

**Rogue Valley Workforce Development Council**  
**c/o The Job Council**  
**673 Market Street**  
**Medford, Oregon 97504**

**Competitive Solicitation for Proposal to  
Perform Consultant Computer Services**

Dear Prospective Bidder:

You are invited to submit a proposal under this Request for Proposal (RFP) to the Rogue Valley Workforce Development Council c/o The Job Council for the performance of consultant services for computer programming, data base design/engineering and web site design/creation. It is seeking to create a regional online course catalog and virtual academy administration system. System specifications are listed in addendum A.

To be considered all interested individuals or firms must complete the requirements of this Request for Proposal (RFP) and submit a time and materials estimate in writing by the date and time specified herein.

In order to be considered, the proposal must be received no later than 5:00 p.m., January 23, 2010 at:

The Rogue Valley Workforce Development Council  
c/o The Job Council  
673 Market Street  
Medford, Oregon 97504

Attn: Becki Ray - PowerUp Academy Project

The Rogue Valley Workforce Development Council reserves the right to reject any and all proposals. This letter and attachments are not to be construed as a contract or commitment of any kind.

Questions regarding this solicitation should be directed to Becki Ray, Executive Assistant for The Job Council at (541) 842-2517. All inquiries regarding materials contained within this RFP and all technical questions should be addressed to Marie Finch, MIS Manager with The Job Council at (541) 842-2522, who may respond in writing to all responders of this RFP.

Minority, small, or women owned businesses are encouraged to participate in this solicitation. The Job Council, which acts as the fiscal agent for the Rogue Valley Workforce Development Council, is an equal opportunity employer and operates equal opportunity programs. Auxiliary aids and services are available upon request to individuals with disabilities.

## **REQUEST FOR PROPOSAL**

### **COMPUTER CONSULTANT SERVICES**

#### 1. DESCRIPTION OF ENTITIES

The Rogue Valley Workforce Development Council (RVWDC) is an Oregon 501(c) (3) Corporation operating as the Region 8 Workforce Board that oversees federal and state employment and training programs in Jackson and Josephine Counties. The Job Council is a quasi-municipal corporation organized under Oregon Laws (ORS 190) acting as fiscal agent on behalf of the Rogue Valley Workforce Development Council (RVWDC) for the issuance of this Request for Proposal (RFP).

#### 2. DESCRIPTION OF PROJECT

The RVWDC's PowerUp Academy needs a web-based, database-driven system that will keep track of instructors and courses and display them on a web site in a course catalog format. The system will also contain a student database and keep track of course enrollment information. The system will be integrated with a database-driven web site that is also part of this project.

#### 3. SCOPE OF WORK

Functionality needed (See addendum A for specifications.)

- 3.1 Instructor/course system – The system will need to accept input in web based forms and display that information on a web site in a course catalog/course schedule format. It will need to accept and store uploaded document files for course curricula, video, and audio files for online courses. It will need a backend interface for an administrator to set up courses, check files uploaded, add links to registration provider and networking site, and provide technical support for instructors. The system will need to generate reports.
- 3.2 Student/enrollment system – The system will need to accept input in web based forms. The system will need to automatically email businesses and students once they are accepted into the system and students again after they are confirmed for a particular course. The system will need to generate reports.
- 3.3 Database driven web site – The system should be integrated with a database driven web site. The web site will be the main site for the PowerUp Academy.

#### 4. SPECIFICATIONS

The following items must be included in the proposal and submitted to the Rogue Valley Workforce Development c/o The Job Council at the address contained herein.

- 4.1 Name of individual or firm.

- 4.2 Address of individual or firm with contact telephone number and email address if available.
- 4.3 Legal status (corporate status) of individual or firm, e.g. sole proprietor, partnership, limited liability partnership, corporation, etc. Under what status does individual or firm propose to do business (ability to contract), e.g. domestic corporation or <sup>1</sup>foreign corporation.
- 4.4 A statement of either acquired or intent to acquire insurance. General liability insurance equal to the amount of the contract or such other amounts as may be identified by the RVWDC.
- 4.5 Either acquired or intent to acquire a performance bond equal to the amount of the contract or such other amounts as may be identified by the RVWDC.
- 4.6 A statement of qualifications listing staff resources which the offeror intends to apply to this engagement and a list of prior web-based applications which qualify the offeror for this engagement.
- 4.7 Discussion of the general approach and methods the organization will employ to complete the work of this project along with a proposed project schedule.
- 4.8 A time, materials, and cost estimate in writing.

