

**REQUEST FOR PROPOSAL: WEBSITE DESIGN AND HOSTING
FOR THE LITTLE ROCK WORKFORCE DEVELOPMENT BOARD**

March 17, 2017

W. J. Monagle
Little Rock Workforce Development Board
5401 S. University Ave., Ste. 146
Little Rock, AR 72209

Dear Web Design Professional:

You are invited to submit a proposal for the Little Rock Workforce Development Board's Website Design and Hosting project in accordance with the requirements set forth in the attached request for proposal (RFP), which is also available at www.lrwib.org.

The original, four printed copies, and an electronic (CD or flash drive) version of your proposal must be received no later than **April 7, 2017**; otherwise, your proposal will be disqualified.

I anticipate that the provider whose proposal is the best solution for our project will be selected on May 1, 2017. We will notify all providers of the result of their proposal submission after the selection date.

The third party project facilitator, Becky Parkerson, will be the single point of contact for all inquiries and correspondence. She may be reached by email at becky@ptiteam.net.

Thank you for your time, effort, and interest in our Website Design and Hosting project.

Best Regards,

W. J. Monagle
LRWDB Executive Director

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PART I - BACKGROUND INFORMATION

1.1 Introduction

The Little Rock Workforce Development Board (LRWDB) is upgrading its current website to align with and promote its transition to operations under the Workforce Innovation and Opportunity Act (WIOA). The LRWDB's overall goal is to use an updated website to increase awareness of Little Rock's Talent Development System and support delivery of high-quality services through a network of board members, workforce center partners, employers, education providers, and community organizations.

This request for proposal is to cover website design services and materials to upgrade and host the LRWDB's current website, currently at www.lrwib.org.

1.2 Organizational Background

The Little Rock Workforce Development Board is a 501(c)3 Quasi-Municipal Government Workforce Agency, which operates a workforce center located at 5401 S. University Avenue in Little Rock. The Little Rock Workforce Center is at the forefront of workforce development and represents Arkansas' version of "the American Job Centers."

The LRWDB is composed of members from both the public and a majority private sector, reflecting local businesses, labor, partner agencies, and other key stakeholders. The LRWDB is committed to fulfilling the following vision and mission, as outlined in its Local Transitional Plan:

Vision: Little Rock will have a world-class workforce with the precise skills to supply in-demand occupations in local high-growth sectors and keep Little Rock's economy competitive in the global marketplace.

Mission: To establish and cultivate a talent development system that offers employers, job seekers, and communities in the Little Rock metropolitan area the opportunity to realize and sustain economic prosperity.

1.3 Project Background

The LRWDB maintains an active and current website at www.lrwib.org. The domain name must be updated as a starting point for website design activity.

The website is hosted by a third party provider, and website content is updated frequently using a Content Management System (CMS). The site is designed for use through PC and Mac desktop interfaces.

During 2016, the LRWDB increased the frequency of updates to website material and blogging activity. As a next step, the LRWDB plans to incorporate social media messaging into a redesigned website infrastructure.

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PART II - WORK REQUIREMENTS

In responding to the RFP, Contractor should match proposed services to the objectives, requirements, and deliverables as outlined.

2.1 Project Objectives

The LRWDB has identified several primary objectives for the website upgrade:

- Develop a user-friendly website that provides a common repository of information about career development opportunities that are relevant to employers, job seekers, educators, youth and their parents, economic development entities, government agencies, and the general public.
- Establish a positive brand image through a next-generation “look and feel” for the site that aligns with other marketing tools (e.g. logo, brochures, etc.)
- Update the website’s technology platform to provide access through multiple devices and channels

2.2 Target Audiences and Content

The target audiences for the LRWDB’s updated website are located in Little Rock and central Arkansas. These audiences need access to specific types of information, including:

Target Audience	Website Content
Board members, committee members, staff	Meeting dates, reports, policies, and strategic and tactical planning documents
Network of businesses, educational providers, economic development, and community organizations	WIOA and grant-specific programs, regulations, and projects
Job seekers (adults and dislocated workers)	WIOA and grant-specific services for adults
Youth, parents, and caregivers	WIOA and grant-specific services and programs for youth
General public	LRWDB and Workforce Center vision and mission, news, calendar of events, blog content, and contact channels (web form, email, phone, fax, address)

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2.3 Design and Layout

The LRWDB has an interest in a design and layout that provides a current “look and feel,” including:

- Modern website design elements like –
 - Unique and large typography
 - Responsive “hero” images that provide an engaging visual experience
 - Videos to illustrate key content (featured content, services)
 - Flat or semi-flat design
 - Streamlined menu systems
 - Bite-sized content elements like card design
- Color and style scheme that matches branding (logo, print materials)
- Minimal text-driven content and more focus on images
- Content Management System (CMS) allowing customization/easy updates
- Integrated blogging and social media functionality

