

**Northwest Regional Workforce Investment Board, Inc.**  
**249 Thomaston Avenue**  
**Waterbury, CT 06702**

**WEBSITE HOST & DESIGN**

**REQUEST FOR PROPOSAL**

**Proposal due date:**  
**October 30, 2020**



**NORTHWEST REGIONAL  
WORKFORCE INVESTMENT BOARD**

FIRST JOB | NEXT JOB | BEST JOB

## Northwest Regional Workforce Investment Board

Program Year 2020-2021 Request for Proposal (RFP)

Website Host & Design

### PROPOSAL INSTRUCTIONS

|                               |  |
|-------------------------------|--|
| Release Date:                 | October 10, 2020   |
| Bidders Conference Call:      | October 13, 2020 11:00 AM  |
| Microsoft Teams Meeting Info: | <a href="#">Join Teams Meeting</a>   |
| Proposal Deadline:            | October 30, 2020 4:00pm  |
| Electronic submission:        | <a href="mailto:Genny.Fonseca@nrwib.org">Genny.Fonseca@nrwib.org</a> subject:<br>WHD RFP |
| Award announced:              | November 6, 2020   |

### PROPOSAL CONTACT PERSON:

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## **SECTION I: PURPOSE**

The Northwest Regional Workforce Investment Board is seeking a vendor capable of redesigning and hosting its current website which can be found here: [www.nrwib.org](http://www.nrwib.org). Proposals should outline a plan to accomplish this task that includes timeline, cost and deliverables. The following 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. In your proposal, please feel free to suggest alternatives as appropriate.

### **Guide to this Request for Proposals**

This document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to suggest that we have all 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. A bidder's conference will be held on October 13, 2020 11:00 AM via Microsoft Teams to address any questions or comments. Additional questions will be accepted until October 20, 2020 and can be submitted via email at: [genny.fonseca@nrwib.org](mailto:genny.fonseca@nrwib.org).

### **Project Overview**

The Northwest Regional Workforce Investment Board (NRWIB) is a non-profit organization dedicated to creating career pathways for adults and youth through in-demand workforce and training programs. We are desirous of a complete overhaul of our current website in terms of design and content. Some of our goals include: building a website that is relatively easy to update; it should be user-friendly and geared toward an audience that is not particularly tech savvy or computer literate; the website should also follow a logical outline format as much as possible- a few big categories and, within each, several clear sub-categories. Some of the challenges we have identified with our current website include the following: updating and revising it is tiresome and difficult; its current design is cumbersome and distracting; and the site opens with three chief categories: 'Employers, Job Seekers and Youth' however, once 'inside' the website, there are four categories: 'Programs, Job seekers, Business services, and Youth'.

### **Organization Background**

The Northwest Regional Workforce Investment Board (NRWIB) promotes business growth as we convene and partner with business, training and education providers, labor and diverse community stakeholders to support an inclusive and dynamic regional economy. Developing and maintaining a high-quality workforce is critical to attracting and retaining business in Connecticut. It is the charge of the NRWIB to develop and sustain an effective labor market system that facilitates economic development and business growth in our region. Our aim is to provide a user-friendly system that is highly responsive to the needs of both the job seeker and the employer. Three American Job Centers are conveniently located throughout the Northwest Connecticut Region in Waterbury, Torrington, and Danbury.

## **Project Goals**

Our vision for the new website includes one that is functional, easy to navigate and user-friendly along with the incorporation of “calls-to-action”. It is difficult to succinctly describe our target audience as the two main categories vary so widely. NRWIB services are provided to job seekers needing training and /or job placement as well as to employers looking for employees, employee training, information about workforce services and labor market information. The ideal website would allow jobseekers to explore career pathways from the convenience of their mobile device, send emails for more information and could set up appointments (to be held in-person, via Zoom or by phone). The incorporation of easy access to our social media platforms along with news features regarding specific industries (i.e. healthcare, construction, IT, etc.) would be ideal. We are looking to streamline the design and aesthetic of the site while providing information to our target audiences as comprehensively as possible.

## **Scope of Work**

Within your submission, please describe how you propose to manage the following topics regarding site redesign:

- Project management
- Content strategy
- Copywriting
- Illustration
- 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
- Software training
- Analytics Software
- Ongoing Support / Retainer
- Timeline for Completion
- Deliverables

## **Technical Requirements**

*Content Management Software*

*Web Host*

*Browser Support*

*Integrations (specifically, newsletter subscription)*

*User Accounts*

*Accessibility (ADA compliant)*

*Mobile Responsive Design*

## **Budget**

See Appendix A for budget template

## **Project Overview**

- Technical expertise: Previous experience in building interactive, responsive sites.
- Communication and autonomy: Manage project independently in addition to teamwork; pursue and meet established timelines without monitoring/prompting.
  - Partner: Act as a partner in the project build by involving our team but also taking the lead when needed.
  - Flexibility: Adapt when needed to unforeseen project changes.
  - Vision: Provide ideas for project beyond what is presented initially based on expertise in the field.
  - User interface design: Ability to create user-centered design, making the user's experience as seamless as possible.

## **SECTION II: GENERAL RFP PROCESS AND PROCEDURES ELIGIBLE PROPOSERS**

### **Eligible Proposers**

All organizations interested in and capable of providing web redesign and hosting capabilities as described in this RFP may submit a proposal.

### **Questions and Bidder's Conference**

The NRWIB will conduct a Bidders Conference via Microsoft TEAMS on Tuesday, October 13, 2020 at 11:00 AM. NRWIB staff will review the application and answer questions regarding this RFP. You are encouraged to participate in this conference. You may indicate your intention to participate via email at: [genny.fonseca@nrwib.org](mailto:genny.fonseca@nrwib.org). Additional questions will be accepted until October 20, 2020 and can be submitted via email at: [genny.fonseca@nrwib.org](mailto:genny.fonseca@nrwib.org).