## 5. EVALUATION AND AWARD PROCESS

- 5.1 The right is reserved by the RVWC to reject any or all bids, to postpone award, to waive formalities, or to accept the proposal that appears to be most advantageous to the RVWDC.
- 5.2 In addition, the right is reserved by the RVWDC to waive specific terms and conditions in this request for proposal. It shall be understood by the offeror that any proposal is predicated upon the acceptance of all terms and conditions in this RFP. Any waivers to these provisions must be obtained in writing from the RVWDC prior to submission of the proposal.
- 5.3 Proposals will be evaluated based on time and materials, along with prior experience and project approach.

## 6. CONTRACT

- 6.1 All prospective offerors are notified that a condition of selection will be the execution of a specific and thorough contract issued by the RVWDC.
- 6.2 No agreement shall exist between the RVWDC and any prospective offeror until such a contract is formally executed by the RVWDC.
- 6.3 The contents of the proposal of the successful offeror, along with this Request for Proposal with all enclosures, will become the basis for the contractual obligations to be contained in the contract awarded as a result of this bid invitation.

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<sup>1</sup> A foreign corporation must have a Certificate of Authority to conduct business in the State of Oregon.

**Addendum A**  
**PowerUp Academy Online Catalog & Administration System**  
**Data Collection Specifications and Web Site Specifications**

These specifications are for example only and may change during the actual project execution.

## COURSE SYSTEM

### Data Elements

#### 1. Instructor's data elements

##### **display on website**

- Name – display on website
- Bio – display on website
- Institution/business

##### **Only display in database**

- Address
- City
- Zip
- Phone
- Email
- Instructor evaluation average – link to data in the evaluation section
- Comments
- Confirmed instructor – they've taught a course and were good yes/no
- Courses approved for – a listing of all the courses they are approved to teach

#### 2. Data elements of form to collect course information

##### **display on website**

- Course name
- Instructor name(s) – connect to instructor information
- Course description
- Course date(s)
- Course time
- Duration/hours
- Location
- Course price
- Any prerequisites
- Any limits on registration – 5 per entity etc.

##### **Only display in database**

- Beginning date to display the course on the web site
- Approved course – yes/no – determines if the course appears in the catalog
- Course cost
- Class size specs
- Minimum size

- Maximum size
- Course format
  - In person
  - On demand/Internet based
- Course type
  - Stand alone
  - Module in a series
    - a) Prerequisite for
- Last date for course cancellation if minimum isn't reached
- Course signup limits (5 per entity etc.) – and the ability to override after a certain date
- Course evaluation average – link to data in the evaluation section
- Course evaluation comments – link to data in the evaluation section

### **Course Catalog Flow**

1. As instructors are approved they are added to the database by an administrator.
2. The administrator adds the course information and the information appears on the web site in a course catalog format.

### **Other Course Catalog Functionality**

1. System should have a backend interface for administrators to view/edit instructor, course, business, and student information, to sign up students for courses, and generate reports.
2. We need the ability to copy a course for a new posting and be able to save it as a new course and to modify it.
3. The system needs to collect and report on evaluation data on both the instructor and the course. We need the ability to set up evaluation surveys, collate data, print reports from data, and list comments. This information needs to link to the instructor evaluation and course evaluation sections of the database.
4. The course information should display on the web site from the display date to the last course date along with a link for sign-up.
5. Once the course class maximum size has been reached the course entry should display a sold-out message and not allow any more registrations for that class. Customer should be able to click and add their name to a wait list.

### **STUDENT/ENROLLMENT SYSTEM**

1. **Data elements of form to collect business/agency information**
  - Business name
  - Tax ID number

- Industry category – choose from dropdown
- Address
- City
- State
- Zip
- Phone
- Contact
- Email
- Business type - PSNT (private sector non-traded), NP (non-profit), PO (public organization), S (self-employed individual)
- Discount
- User name
- Password

**2. Data Elements of form to collect student information**

- Name
- Business – tie to business information above, can be blank, choose from dropdown
- ID number
- Last 4 digits of SSN
- User name
- Password
- Home address
- City
- State
- Zip
- Phone
- Email
- Date of birth
- Hourly or salary - dropdown
- Benefits yes/no
- Classes enrolled
- Classes attended
  - Skill gain – yes/no
    - Pre-test
    - Post-test to show skill gain?

