



SEIU UHW - WEST & JOINT EMPLOYER
EDUCATION FUND

Request for Proposal Website Redesign

Requested: Monday July 13, 2009
Proposal Due: Friday July 31, 2009

Proposals Can Be Submitted To:
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Communications Manager
SEIU UHW-West & Joint Employer
Education Fund
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SUMMARY

The SEIU United Healthcare Workers-West & Joint Employer Education Fund (the Education Fund) requests the services of an expert website design firm/individual to redesign the website on a Content Management System (CMS) platform. The Education Fund seeks a website that is better organized, more user friendly, more effective, visually attractive and state of the art. Background and guidance for developing a proposal to redesign the Education Fund website, located at www.seiu-uhweduc.org, are contained in this request for proposal (RFP). Following these overall guidelines, respondents should submit proposals by July 31, 2009.

OVERVIEW & OBJECTIVES

Overall Goals

The selected vendor will collaborate with the Education Fund to develop a website with the following properties:

- Increases visibility, builds brand awareness, supports outreach efforts and increases use of and access to the Education Fund's programs and services by eligible participants.
- Web pages are dynamic; navigation is simple, logical and consistent with the state of the art.
- Visually appealing –an attractive mix of text, graphics and photos.
- The online application process is easy to navigate and application data flows easily from the website to the Education Fund's database and/or to new CMS.
- Provides simple and intuitive access that increases visitor interaction and participation via online applications and other Internet-based tools (to be introduced).
- Makes the best use of participant photos and allows for photos to be easily changed and/or updated by Education Fund staff.
- Page development, content, photos and graphics are easily manipulated and updated by The Education Fund's staff.
- Common Themes/Consistent Design. Each section of the site has a common, consistent look/theme. The Education Fund's logo is prominently displayed. Cascading style sheets (CSS) are included to ensure consistent font types, sizes for text, headlines, links, basic layout and other page content.
- Meets ADA requirements, and other applicable legal requirements.
- Compatible with current versions of commonly used Internet browsers including Internet Explorer, Safari, Google Chrome and Firefox.
- Compatible with The Education Fund's existing custom-made database and online application process
- Compatible with the Education Fund's security, privacy and back-up/disaster recovery policies]

Communication Objectives

- Capitalizes on Web 2.0 technologies and applications (blogs, RSS feeds, video, podcasting, webinars, widgets and additional interactive features) to increase the volume and quality of visitor traffic to The Education Fund website and to drive participation in Education Fund's programs and services.
- The Education Fund's online application process is accessible to *all* eligible employees - even the least internet savvy.
- Visitors can easily access various types of content, such as newsletters, reports, presentations, photos, and audio/video clips in common formats, (Word, PDF, PPT, Excel).
- Encourages communication and interaction between and among participants.
- Participant privacy is highly regarded and mandated.

Functionality & Interactivity Objectives

- Deploys cost-effective content management system (CMS) that is state of the art.
- Seamlessly interfaces with our internal database and fully integrates with our online application process.
- Subscription information either populates our existing database and/or flows into a new content management system.
- Compatible with current search engine SEO techniques, provides external search capabilities using keywords, tags, coding, phrasing, linkbacks, page ranks and followers of our Blog, Twitter, etc. and provides internal search capabilities.
- Integrates with other social media accounts (Facebook, Twitter, YouTube).
- Allows for uncomplicated site maintenance for non-technical staff members.
- Employs an in-house search function that is simple yet sophisticated.

EVALUATION & SCHEDULE

Proposals will be evaluated using the following criteria:

- Submitted Samples: The selected vendor will present samples of successful redesign of comparable websites that combine compelling information with seamless interactivity. Previous experience with similar-sized not-for-profit organizations and prior experience developing similar websites is strongly desired.
- The strength of the entire work plan:
The selected vendor will submit a concise, straightforward work plan that addresses The Education Fund's needs and outlines the vendor's approach to design, management and coordination of the project and identification of key milestones from project start through implementation.
- Competitive pricing: The selected vendor must submit a price quote that is deemed appropriate for the project, including itemized costs (for such items as project management, website architecture, CMS implementation and site/system testing). Additionally, if the quote price is not all-inclusive, a detailed list of fees and explanations of each must be provided.
- Use of third –party: Relevant information regarding the use of third-party software or other third party intellectual property, and the purchase of additional hardware must be



included. All required hardware and software upgrades/purchases/licenses must be specified.

