

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

REGIONAL SECTOR PARTNERSHIPS

WEBSITE HOST & DESIGN

REQUEST FOR PROPOSAL

Proposal due date:
December 1st, 2023



**NORTHWEST REGIONAL
WORKFORCE INVESTMENT BOARD**

FIRST JOB | NEXT JOB | BEST JOB

Northwest Regional Workforce Investment Board

Program Year 2023-2024 Request for Proposal (RFP)

Regional Sector Partnerships Website Host & Design

PROPOSAL INSTRUCTIONS

Release Date: October 30, 2023
Bidders Conference Call: November 13, 2023, at 11:00 AM

Zoom Meeting Info:
<https://us06web.zoom.us/j/87344505613?pwd=Ityax9rTRjacEE4b2we9zHPxVWxMm7.1>

Meeting ID: 873 4450 5613
Passcode: 876254

Proposal Deadline: December 1, 2023, at 4:00pm
Electronic submission: Patrick.Donnely@nrwib.org
Subject: RSP Website Host and Design RFP

PROPOSAL CONTACT PERSON:

Patrick Donnelly, Director of Workforce Programs
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Phone: 203-574-6971 x 461
Fax: 203-573-8951

SECTION I: PURPOSE

The Northwest Regional Workforce Investment Board is seeking a vendor capable of designing and hosting a new website for the Northwest Manufacturing and Healthcare Regional Sector Partnerships. Proposals should outline a plan to accomplish this task that includes a timeline, cost, and deliverables. The following RFP includes a background of the regional sector partnerships (RSPs) and describes the purpose of the design, 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. It includes a background section about the RSPs, 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 November 13, 2023, at 11:00 AM via Zoom to address any questions or comments. Additional questions will be accepted until December 1, 2023, and can be submitted via email at: Patrick.Donnelly@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. The Next Generation Regional Sector Partnerships, a collaborative initiative under the NRWIB, are partnerships of businesses, from the same industry and in a shared labor market region, who work with education, workforce development, economic development, and community organizations to address the workforce and other competitiveness needs of the targeted industry. We are desirous of two new websites, one to host the Manufacturing RSP, and the other to host the Healthcare RSP. A rough site has already been developed for the Manufacturing RSP, powered and secured by Wix.com, which would require an overhaul in terms of design and content. Currently, there is no rough site developed for the Healthcare RSP, and therefore, we would require a completely new website design for the healthcare partnership. Some of our goals include but are not limited to:

- Building a website that is relatively easy to update and user-friendly
- A website that would follow a logical outline format as much as possible - a few big categories and, within each, several clear sub-categories
- A forums page - interactive that can be searched and archived (may include an internal chat/direct messaging feature)
- Networking features
- Image scroll of lifestyles in the region - (what may attract talent)
- Success stories of either talent or businesses
- News Feed - events, milestones, achievements, and blog posts
- Events calendar with easy registration and secure attendance tracking capabilities

- A funding resource tab - "Show Me the Money" - with links solely for business funding i.e. equipment, training, staffing, etc., including a "contact me" prompt
- For the Manufacturing RSP: easy to navigate "Business Resource" tab that would contain links to areas such as CCAT, MASC, CT Manufacture, Connex, other manufacturing RSPs in Ct, Ambassador Program, Chamber Manufacturing Coalitions, CT State Community Colleges, CareerConneCT, NWRWIB, Department of Labor, Next Generation Sector Partnerships, etc.
- For the Healthcare RSP: an easy to navigate "Business Resource" tab that would contain links to areas such as Academy of Medical Training, RIBA Aspira Career Academy, other healthcare RSPs in CT, Ambassador Program, Chamber Healthcare Councils, CT State Community Colleges, NRWIB, CareerConneCT, Department of Labor, Next Generation Sector Partnerships, etc.
- Interactive map of Connecticut highlighting the organizations that are members of the RSPs in Northwest CT
- Link to online learning and training platform
- Design/Re-design of RSP logos

Organization Background

The Northwest Regional Workforce Investment Board (NRWIB) and Regional Sector Partnerships promote business growth by convening and partnering with businesses, 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. Next Generation

Sector Partnerships

come together to define a shared agenda based on the priorities that most impact the vitality and competitiveness of their industry—not the agenda of public programs. In a Next Gen Sector Partnership, business leaders also drive the action. They personally champion priorities, volunteering on task teams to push for outcomes and results. Next Gen Sector Partnerships are also community-supported and rely on a coordinated team of public support partners, including workforce development, economic development, and education, who work together to respond to industry needs. The partnership acts as a "shared table" for business leaders to collaborate with a range of public partners and for public partners to work together to align programs to industry needs. Since Next Gen Sector Partnerships are organized around the topic that interests business leaders most--what it takes to ensure that their company thrives--they are sustainable over time.

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". Our major target audience is a broad mix of healthcare and manufacturing employers and public supporter partners who have a vested interest in networking, collaborating on projects, and recruiting partners of their targeted sector to join RSP initiatives, which are heavily focused on expanding their industry talent pipelines by addressing urgent talent needs and improving job placement and advancement. Other target audiences to consider are low income and/or displaced job seekers needing training and /or job placement, and the youth population (including high school and middle school students), seeking career awareness and readiness resources. All

of the above target audiences would also benefit from workforce services and labor market information provided by the NRWIB and the Connecticut Department of Labor. The ideal website would allow employers to collaborate and network, as well as jobseekers to explore healthcare and manufacturing career pathways from the convenience of their mobile device, with the capability to directly send emails for more information. The incorporation of easy access to our social media platforms along with news features, including information pertaining to upcoming events, would be ideal. An interactive calendar of RSP related events, along with easy and direct registration and attendance tracking capability would also 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

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 design 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 Zoom on Monday, November 13, 2023 at 11:00 AM. NRWIB staff and RSP industry partners 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: Patrick.Donnely@nrwib.org. Additional questions will be accepted until December 1, 2023 and can be submitted via email at: Patrick.Donnely@nrwib.org.