

Clackamas Workforce Partnership

Website Redesign & Development Request for Quotes

This RFQ is for design and development services for a new website for Clackamas Workforce Partnership.

RFQ Sent: October 5, 2020

Responses Due: 5:00pm on October 23, 2020

Send any questions on the RFQ to: Amanda Wall, Executive Assistant & Communications Coordinator; amanda.wall@clackamasworkforce.org

Send proposals to: amanda.wall@clackamasworkforce.org

Budget for new website: Not to exceed \$10,000

Goal for new website launch: January 2021

Clackamas Workforce Partnership Overview

Clackamas Workforce Partnership is a 501 (c)(3) nonprofit organization dedicated to building a strong workforce in Clackamas County. Through public-private partnerships, we attract funding to help local businesses proactively address a key challenge to their success—a skilled, competitive workforce. As a convener of public-private partnerships, we oversee the public workforce system in Clackamas County. Our work is to help our system work better on behalf of all our community members. Our mission is to address critical workforce, educational, and training challenges, and develop a skilled workforce that meets the needs of businesses and strengthens the local economy of Clackamas County.

Values:

Collaborative: We convene all stakeholders and are fully present in our community.

Responsive: We readily react with intention. Solutions-oriented: We seek out proactive answers and act to solve to challenges people and business face.

Innovative: We challenge the status quo with creativity and dynamic empathy.

Equitable: We advance access and full inclusion for all.

Our Audience

Our primary audience is **people seeking jobs and/or careers**. This audience is made up of a wide range of Clackamas County demographic populations including (but not limited to) veterans, people with disabilities, benefits recipients, low-income families, adult basic skills-deficient, families living in poverty, English language learners and individuals with background issues or justice involved, long-term unemployed, rural communities, and youth and young adults age 16-24.

Our secondary audience is the **business community** in Clackamas County and surrounding region. Clackamas Coordinated Business Services (CCBS) is a network of

11 workforce system partners with a mission to be responsive and accountable to Clackamas County employer needs through efficient coordination of collective resources.

Through this coordinated effort, our goal is to support businesses of all sizes who are seeking solutions for their workforce and training related challenges.

Our third audience is our **Board of Directors**, potential employment applicants (our culture), and community partners and stakeholders.

New Website Objectives

Our website's number one objective is to be a source of information for Clackamas County and the greater Metro region to better serve our multiple audiences. We need to be able to take a complicated system and break it down into small, bite-size bits of information, giving individuals looking for career support a clear idea of the resources available throughout our region.

The second objective is to better serve our business community with an enhanced CCBS page, as well as including information about our sector work throughout Clackamas County.

An additional objective for our new website is to inform and educate, engage our community, board, non-profits, and government representatives to better position our brand as a thought leader to better leverage resources and share the collective story of the workforce system.

Current Website

Our current website, www.clackamasworkforce.org is about 10 years old and does not serve us well anymore. The design does not reflect our organizational lens or brand, the navigation is clunky, it is unresponsive, not at all intuitive to our current strategic goals, and very content heavy. Overall, it lacks a clear path for our visitors to follow to find what they want and contact us or buy our services and products.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Website should be mobile responsive
- Intuitive navigation
- Clean and focused design
- Currently has 75-80 pages; will need a proposal for 35-40; with additional template support & design for CWP internal staff support; and support and assist in migrating data and content from existing site to the new host/site
- All applicable content imported from current site
- Optimized with SEO best practices
- A universal design to ensure greatest accessibility, usability, and inclusion
- A blog/Op Ed/Media Posting
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form for CCBS Page
- Contact Form

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video
- Dynamic blog feeds throughout website
- Interactive map of resources

Ecommerce Details

We currently accept donations through ActBlue on our website and would like to continue to have a “donate now” link on our homepage.

Budget Details

As listed in the summary, our budget for this project is not to exceed \$10,000. While we, of course, prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts as determined in the scope of work.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design and development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design and development examples
- References
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Terms & conditions

What We’re Looking for in Potential Vendors

As an organization with a mission to enhance diversity, equity and inclusion, we are looking for vendors and partners who embrace this mission and have a track record of developing websites that are inclusive. Agencies large and small, as well as individuals, are encouraged to submit a proposal. CWP values working with minority-owned businesses to support equity and inclusion. Business owners with certified or special socio-economic status are encouraged to apply.