

Durham Region Employment Network (DREN)
Website Membership Portal RFP

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1. Introduction

The Durham Region Employment Network (DREN) is accepting proposals to add a membership portal to our existing website, <http://www.dren.org>. We envision a membership portal that provides a robust set of tools for member interaction and committee collaboration; integrates seamlessly with social media and mobile devices; features blogging and calendaring functionality; and may provide secure event registration and membership renewal.

2. Company Information

About

The Durham Region Employment Network (DREN), a not-for-profit agency, was established in 1993. The organization was developed in response to the need for a single, coordinated effort to unite and share information on the vast array of employment, education/training and community support services available in Durham.

DREN advises/refers individuals to its over 50 member agencies that offer employment services, education/training services and community support services across Durham.

DREN offers its members innovative workforce solutions by hosting Job Developer Meetings, Network Meetings, a Job Posting Service as well as advocating and promoting the member agencies through community outreach.

Vision Statement

To lead the development of equal access and opportunity to employment resources and services by enriching community partnerships.

Mission Statement

- Play a leading role in Durham Region by providing information and assistance to persons with barriers to employment.
- Build on the power and leverage of partnerships.
- Promote its member organizations for their collaborative work with employers and clients.
- Be a flexible and proactive organization with the capacity to adjust to new trends and challenges in the employment field.
- Develop its outreach within Durham Region.
- Promote a greater understanding of, and responsibility for the placement and gainful employment of persons with barriers.

3. Target Audiences

For this project the target audiences will be:

- DREN's 50+ Members – Employment Services, Community Supports and Services, Education Services
- Job Developers

4. Proposal Guidelines and Requirements

1. Overview

This RFP is not an offer to contract. Acceptance of a proposal neither commits our organization to award a contract to any candidate, even if all requirements stated in this RFP are met, nor limits our right to negotiate in our best interest. We reserve the right to contract with a candidate for reasons other than lowest price. Failure to answer any question in this RFP may subject the proposal to disqualification. Failure to meet a qualification or requirement will not necessarily subject a proposal to disqualification.

2. Valid Period of Offer

The pricing, terms and conditions stated in your response must remain valid for at least 120 days from the date of delivery of the proposal to our organization.

3. Right of Rejection

The Durham Region Employment Network reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more qualified candidates at the same time, if such action is in the best interest of our organization.

4. Best and Final Offer

We reserve the right to request a best and final offer.

5. Ownership

The Durham Region Employment Network reserves the right to select the visual elements to be utilized in any design and implementation. The copyrights for all design work produced shall become the property of The Durham Region Employment Network.

6. Cost of Proposals

Expenses incurred in the preparation of the proposals in response to the RFP are the candidate's sole responsibility.

5. Proposal Delivery

Deliver one electronic copy in Microsoft Word or pdf format to the following email address no later than 4:30 P.M. January 6, 2012 to:

Donna McAllister
Executive Director, Durham Region Employment Network
DMcAllister@dren.org

Proposals and their accompanying documentation will not be returned. All responses will be kept in strict confidence and shall not be distributed to outside parties without approval of both the Durham Region Employment Network and the Contractor – with exception to any questions that are asked during the process.

6. RFP Questions

Questions regarding this RFP should be submitted via email to Donna McAllister at (DMcAllister@dren.org) up to two days prior to the deadline (no phone calls please). The Durham Region Employment Network reserves the right to share the contractors' questions and answers with all other companies receiving this Request for Proposal.

7. Project Overview and Description

DREN envisions adding a membership portal section that can be divided into subsystems/user groups and working groups/committees as needed. Based on a single sign in feature, a user would have access to only their group section which would be a repository, discussion forum and community room. For the scope of this project we are looking at adding to but not restructuring our existing website. What is a priority is meeting the WCAG 2.0 Level AA requirements for the AODA legislation. As trainers of AODA standards and an organization that supports persons with disabilities this is a priority. We would consider migration to a more flexible and accessible content management system in the future and this can be addressed in the RFP for future consideration.

8. Project Requirements

1. Members only functionality enhancements

- Document management & sharing

- Provide the ability to create, upload and sharing documents to facilitate committee and organization work
- Ability to collaborate on document editing online, if possible
- Provide a historical document library/repository for past documents

- Survey integration

- Ability to create and manage online surveys which can be sent to select groups of members or non-members
- Storage and/or tabulation of survey responses should be available online.
- Ability to download all responses to a survey in common formats such as CSV, XLS

- Member & Committee email lists

- Provide the ability for members to sign up for or take themselves off of different committee lists
- Allow email lists to have shared administration by designated members, allowing standard email list features such as mass subscription, mass removal, etc.
- Allow email to be sent to non-members for outreach and other initiatives,
- Mail server used by the website should be configured with proper DNS settings, MX records and reverse PTR records to reduce the possibility of mail being treated as spam

- Membership Directory

- Provide for a robust, functional, searchable and sortable membership directory section of the site, available to all members.
- Members should have the ability to update their profile information, including links and/or API connections with LinkedIn and other social media such as Twitter and Facebook

- Member Discussion Boards

- Provide a members-only discussion forum with threaded conversations on various topics
- Members should be able to comment on/reply to others' posts, share comments or posts via social media, create new topics
- Moderator/administrator functions should be available to allow users with specific roles/privileges to remove or hide posts and/or topics, as well as archive posts and topics.

