#### **B. Cost and Price Analysis**

All proposals will be evaluated on the basis of obtaining the most cost-effective price possible while achieving the highest quality service delivery. To accomplish this, CWI shall conduct a cost and price analysis on proposed costs during the proposal review process. Agencies are encouraged to submit their best offer for providing the services solicited and to thoroughly describe and justify the costs.

The cost and price analysis shall be conducted to ensure that the proposed costs are necessary, fair, and reasonable; to determine if the proposed costs are allowable and allocable; to determine if there is a duplication of costs with other programs; to ensure that the costs are directly associated with carrying out only the proposed services; and to ensure that the proposed costs will benefit the program.

#### **C. Contract and Payment Method**

Contracts are negotiated on a cost reimbursement basis. Proposers are advised that any contract awarded under this RFP may be modified to incorporate legislative and policy changes, revisions to the program design, alterations of any services and activities provided or a reduction or increase in the amount of funding available.