- Vendor credentials/accomplishments:
The selected vendor will provide bios of executives and key personnel who will be involved in the project. The bios should describe relevant work experience and accomplishments.
- Ability to meet deadlines: The selected vendor will submit a thorough timeline and completion date. The Fund is contemplating a go live date of [insert date].
- Signatory: The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
If the work to be performed by your firm requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified (including name of the company, the name of the owner of the company, and the address) and the work that will be performed must be defined. The Education Fund will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the subcontractors you have selected.

Notes:

- All content, coding, architecture, look and feel, and graphics will become the sole property of The Education Fund. Contractor/vendor will be required to execute a web-site development agreement with the Education Fund which provides for the Education Fund's ownership of such items/elements, and that requires the website to comply with the specifications of the Education Fund, including those set forth herein.
- The Education Fund currently uses Macromedia Dreamweaver for page development and content updates.
- The Education Fund's Online Application process connects with a custom-made Participant Database via the web server using the ASP.Net programming framework marketed by Microsoft. Applicant data is entered to the system from the website via our **schedule.aspx** pages. That database is kept in synch with the Education Fund Participant database through a push/pull system. The Schedule pages of the website also are updated using the backend of that custom-built system.
- Integration with existing database is critical. However, the vendor may be asked to create or implement new or specific applications that require back-end integration.
- Existing content will be revised and combined with a new architecture that is simple and succinct.
- Contractor will be required to execute a web-site development agreement.

This RFP is dated Monday July 13, 2009. Responders may also submit a proposal via email to Shawn Masten at smasten@seiu-uhweduc.org. Proposals are due no later than 5:00 p.m. Friday, July 31, 2009. Proposals will be evaluated immediately and within established deadlines. The Education Fund may require follow up interviews via phone or in-person at our office.



The following is a potential schedule. This schedule is dependent on many internal and external factors and may be subject to change.

<u>Date</u>	<u>Activity</u>
7/13/09	RFP Issued
7/31/09	Last day for accepting responses to RFP
8/21/09	Selection of top finalists for interviews
9/4/09	Selection of Contractor
9/18/09	Contract negotiated
9/25/09	Work begins

SUBMISSION

Proposals should be word processed in clear, concise, "8 ½ by 11" format. Proposals should not include any unnecessary promotional material. (Indicate the number of pages)

The Education Fund requests that each responder submit the following information:

- A cover letter of transmittal.
- Samples of three to five websites your organization has redesigned/created that reflect your best work and its relation to this project (please include URLs).
- A description of your organization's experience redesigning websites for comparable workforce development, educational, nonprofit and/or union-employee focused organizations.
- A brief outline your strategy to redesign The Education Fund website.
- Legal name, address, phone, fax, email address year of establishment, type of business (and the same information for any parent entity).
- A description of the organization including ownership of company, full-time employees and part-time employees. Include brief resumes identifying qualifications and experience.
- A list of team members who will be work on this project and each person's role.
- A fee schedule and proposed fee to accomplish the work.
- A plan to test the new website and provide future support including a plan for telephone and/or email support for an agreed upon duration after transition to the new site during normal business hours. An after hours emergency contact number must also be provided.
- An outline of any service agreements that might be part of the plan.
- A timeline to complete the project, including phases of the redesign, meetings with the Communications Manager and Website Redesign Committee, re-design development, draft presentation, implementation, hosting and training. Timelines will be included in the contractual agreement.
- Three current references from existing or former clients.

Submit one (1) original proposal and three (3) copies.



SELECTION PROCESS

It is expected that one (1) vendor will be selected as a result of this RFP, although the Education Fund is under no obligation to award a contract as a result of the selection process. Based on proposals received, the selection committee will select up to three (3) vendors to be interviewed. As a result of those interviews the top-rated vendor will be selected for contract negotiations.