2. Event management (Optional-please cost separately)

- The website should include an event management system, allowing members with designated role or permissions to create and organize events such as conferences online.
- Provide for informational content to be associated with each event
- Allow members and non-members to sign up to attend an event, pay online for event registration and other associated products.
- Features for members and organizers to manage logistics of events should be included, for example:
 - Ability for members to submit session/topic proposals
 - Ability for members to discuss and comment on session/topic proposals
 - Ability for members to vote or rate session/topic proposals
 - Ability for organizers to approve sessions/topics and create a conference schedule with calendar display/functionality

3. Secure payment processing (Optional-please cost separately)

- Annual Membership renewals and new membership registration & payment
- Processing payments for event registration
- Ability to define additional monetize-able products and to sell those products to members
- Ability to associate multiple products with specific events

4. Extensibility for future development additions and migrations

- All proposals should address the extensibility of the proposed website platform, such that future features and additions can be easily integrated.
- All proposals should address the possibility of future data and site migration

9. Additional Vendor Information

The proposal shall also include the following information:

1. Corporate information – company name, address, telephone number, fax number, website address, business incorporation date, and qualifications.
2. Identification and e-mail address of project manager, as well as other members of the proposed team. Education and/or experience of those involved in the services contracted may also be included.
3. Statement of qualifications – Contractors must describe and demonstrate, at a minimum, the following:
 - a. Experience in systems development and technology integration.
 - b. Previous experience with similar website design – provide at least two written references/testimonials.
 - c. Ability to provide reliable, experienced qualified staff (and subcontractors).
 - d. Ability to meet a project timeline, deadline, and budget. Please outline the Durham Region Employment Network's recourse if deadlines are not met due to the fault of the Contractor.
4. The addresses of at least three other websites the applicant has designed.
5. Brief description of technology and programs proposed to be used.
6. Training - describe any prerequisite knowledge required by DREN staff and members who will assist with ongoing updates, moderation, and administration of the website; the amount of proposed training involved; and costs of training that may be required.
7. Support - describe what support, if any, will be provided after the proposed solution is in place and training is complete, including costs for additional support, and your guaranteed response time.
8. Upgrades - describe the process for obtaining future upgrades to the proposed solution.
9. Technical requirements - Contractors are to clearly state the minimum and recommended requirements for any software and hardware proposed which are necessary in order to use, access, and support the proposed solution.
10. Pricing - provide detailed initial fixed bid and ongoing costs for all proposed products and services, including:
 - a. software purchasing, licensing, and/or development fees.
 - b. layout and design fees, including number of included revisions.
 - c. training fees.
 - d. support fees.
 - e. upgrade fees.
 - f. marketing program for submissions to major online search engines and directories.
 - g. one-time or non-recurring costs including but not limited to delivery, installation, documentation, knowledge transfer, and training that the Contractor does not include as part of the fixed bid price of the proposed solution.
11. Other information – provide any other information Contractor deems relevant, important, or of interest to The Durham Region Employment Network.
12. A signed and dated proposal. If electronic signature is not available a hard copy can be mailed to:

Donna McAllister
 Durham Region Employment Network
 60 Bond Street West, 8th Floor
 Oshawa, ON
 L1G 1A5

10. Budget

Being a non-profit organization, The Durham Region Employment Network will give priority to proposals that are able to meet our requirements in the most cost-effective manner possible. This might be accomplished in a variety of ways, for example through effective implementation of open source software.

Proposed project budgets should be itemized according to project phases consistent with the vendor's development workflow, but also tied to the project requirements.

If hosting and maintenance are included in that amount, please itemize those costs clearly in the response.

Proposals that effectively meet most but not all RFP requirements will still be considered.

11. Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience with creating sites that build communities around membership needs and have integrations with outside services or APIs, such as Facebook , Twitter, and LinkedIn.
- Experience working with associations/member organizations
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor
- Vendor takes a holistic approach to an organization's web presence (e.g., insight into integrating social media platforms, campaign tracking mechanisms, etc.)