Job Training & Employment Corporation

Request for Proposal

Development of an All-in-one Integrated Platform on our WordPress website to provide on-line services and convenience for our Members

Introduction to Job Training & Employment Corporation (JTEC).

JTEC is a private non-profit 501 C3 corporation that has operated programs in workforce development since its inception in 1985. It is currently the fiscal agent and operator of the MassHire Cape and Islands Career Center, which was established in 1998. In addition to the basic services offered to career center members, JTEC provides eligible career center members with individualized services such as our "Hire Me Boot Camp", career counseling, academic remediation, computer literacy, one on one job search preparation; skills training, on-the-job training, work experience and internships opportunities.

JTEC, the Department of Career Services and Department of Unemployment Assistance provide job search services to job seekers and hiring assistance for employers under the umbrella of MassHire Cape and Islands Career Center. MassHire is located at 372 North Street, Hyannis. There is no cost to become a member of the career center and all basic member services for job seekers and employers are available free of charge; individualized services are available free of charge to eligible individuals.

The Website - MassHire-capeandislands.com or masshire-cicc.com

The Focus - Our Members Only portal

Contract Period: August 1, 2019– July 31, 2020. This contract could possibly be extended through July 31, 2021. Funding for the second year (beginning on or before August 1, 2020 and ending July 31, 2021) is at the option of JTEC and is subject to good performance in year one.

What We Need:

This platform should allow us to take many of our individual marketing tools and consolidate them down to one platform. The platform should be upon a CRM that would allow us to also properly track communications and interactions within the tool.

This platform should provide our members with:

- The ability to create one's own username and password when first registering to use the portal.
- FREE password protected content including workshop videos and webinars
- The convenience of online scheduling of appointments with a career counselor or Veteran's representative, followed by email/text reminders.
- The convenience of online registration for an on-site job search workshop, job fair or other event, followed by email/text reminders.
- FREE access and usage of vocational tests and skills assessment tests for themselves or in the case of a business, their employees and/or job candidates.

Our Current Marketing Tools:

Our website – MassHire-capeandislands.com

Blog posted on our website and social media.

Website's Member Portal: Membership Works-vCita- Wistia- Vimeo

Social Media platforms: Facebook, Instagram, Twitter, LinkedIn

Email marketing: Constant Contact

Website tracking: Google Analytics

Needed Features:

- Turn our WordPress website into an automated membership site or customer portal in no time at all with the use of fully integrated marketing automation workflows

- Track when members login to see who is engaged and who is at risk of leaving. Automation workflows can use this tracking to nurture members who are straying and reward those that are high end users.

- Track when members access a service to see if they use the service and see it through.

- Drip feed content to members over days, weeks or months … or provide it all up front.

- Need a gated membership portal.

- Shortcodes for functions and forms such as login and change password with additional shortcodes being added with every update.

- Redirect non- members to specific pages to provide up-sell and cross-sell opportunities.

- Utilize marketing email to send member notifications such as usernames and passwords This means all member communications are in one place, as well as member email tracking.

Specific Functions Needed in The Tool:

- **Contact Management**- Build views and run automated actions to easily manage our contacts and data.
- **Contact Website activity** – Get insight into what a contact is doing on our website. See page views, form submissions and more all in one place.

- **Task & Activities-** Store, track, manage and report on the tasks and activities that make up our relationship with customers.
- **Blog & content creation tools -**Use the robust blogging and landing page tools to create search engine optimized content, based on best practices.
- **Call- to- action-**Build personalized call to action buttons that guide visitors toward key conversion points on our website.
- **Landing Pages –** Create beautiful, responsive landing pages that are built to convert and look great on a mobile device.
- **Standard SSL Certificate-**Secure our content and lead data with standard SSL on all hosted content.
- **Marketing Automation-** Automate our tasks, email marketing, social media and ads. Build robust customer journeys using an intuitive visual editor.
- **Smart Content –** Personalize our website and email content, using rules to show different content to different audiences; even to anonymous visitors.
- **Attribution Reporting –** See which marketing efforts are creating the most new contacts and generating the most members.
- **A/B testing –** Run A/B tests on landing pages and emails to hone-in on the best performing variations in copy and design**.**
- **Teams:**
  The ability to integrate with an SMS service so we can use that as part of our outreach.
  The ability to create content behind a membership wall for membership management.
  An integration with Wistia
  An integration with Vimeo
  An integration with Eventbrite
  Affiliation with an agency of our choosing for implementation of the tool /platform
  NPS Surveys to ask customers how likely they are to recommend us with a simple survey.
  Use the feedback to improve and turn existing customers into loyal promoters who grow our business.
  Customer Experience Surveys -Ask customers what they think about a particular part of a service with a simple survey. Use the results to make it better and grow our business.

Proposal Should Include:

- Information about your company.
- Details on related experience including real life examples of similar work completed or in progress.
- Please include any experience you have had with the State's Workforce Development System, career centers, Workforce Development Boards, etc.
- Please provide 3 references of similar sized organizations and, preferably, from the non-profit sector.
- The cost of the services outlined in this RFP.
- Payment terms/options- explain how we will be invoiced for the services you provide.

Notification of Intent to Respond and Clarification Questions: Via email, please indicate your intention to respond and submit any clarification questions by 4:00 p.m. EST, June 19, 2019. Please send notice of intent and any questions to Joan at jrezendes@jteccorp.com. Subject: All-in-one Integrated Platform

Proposal Deadline: Proposals must be submitted to Joan at jrezendes@jteccorp.com by 12:00 p.m. EST. June 26, 2019. Subject: All-in-one Integrated Platform