A selection committee of Education Fund staff has been assembled to review and evaluate the submitted proposals. The selection committee may rank proposals based on the criteria stated below:

- A.** Team experience and expertise in website redesign
- B.** Recommendations from prior clients
- C.** Personnel strength
- D.** Quality of redesign/does it meet the stated objectives
- E.** Time required to complete and launch the new design
- F.** Cost for the work to be completed
- G.** Understanding of the Education Fund.
- H.** Ability to meet Education Fund specifications and requirements

The Education Fund reserves the right to reject any and all proposals received as a result of this RFP. The Education Fund is under no obligation to award a contract as a result of this RFP, and the Education Fund will be under no obligation to any vendor/contractor until the Education Fund executes a written agreement with such vendor/contractor.

EDUCATION FUND BACKGROUND

The Education Fund is a nonprofit Labor/Management Taft Hartley Trust Fund that provides education and job training opportunities to Service Employees International Union-represented employees working for 30 acute and long term care employers throughout California and parts of Colorado, Nevada, Oregon and Washington. It is a benefit negotiated by employers and the unions as part of their collective bargaining agreements. Programs and services are paid for by contributing employers and offered at no charge to eligible employees. The Education Fund is headquartered in Oakland and has satellite offices in Los Angeles, Sacramento, Fresno, San Jose, Denver, CO and Portland, OR. A new office is planned for Las Vegas, NV.

The Education Fund's three primary purposes are:

1. To provide education and training opportunities for healthcare employees.
2. To enhance career advancement and employment security for incumbent employees.



3. To contribute to an increasingly excellent standard of patient care.

To be eligible to receive benefits from the Fund, an employee must:

- Work in a SEIU UHW-West or other eligible SEIU bargaining unit position for contributing employers
- Be a regular, full-time or part-time employee eligible for benefits (*Short-hour & On-Call employees may be eligible for some services.*)
- Have completed the probationary period
- Meet other eligibility criteria that the training program or partner educational institution requires

Program offerings include:

- **Skills Assessment and Career Counseling** – The gateway to services provided by the Education Fund, including Workshops and one-on-one Counseling. The goal of this service is to identify and assess skills, interests, abilities, and potential barriers and establish employee-centered career and education goals.
- **Career Preparation/STEP Program** – Incorporates math, English and science prerequisite courses into a series that better prepares students to enter community-college level nursing, technical, professional or other allied health program.
- **Academic Support** – Provides workshops exam preparation, “Bridge” courses and tutoring services to enhance participants’ academic success.
- **Forgivable Loan Program** – Paid time off for employees enrolled in intensive community-college level training programs for high-demand fields to reduce their hours of work to focus on school.
- **Professional Development** - Continuing education and specialty credentialing courses for employees who may require them to maintain current credentials or obtain advanced credentials.
- **Other Programs**
 - **Career Upgrade Training** – Intensive training programs provided depending on current and projected labor market demands. Examples include LVN-to-RN, Mammography, Sterile Processing and Phlebotomy.
 - **Job-to-Job Training** – Employees who are being redeployed receive career counseling, case management and short-term training to meet the qualifications for existing or newly created positions.

In 2004, SEIU UHW-West and a number of employers, including Kaiser Permanente and Catholic Healthcare West, bargained the Education Fund into contracts. A full list of participating unions and employers is available on our website at (www.seiu-uhweduc.org). Education Fund programs were officially launched in late 2005.



In 2006, our first full year of programs, more than 4,300 employees accessed the Education Fund through career counseling and/or applications to courses, workshops and training programs. Of those, about 1,000 were enrolled. The Education has expanded considerably since then with more than 7,475 employees accessing services and more than 4,000 enrolling in programs. Approximately 81,000 employees are currently eligible for Education Fund programs and services.

Appendices/Attachments

2007 Annual Report

Fall 2008/Fall 2009 Catalog

Brochures

By the Numbers as of June 2009