**Student Flow**

1. Students will view courses and sign up for them on the web site. Either they or the businesses they work for will enter the business information in the database, then the student information in the database.
2. Once student information is in the database with a user name and password, they can sign up for classes. They log in, click on a class they wish to sign up for and sign up for it. This sends the student enrollment information to the database. The database will need the functionality

to register the student for the class, accept payment information including credit cards if there is a price for the class, connect to PayPal or other payment gateway and charge the cards. It should email a financial department contact when the card charge goes through.

3. The system will send the student a confirmation email with the class information.
4. Students should have the capability to cancel their registration up to the cancel date (e.g. two business days). We should have the capability to change that cancel date by course or across the whole academy.
5. The administrator will print a list of students for each class – a sign-in sheet.
6. When the student attends the class, they sign into the part of the database that records their attendance. Alternatively we can use a sign-in sheet and the administrator can do the attendance data entry later.
7. The student is given a pre-test and a post-test to show a skill gain. The scores are entered by the administrator into the database.
8. The student fills out an evaluation for the instructor and the course. The administrator enters the evaluations into the system for both instructors and courses. Alternatively, evaluations could be filled out online and the information captured by the database.

### **Student/Business Database Functionality**

1. The system should allow students to sign up for classes and send confirmation emails in return for those paying by credit card.
2. Alternatively the business needs to be able to enroll employees in bulk with limited information. Perhaps with a dropdown of all employees in the company. Then if the employee is not in the dropdown, the business can add them with just the name, hourly or salary, email, and birth date. The system should check to see that the employee is not in the system already. If they're in there under a different company based on the name and birth date, start a new record and alert the administration to investigate if they should be merged. The system should assign these bulk-enrolled students a temporary user name and password.

The confirmation should come to the business and if there is an employee email, an additional notification can go to the employee with the temporary user name and password as well as a link for the employee to come later and finish filling out the information. The idea is that if the student doesn't have an email address, the business can give the employee the login information and have them to log in and finish filling out the info. If the employee is already in the system, there will be no link.

3. Payment – credit card/debit card/PayPal/check – There needs to be a way for students/businesses to pay for classes. All students or their businesses should pay by credit

card. A few businesses may pay by check. There should be a way for an administrator to register those paying by checks from the backend.

4. Scholarships (similar to coupons) – Some customers will be able to attend for free and the organization providing the scholarship will be billed.

Some companies will get discounts on training if they are traded sector or have other criteria that qualify them.

5. We need a variety of reports that administrators can run. For example - class lists, name badges – with asterisk for incomplete info, state reporting, summary reports, by class, by characteristic and as a whole over a period of time, etc. – report for wage match – wage x hours of class over a period of time or by class. We may also need ad hoc reporting capabilities.
6. The system should record attendance for each class by student by either a log in page accessed during the class or something the administration can do from the backend. There should be a login screen to sign in multiple students to a class at once.
7. Email blast – We need a way to email students in the database filtering them by class, by address/location, by industry, and by demographics.
8. Students should be able to search for classes etc. on the website.
9. System should have a password reset/recovery utility for students and businesses.
10. The system should be scalable in case we decide to add other functionality in the future.

**Optional features – please quote separately**

1. The system needs to allow for selling bundles of classes to be redeemed later. It should keep track of each bundle so that they can be redeemed one class at a time. Bundles would be good for a certain tier of class cost. Bundles will be attached to the company. There would be a link on the order form to pay by bundle. A dropdown will show the bundles a company has purchased and the Human Resource person can choose the bundle to use. And also on the class order form if they decide to buy a bundle during an order.

## PowerUp Academy Online Catalog & Administration System Web Site Specifications

These specifications are for example only and may change during the actual project execution. Here are details on each requirement.

- Graphics for web site
- Master settings – graphics, headers, footers – The ability to control all of the global and section elements of the web site.
- Navigation – The ability to add items to the navigation, by page, section, and globally.
- A page builder – Create pages and assign them to any section of the site. Cut and paste content into an editing window and post it on the site. Upload pdf files. There should be a way to hand code in HTML as needed.
- Calendar – An easy way to list events, times, locations, and details to be displayed in a calendar format.
- Ad campaigns on the site – Upload banner ads or flash ads to areas of the site and to generate reports of views and clicks. (Controlling date range and the amount of times an ad is viewed are important.)
- User subscription capability – The users who visit our site should be able to subscribe to different sections of our site and receive email notices of changes. Broadcast email to those who have signed up.
- A way of easily creating forms – Create forms for surveys or data collection. The forms should have the option to be mailed to a staff member or be downloaded in a database format.
- Integrate with course catalog and student database
- Flexibility – In design (as much flexibility as possible).