



Request for Proposals (RFP)

for

**Redesign of the
WorkOne Northwest Indiana website**

Release Date: Monday, March 14, 2022

Turning Research, Relationships, and Resources into Results.

PART I: OVERVIEW

A. About the Organization

Center of Workforce Innovations (CWI), a 501(c)3 nonprofit is a strategy development and implementation organization and is considered a trusted workforce development leader in the community. Recognized for successfully conducting analysis, forging partnerships, and building community assets among public and private sector leaders and policymakers, CWI serves as a valuable resource for economic development, workforce, and education in the Northwest Indiana counties of Jasper, Lake, La Porte, Newton, Porter, Pulaski, and Starke.

CWI also provides programmatic and fiscal oversight for sub-recipients of adult education providers and youth oriented workforce providers, and for the American Job Centers, known as WorkOne in Indiana governed by a Board of Directors.

The Northwest Indiana Workforce Board is a board of business, education, labor, community, and economic development leaders responsible for the strategic vision of workforce development and as previously mentioned the governance of WorkOne system in Northwest Indiana. They are also responsible for managing connections to key resources in the workforce and education arena as well as supporting efforts on programming that plant and nurture the seed of entrepreneurship. The board works to determine current and future skill needs together with economic developers, employers, and economists.

CWI is issuing this Request for Proposal (RFP) to solicit interest by experienced entities for the purpose of the redesign and development, including desired functionality, of its WorkOne website, currently found at: <http://www.gotoworkonenw.com>. Website would be streamlined in its look, increasing of search engine optimization, and growing the WorkOne Northwest Indiana presence in the region. It should be considered the “go-to” for jobseekers and a resource for employers looking to add to or upskill their workforce.

B. Questions

Questions related to this RFP must be submitted in writing by **Friday, April 8, 2022** and directed to Barb Grimsgard at bgrimsgard@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 bgrimsgard@cwicorp.com by **5:00pm central time on Friday, April 22, 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 will work with the Communications Department for redesign/development of a website that would be welcoming, user-friendly, informative, and interactive. Scope of work includes:

1. Functionality Requirements
 - 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 WorkOne 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; Interactive map capabilities allowing for directions to one of the 9 regional WorkOne offices.
 - 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
 - Possible feature can be a Blog page—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
2. Content Strategy
3. Copywriting
4. Imagery
5. Information design
6. Visual design
7. Search engine optimization
8. Front-end coding (HTML/CSS, animations) Back-end coding (CMS, 3rd party APIs) Custom software or app development Mobile device optimization
9. Testing & quality assurance
10. Paid search placement / advertising

11. 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.
12. Maintenance and support proposal (should include security feature/backing up of site)
13. 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 in blue ink.
2. A description of your organization including length of existence, vision, mission, and goals.
3. A description of your general approach to website development/redesign, 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.