

REQUEST FOR PROPOSALS (RFP)

Website Management, Content Development, and Electronic Newsletter Services

Issued By

The Workforce Connection, Inc.

RFP Number

TWC-2026-120

Proposal Due Date

October 02, 2026

Purpose

The Workforce Connection, Inc. (TWC) is soliciting proposals from qualified firms to provide comprehensive website management, website content development, social media posting and monitoring, and bi-monthly electronic newsletter services. The selected contractor will support TWC's digital communications by maintaining a secure, accessible, and engaging online presence while assisting with public outreach and stakeholder communications.

The initial contract term will be three (3) years, with the option to renew for up to two additional one-year terms.

Scope of Services

The selected contractor shall provide the following services:

Website Management

- Ongoing website maintenance and software updates, including application-level security maintenance
- Maintaining the site properly and resolving any website-level security issues that arise
- Website security incident response and recovery
- Content posting and document uploads
- Creation of new web pages as requested

- Mobile optimization and browser compatibility
- ADA/Section 508/WCAG accessibility compliance
- Routine website health monitoring

Content Development

- Development and editing of website content, including:
 - News articles
 - Press releases
 - Program updates
 - Event announcements
 - Success stories
 - Board notices and procurement postings
- Development and editing of social media posts

Search Engine Optimization (SEO)

- Search engine optimization and metadata updates
- Website performance improvements
- Monthly analytics and performance reporting

Electronic Newsletter and Social Media Posting

Develop and distribute one electronic newsletter every other month (six annually), including:

- Content editing; minimal content creation
- HTML formatting
- Email distribution
- Performance analytics (open rates, click-through rates, subscriber activity)
- Post submitted content to social media and monitor social media accounts on a weekly basis; this will not require content creation or launching of campaigns

Project Management

- Dedicated project manager
- Regular communication with TWC staff
- Monthly status reports
- Quarterly planning meetings

Minimum Qualifications

Proposers should demonstrate:

- At least three years of experience providing website management and digital communications services
 - Experience working with public agencies, nonprofits, or workforce organizations preferred
 - Expertise in content management systems, accessibility compliance, graphic design, SEO, and email marketing
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Proposal Requirements

Proposals should include:

- Cover Letter
 - Company Profile
 - Relevant Experience
 - Project Team Qualifications
 - Technical Approach and Work Plan
 - Pricing Proposal
 - Three Client References
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Evaluation Criteria

Proposals will be evaluated using the following criteria:

Evaluation Criteria	Points
Experience and Qualifications	30
Technical Approach	25
Scope of Services	20
Project Team	10
Cost	15
Total	100

Compensation and Contract Term

TWC anticipates awarding a contract for three (3) years, subject to satisfactory performance and continued funding availability.

Respondents should propose an hourly rate or a monthly rate that covers all RFP requirements and, if applicable, an estimated number of hours per week necessary to perform the scope of work. Payment will be based upon approved invoices and documentation of services performed. The final compensation structure will be negotiated prior to contract execution.

Reservation of Rights

The Workforce Connection, Inc. (TWC) reserves the right to reject any or all proposals; waive minor informalities or irregularities; request additional information; negotiate the scope, price, or terms with one or more respondents; cancel or modify this solicitation; and make an award determined to be in the best interest of TWC.

Award of a contract is contingent upon the availability of funds and successful negotiation and execution of a written agreement. TWC is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Proposal Submission

Electronic proposals must be received no later than October 02, 2026

Submit proposals electronically in PDF format to:

Joan Rabe, Business Account Liaison, The Workforce Connection, Inc.
Email: jrabe@theworkforceconnection.org

Questions regarding this RFP must be submitted in writing to the above email by **September 30, 2026.**