

**Questions and Answers for the
RFQ: Southwest Connecticut American Job Centers Website Design and Development
Bidders Conference
March 6, 2019 at 2pm**

1. Q: With the current website, are you tracking any analytics or surveys of how users are using the site?

A: No. The current site was developed in 2009. It has gotten a facelift only once when our logo and branding has changed. We are hoping to get a much more dynamic presence with the site.

2. Q: The WorkPlace site is very well organized and designed, do you want a design aligned with that site or does it need to have a distinct look and feel?

A: It will have a distinct look because of the American Job Center branding.

3. Q: Would you like The WorkPlace site to be used as a model for how organized and clean and user friendly you would like the site to be?

A: Yes. You can use it as a model.

4. Q: In terms of the content, The WorkPlace will be providing the copy writing and image content. What do you see the intent of the copy that is going to be developed for the new site? How is that going to be consistent with or differ from the current site?

A: Some of the content on the site is old and should be eliminated. We will look for some copy writing services to help us edit and to make it more appealing for search engine optimization. We will need to do a walk through and audit the current content to edit it to make it more appealing than writing it from scratch.

5. Q: In addition to photographs that would be provided, are infographics or animation as something you would consider for content?

A: Yes, for infographics. We have reviewed animation in the past, it has not been received too well. We would like to have the ability for video content but we do not have video content today outside of the United States Department of Labor posting videos from time to time the we have found to be helpful and would need help in loading onto the site. We do not have original content right now.

6. Q: Do you know what your target audience will be on the website?

A: Audiences – Unemployed Job Seekers, Employers and Out-of-School Youth.

7. Q: What is the expected chain of approval? How do we work through that? Do you have one designated person at The WorkPlace who will approve all design, content and revisions and make the final approval?

A: At The WorkPlace, it is multi-tiered approval process, you will be working with Melanie as the frontline to make sure that the work is organized and presented right. It will also be presented to the Vice President of Operations who oversees the job centers and there might be an additional level of review.

8. Q: Will there be one contact person?

A: Yes.

9. Q: In Section III, A.7. The website must meet all federally mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act. Is that something The WorkPlace will supply? A list or a place where it can be referenced as to exactly what those are?

A: Yes.

10. Q: For email addresses? Does The WorkPlace want the vendor to create the email addresses or are there existing email accounts already?

A: It is more of a collection of email addresses to create a database.

11. Q: For customer accounts, are there internal users or will job seekers have a username and password to access the site for permission to certain pages?

A: No. Job seekers should not seek permission to certain pages as this is a public site for everyone to access. Customer accounts are for internal purposes to access and administrate WordPress.

12. Q: How many people would be updating the site?

A: We expect to have 3-5 different level of users. Front end people that are administering tasks such as updating job fair information or calendars – basic program at that level. Also, 1-2 people will have a higher administrator level. Some people might be editors while others will have admin responsibilities.

13. Q: In Section III, C.10, Website must not require plug-ins as a default. Given that WordPress has added functionality with plug-ins. What do you quite mean by default?

A: Plug-ins are fine. It's optional if your WordPress design includes plug-ins.

14. Q: Would The WorkPlace require assistance with Google Analytics, getting the metrics and reports once its in place and doing an analysis on a regular basis?

A: We would leave this out of the scope of the project.

15. Q: On the Budget Summary Sheet – what do you mean by staff salaries, administrative costs – audit and legal, identify contractual labor, rent and utilities?

A: Staff salaries – expense of staff salaries to work on the project versus having a vendor or 3rd party working for you. The Budget Summary is a standardized form. Rent and utilities would most likely not be applicable to this project. Most of expenses would be in staff time and things of that nature.

If you have additional questions that pertain specifically to the technical aspects of the RFQ and or the RFQ format, please contact:

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