

Request for Proposal: LEAD State as a Model Employer Resources Clearinghouse

About the LEAD Center

Led by [National Disability Institute](#), the [LEAD Center](#) – known formally as the National Center on Leadership for the Employment and Economic Advancement of People with Disabilities (LEAD) is a Workforce Innovation and Opportunity Act (WIOA) policy development center. The LEAD Center delivers policy research and recommendations, technical assistance, and demonstration projects to promote inclusion and equity, and facilitate the adoption and integration of inclusive WIOA programs, policies, and practices.

The LEAD Center has three priority areas:

1. Creating career pathways to competitive integrated employment (CIE)
2. Advancing economic self-sufficiency/financial empowerment
3. Improving data reporting on disability through WIOA Programs

Request

NDI is soliciting proposals from qualified firms specializing in website messaging and design, marketing, and communication to create a new section on the [leadcenter.org](#) website to house “State as a Model Employer” (SAME) resources.

The LEAD Center website houses a variety of resources aimed at supporting states in enhancing their provision of services to people with disabilities. The new resource would create an online clearinghouse of resources to support managers, Human Resources staff, Americans with Disabilities Act (ADA) coordinators and people with disabilities in finding resources to support SAME initiatives across the nation. The resources will focus on recruiting, onboarding, accommodating, and retaining people with disabilities in state government jobs as new hires or to retain current employees who acquire a disability.

The SAME section is designed to achieve the following objectives:

- It will be accessible, user-friendly, and easy to navigate.
- It will identify current resources for each state, as applicable, on SAME initiatives.

- It will provide additional materials and resources for states wanting to create a SAME program.

Project Scope and Timeline*

NDI wants the contractor to propose and execute a new section on the leadcenter.org website to house “State as a Model Employer” (SAME) resources.

The design will be synchronous with the current leadcenter.org website navigation and will involve the addition of the SAME resources within the existing site.

The contractor will be required to coordinate with the current leadcenter.org contractor who is responsible for the site maintenance.

Please note that the project will go through a U.S. government approval process.

- July 12, 2024: Contractor shall submit draft design wireframes.
- August 16, 2024: the U.S. government will provide final design edits.
- September 13, 2024: Contractor shall submit draft final content language.
- October 4, 2024: the U.S. Government will provide final content language edits.
- October 25, 2024: the SAME Clearinghouse Resources website section will be launched.

*This timeline may be subject to change due to circumstances beyond the control of the LEAD Center and contractor. New dates will be agreed upon by all parties.

The SAME resources must comply with the latest design and technology standards, including:

- Compliance with HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards
- Ensuring consistent responsiveness on both desktop and mobile platforms
- Implementing modern best practices and simple, maintainable markup and CSS
- Device-independence, reusability (i.e., semantically rich, and machine-readable, future-proof)
- Integration with existing back-end services (e.g., database of groups and participants, ...)
- Testing throughout the process, including testing by people with disabilities in the target audiences

- Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback
- Willingness to work with current organization that maintains LEAD Center's website, which uses a Word Press structure.

There are two tasks included in this RFP. The first task centers around messaging and design and the second task involves development and build production. **Firms may bid for one task or both, either on their own or in collaboration with another firm. If a split award is made, any firm chosen as the winner for one of the tasks must be willing to work with the firm chosen for the other task.**

Task 1: Messaging and Design

The deliverables for this task are (to include up to two rounds of revisions):

- Discovery sessions to identify audience and overall SAME resource structure
- Presentation, edits and approval of messaging and design concepts
- Wireframes

Task 2: Development and Build Production

The deliverables for this task are (to include up to two rounds of revisions from NDI and two rounds of revisions from funder):

- Development of primary and secondary templates
- Development of Word Press structure
- Formatting and accessibility
- Testing

Contractor will be required to acknowledge its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Contractor on behalf of National Disability Institute or disclosed by National Disability Institute to Contractor.

Contractor will be required to acknowledge that National Disability Institute is the owner of the unique combination of the visual elements that constitutes a complete work as well as all materials designed or developed to create the completed work.

Proposal Requirements

NDI will provide all necessary documentation to the consultant. In addition, NDI will make available key staff throughout the contract to ensure the consultant has the information necessary to complete this contract.

In response to this RFP, we ask that firms prepare a **work proposal**, no longer than five pages, which provides the following information:

1. A description of the firm and its experience working with 501(c)3 not-for-profit organizations, and any experience working with disability-focused organizations. (8 points)
2. A description of any experience the firm may have working with clients who are federal grantees or contractors 4 points)
3. A description of experience and approach to Section 508 compliance for accessibility. (10 points)
4. A discussion of how the firm intends to do the work and the approach taken. This description should include information on how adjustments or considerations will be made for the specific business environment of the LEAD Center. (20 points)
5. A discussion of how the work will be managed and a discussion of how the organization will communicate with NDI, including the frequency and type of communication, as well as a description of the types of information that will be requested from NDI. (10 points)
6. A work plan with a timeline for the work and submission of the deliverables. Please respond to this anticipated timeframe and indicate the number of rounds of edits for a) design and b) development you have budgeted. (8 points)

In addition to the above questions, please submit a **cost outline**. The cost outline has no page limit and should include:

- An estimate of the cost for doing this work, including a budget broken down by labor and other direct costs. (20 points)
- Brief descriptions of staff members' expertise and experience. (15 points)
- Provide the names of at least three references from former or current clients for whom you have produced work of similar complexity or scope, a brief description (about a paragraph long) of the work performed for them, and a contact along with their contact information. (5 points)

Total possible score: 100 points

Questions and responses to this proposal should be submitted via email to:

Laura Gleneck – lgleneck@ndi-inc.org

Responses to this proposal are due May 20, 2024.

We anticipate making our decision by May 27, 2024