



Scope of Work

Website Development and Hosting

The Chicago Cook Workforce Partnership invites firms or web developers to submit proposals for hosting and further refinement, improvement and development of its existing site, as described in this scope of work. Please read each section carefully for information regarding the proposal and submittal instructions. Responses should include a description of how the applicant proposes to achieve the Partnership’s desired objectives.

SECTION 1: Background and General Information

Our Mission

“To create, promote, and effectively manage a network of workforce development organizations that designs innovative solutions to address business needs; and, prepares for and connects individuals to career opportunities.”

About The Chicago Cook Workforce Partnership (The Partnership)

The Partnership is the non-profit umbrella organization that operates one of the largest public workforce systems in the country. As the designated administrator of federal workforce development funding for Chicago and Cook County, The Partnership oversees a network of more than 90 community-based organizations, American Job Centers, satellite sites, and sector-driven centers. The Partnership began in July 2012 with a \$3 million cash advance on a \$30 million budget. Since then, the non-profit has grown from an organization with a sole focus on workforce development programs funded by the federal Workforce Innovation and Opportunity Act (WIOA) to one that in Program Year 2022 supported a diverse portfolio of more than a dozen non-WIOA funded initiatives. More information about The Partnership, including a video, can be found [on our website](#) and our recent [annual report](#).

Partnership Staff and Primary Contact

The Partnership has approximately 66 staff members, including small marketing and communications and IT teams, with whom the successful respondent will work. The vendor will work most frequently with The Partnership’s communications and marketing team, comprised of



a Director of Communications and External Affairs and two staff members, a Graphic Designer and Visual Content Specialist and Board of Directors Liaison. The successful respondent's main unit contact will be the Graphic Designer and Visual Content Specialist. The unit currently manages three external vendors, two of which offer support in marketing and communications functions and one that serves the website hosting and developer function. Two of the external agencies have created websites tied to Partnership programs whose entry points are linked to the Partnership's website but who are hosted and exist outside of chicookworks.org. They are: cookcountycareerconnect.org and levelupajc.org which are also referenced later in this document.

SECTION 2: Minimum Requirements

Respondents shall demonstrate past experience in meeting these minimum qualifications:

- Provide sufficient detailed information that demonstrates successful completion of comparable work on similarly complex projects.
- Must have performed such work for a minimum of three years.
- Must have institutional knowledge and implementation experience with WordPress.

**Experience consulting for nonprofit organizations, in the workforce sector or like agencies is a plus, but is not mandatory.*

SECTION 3: Proposal Criteria

Criteria

The Partnership will select the candidate whose proposal represents the best overall value in terms of the selection criteria specified below. In order to be selected, a candidate's proposal must address each selection criteria as outlined below:

Experience and Qualifications

The candidate must submit a narrative description of its relevant experience. This narrative cannot exceed two pages and must address the following:

- The number of years of relevant experience.
- Description of experience assuming hosting and development responsibilities for a client's existing website and an outline of first 90 day priorities in such work based on an external review of The Partnership's website, www.chicookworks.org
- A brief description of experience in the field
- The number of employees and a description of resources (personnel) currently available in-house to provide the required services.
- A description of any plans to outsource/subcontract the services.



Past Performance:

- Submit three client references including the following information:
 - Client name
 - Job/Project name(s) and dates of service
 - Contact name, title, phone number and email address
- The Partnership reserves the right to also obtain and consider other past performance information from contacts outside and within The Partnership.

SECTION 3: Project Description, Contract Term and Budget

Project Description

The Partnership's current website (chicookworks.org) was built in 2017. Its content has been expanded as needed, without an overall, comprehensive strategy to improve/enhance the user experience. This project, through the scope of work listed in Section 4, is meant to ensure that the website is:

1. Engaging and informative, appealing to a broad and relevant range of audiences including: job seekers, employers, delegate agencies, funders, partners, and more.
2. An information and program recruitment source.
3. Intuitive, allowing core constituencies to easily find the information about programs and services that meet their needs.
4. Able to serve as an easy-to-use portal for visitors to find 1) information about the nonprofit organization and 2) information about the programs and services offered by its network.
5. Easily navigated with a small number of clicks; so that "finding" what a visitor is looking for is not a challenge for the wide variety of publics who use it as a source.
6. Dynamic and easily updated.

Term

The contract for this project will have a one year term, from July 1, 2024, to June 30, 2025.

Budget

The annual budget for this one-year project will not exceed \$50,000, to be billed monthly, based on hours worked and not on a retainer basis, inclusive of website hosting and development work.

Responses should include the projected costs of project, including monthly web hosting costs, if hourly rates are hybrid or based on staff assigned to the work performed, and an additional expenses foreseen.



SECTION 4: Scope of Work

Scope of Work (All work includes staff training and internal review)

- a. Review the current website, including the landing page, and propose content and architecture changes that allow customers, funders, partners and stakeholders to intuitively engage with The Partnership and its network on WordPress.
 - i. The above could include redesign of the header section of the website (to include The Partnership's logo, digital assets and other current media)
- b. Ensure architecture allows for regular content updates by The Partnership staff with minimal training.
- c. Provide website hosting services and 24/7 help desk availability in case of outages
- d. Provide state of the art cyber-security provisions
- e. Provide excellent UX staff and advisory ability
- f. Ensure website is cross-browser compatible, mobile-friendly and responsive
- g. Ensure/design site architecture that requires a minimum number of templates and can house content for locations, program pages, events, news, etc.
- h. Consider upgraded integration with Partnership's social media feeds
- i. Include multi-language capability
- j. Adhere to ADA web accessibility standards
- k. Regularly review website analytics and be proactive in suggesting changes/upgrades to the website architecture and/or content in response to these analytics
- l. Future-proof website whenever possible for potential implementation of new features and enhancements
- m. Rehost existing program websites not currently on chicookworks.org, such as cookcountycareerconnect.org and levelupajc.org
- n. Create new webpages for new and or existing programs, such as The Road Home, Opportunity Works, and other initiatives.
- o. Have staff available to fill in/perform website support such as adding and removing website information when Partnership staff is unavailable if 1) the work is beyond the capability of the internal staff responsible for website management and/or 2) when that internal staff person is on PTO or on like leave.
- p. Include built-in GIS to allow users to navigate locations of agencies that funded throughout Chicago and suburban Cook County.
- q. Upgrade third-party integrations with the participant and employer service portal organization and network is using; Client Relations Management tools such as Constant Contact, Twitter, Facebook, LinkedIn, or YouTube system (specifically embedded video and slide shows)



- r. Explore creation of website affiliated Digital Asset Management (DAM) platform. A DAM is not included in the budgeted amounts listed above.
- s. Explore integrating a commerce system for donation collection (PayPal, Neon, or best recommendation). These costs are not included in the budgeted amounts listed above.

SECTION 5: Procurement Timeline

Responses are due to: Susan Massel, smassel@chicookworks.org, no later than 5 pm CST on Tuesday, April 30. No telephone inquiries will be accepted. Any questions related to this project should be included in the applicant's response.

SECTION 6: Submittal Requirements

Submission Information

Please be sure that your proposal includes, but is not limited to, the following items:

- Description of how your firm would propose to achieve the Partnership's desired objectives.
- Projected Costs of Project, including web hosting, including the firms' fees, hourly charges, how they would/could differ based on staff assigned and type of work performed and any additional expenses.