2.4 Technical Specifications

The LRWDB is interested in a website solution that leverages up-to-date technology tools to provide a seamless, positive experience for users, including:

- Platform with good “deliverability” (site speed, up-time)
- Search engine optimization (SEO) and related analytics tools
- Site that is multi-browser compatible
- Site architecture (main/secondary) that supports design and promotes ease of use
- Hosting and security services
- Site optimized for mobile (phone, tablet) viewing

2.5 Vendor Selection and Project Timeline*

The LRWDB’s document checklist for project submissions includes:

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- Cover letter introducing RFP responses
- Answers to PART III – RFP QUESTIONS (maximum of 15 pages)
- 4 additional printed copies of cover letter and responses to RFP Questions
- Electronic (CD or flash drive) version of cover letter and RFP responses

* The LRWDB reserves the right to decline contracting with any or all submitters should their work be deemed to not meet the technical, artistic or creative standards set forth in this RFP.

The LRWDB’s timeline for vendor selection follows:

- Request for Proposal Published – March 17, 2017
- Responses Due – April 7, 2017
- Evaluation of Responses – April 27, 2017
- Planned Contract Award Date – May 1, 2017

The target timeframe for completion of the website upgrade is June 30, 2017. Based on RFP responses, the LRWDB may extend this timeline into the third quarter of 2017.

2.6 Selection Team

The LRWDB has designated a team of staff and board members to review RFP responses and select a vendor to provide website design and hosting. The selection team includes:

Name	Title	Role
W. J. Monagle	LRWDB Executive Director	Selection Team Leader
Cathy Koehler	LRWDB Board Member	Selection Team Member
Warwick Sabin	LRWDB Board Member	Selection Team Member
Dr. Wayne Chapman	Professor, IT Minor, UALR (ret.)	Selection Team Member

As a third party project facilitator, Becky Parkerson, will coordinate proposal review activities but will have no selection authority.

2.7 Support, Security, and Legal Requirements

The LRWDB desires a level of timely support from website Contractor’s staff to address technical or administrative issues, training, and website maintenance.

All work performed must be in accordance with LRWDB security policies, safety, and environmental requirements, in addition to all applicable laws and regulations.

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PART III – RFP QUESTIONS

Contractor is requested to provide information on all services that Contractor deems appropriate and effective.

3.1 Vendor/Contractor Organization Overview

<p>Years in business:</p> <p>Technology expertise:</p> <p>Design portfolio:</p> <p>Recent awards:</p> <p>Clients in our industry (where appropriate, include at least one case study):</p>

3.2 Competitive Position

<p>Knowledge/experience/skills relative to key competitors:</p> <p>Products/services that distinguish your organization from competitors:</p> <p>References for your organization (preferably in our industry):</p>
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3.3 Redesign and Layout

<p>Recommended redesign approach/elements:</p> <p>Recommended site architecture description:</p> <p>Specific results from redesign projects (preferably in our industry):</p> <p>URL examples of designs for clients (preferably in our industry):</p>

3.4 Software/Content Management System (CMS)

<p>Recommended technology stack and/or Content Management System:</p> <p>Frequency and process for release of upgrades:</p> <p>Features that make the recommended technology a good fit for our project:</p>

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Functionality, feature and protocols for password control for site administration:

Security standards and system protections against security risks or malicious attacks (e.g., hacking, viruses, spyware):

User training on using CMS and support options:

3.5 Infrastructure/Hosting

Platform in cloud service or dedicated hosting:

Managed services to support hosting:

Minimum desktop or Internet requirements for user to access/use website:

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Any special browser settings required to access/use website:

Mobile device capability to access/use website:

3.6 Blogging and Social Media Integration

Blogging functionality:

Social media integration options:

Mechanisms for user comment management:

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3.7 SEO Optimization

<p>Opportunity for the LRWDB as you see it in SEO:</p> <p>Technical services or site content advice to optimize SEO (mobile, local):</p> <p>Tools and reports utilized to deliver and analyze SEO results:</p>

3.8 Project Phases and Pricing*

Project Phase	Estimated Timeline	Estimated Cost

* The maximum bid (i.e., bid ceiling) for this project is **\$10,000**. While selection criteria include estimated cost, the LRWDB is not bound to select the lowest cost bidder.

3.9 Warranties & Guarantees

<p>Guarantees for faulty workmanship or technological infrastructure?</p>
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<p>Warranty period after launch for technical support at no additional costs:</p> <p>Cost for maintenance/technical support following warranty period:</p>

3.10 Vendor/Contractor Contacts

Name	Title	Phone/Email

PART IV – RFP SUBMISSION

- Contractors should submit RFP responses by due date to:
Little Rock Workforce Development Board
Attn: W. J. Monagle, Executive Director
5401 S. University Ave., Ste. 146
Little Rock, AR 72209
- Contractors should address any questions regarding the RFP to the Selection Team Facilitator, Becky Parkerson, at parkersonbecky@gmail.com.