GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

REQUEST FOR PROPOSALS

JUNE 2024

I. OVERVIEW

Greater New Orleans, Inc. (GNO, Inc.) is the regional economic development nonprofit organization serving the 10-parish region of Southeast Louisiana. GNO, Inc. plays a vital role as a regional convener, working to coordinate, consolidate, and catalyze economic development initiatives. The organization's mission is to create a region with a thriving economy and an excellent quality of life, for *everyone*. To attract and retain businesses, we must ensure the availability of a high-quality workforce. To promote access and awareness of economic opportunities in the region, we must ensure that there is a clear understanding of the jobs available.

In April 2011, the organization took ownership of the employment listing website WorkNOLA.com, which had previously been managed by Make New Orleans Home. In 2018, the site was redeveloped and has been operating as the top job board for local organizations with nearly 20,000 monthly users.

GNO, Inc. is seeking the services of an experienced web development firm to redesign, modernize, develop, implement, and provide hosting service recommendations for WorkNOLA.com. This project will utilize posted listings and accounts from the existing website as well as new features, capabilities, and different visual layouts as suggested by GNO, Inc. and the firm selected.

II. PROJECT OBJECTIVES

The goal of WorkNOLA.com is to provide a simple but comprehensive no-cost employment resource while functioning as a marketing tool to demonstrate the growing opportunities in Southeast Louisiana.

The redeveloped site should expand on many of the core functions currently found on the site, allowing for the intuitive posting of jobs and applications by job seekers. Equally important is the need for the site to take on a sophisticated design that is an accurate representation of a product created in a technology hub.

III. SCOPE OF WORK

The website shall at minimum meet the following criteria:

Design and Layout

- Ensure a visually appealing, modern layout that functions in desktop, laptop, and mobile environments, with an obvious (but not cliché) 'New Orleans' look
- Include navigable and aesthetically pleasing pages for workforce resources, standalone parish listings, and FAQs

Content Management and Administration

- Provide an easily updated CMS and site administration environment for greater control over listings and accounts by applicants, employers, and GNO, Inc. administrators
- Enable administrators to remove job, company, and talent listings in bulk; site admins should also be able to post openings on behalf of employers
- Ensure the site is easily upgradeable in the future
- Secure the site against spam, hacking, and illicit posts, with simple, modern, and elegant user authentication mechanisms in place
- Run analytic reports on job listings to extract data on job openings (total, and by industry), hiring trends (by industry, employer, and parish), and current applicant numbers in the market
- Allow administrators to easily export site performance and user data into Excel and CSV formats

Job Listings and Applicant Tracking

• Allow employers to either use WorkNOLA as an Applicant Tracking System (ATS) to collect and manage applications, or redirect job seekers to their existing hiring platforms
• Automatically pull job listings from employers' websites, LinkedIn pages, and other industry-standard platforms
• Enable listing feeds to be tweaked to include or remove job types, with custom feeds created for key industry or job-type pages
• Design job listing templates with equity in mind, encouraging employers to invite underrepresented candidates to apply
• Ensure job listings on WorkNOLA can be easily filtered and shared by industry, location, or any other filterable attribute
• Accept a full range of resume formats for upload by applicants and store more than one cover letter
• Allow applicants to seamlessly pull data from their LinkedIn profile into their talent profiles and job applications
• Include a searchable workforce repository for professionals to showcase their abilities, enabling educational institutions to determine training gaps, employers to easily determine the available and capable pool of local workers, and local professionals to become aware of employment opportunities
• Utilize email triggers to remind users to update profiles, add avatars, check on applicants, receive summaries of similar jobs for seekers, and update the status of open positions

SEO and Analytics

• Ensure listings and site content are easily readable when posting on social media, and maintain the current feed to Google job listings; utilize SEO best practices
• Implement Google Tag Manager to allow for Google Analytics tracking

Cross-Site Integration

• Direct users to other professional, career, and quality-of-life sites managed by GNO, Inc., including GNOCareerGuide, Destination GNO, and StudyNOLA
• GNO, Inc. strongly encourages respondents to suggest additional features or functions that may improve the user experience and more effectively achieve our goal of making WorkNOLA.com a functional, modern platform for employers and applicants alike. We intend to partner closely with the chosen firm to design the features and aesthetic of the new site and recognize our need for the expertise of a web development firm to inform this process.

IV. TECHNOLOGY, TOOLS & RESOURCES

The current website was built with the following tech stack:

• Application: NodeJS v18.19.1 (JavaScript) - 2 instances (www & API)
• Front-end: jQuery
• Server OS: Ubuntu 22.04.3 LTS (AWS EC2)
• Database: AWS Aurora (AWS RDS, MySQL 8 compatible) - 1 Instance
• Cache Server: Redis 5.0.6 (AWS Elasticache) - 1 instance
• Services:
    ○ AWS Route 53 (DNS)
    ○ AWS S3 (File storage)
    ○ AWS SES (Email sending)
    ○ AWS Certificate Manager (SSL)

The new site does not need to be built leveraging the same technologies, but the selected vendor must possess the technical acumen needed to work with the tools and languages listed above as required to ensure a seamless transition of data into the newly developed site.

V. SELECTION CRITERIA

The ideal vendor:

- Has robust experience designing, developing, and hosting custom websites and web applications
- Has a deep knowledge of user experience design, and is capable of crafting modern and intuitive user interfaces
- Can implement modern cybersecurity measures to prevent and defend against attacks
- Has the technical acumen needed to work with the current site's tech stack as required to ensure a seamless transition to the newly developed site, as well as an applied knowledge of modern technical tools and languages
- Has strong communications and project management skills, and the ability to interact professionally with diverse stakeholders

Special consideration will be given to firms with a local presence in the region that will employ the local workforce in the site's design and development. DBEs are strongly encouraged to apply.

V. SELECTION CRITERIA

Contact Information

Submissions may be sent as a PDF attachment via email to the contacts below:

- Project Name: 2024 WorkNOLA Redevelopment
- Contact Person: Mary Lachapelle
- Email Address: mlachapelle@gnoinc.org
  - Copy: Matt Wolfe – mwolfe@gnoinc.org

Submissions should be written in 12-point font with standard margins and must not exceed 30 pages. Hyperlinks to references, portfolios, and sample projects are highly encouraged.

Timeline

A virtual Q&A session will be hosted on Friday, June 28th at 11:00 AM CT. Respondents are encouraged to attend. Additional questions may be emailed to Mary Lachapelle by July 10, 2024. Proposals must be submitted by July 19, 2024. Proposals submitted after the deadline will not be considered. The selection committee will provide written notice of selection or rejection to each vendor following the review process. The start date for the project will be determined thereafter.

Submission Criteria

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of team, and number of full-time employees
- A one-page narrative outlining the organization's strengths, technical acumen, and distinguishing skills or capabilities as they might relate to the project
- A representative selection of websites and/or web applications created for current and past clients (links to external resources are strongly encouraged)
- A proposal for the development of WorkNOLA.com, including suggested technical solutions to the minimum criteria outlined above, and any additional features that may enhance the site
- Proposed itemized costs for design, development, hosting, recommended configuration, and ongoing site support
- 2-3 references offered (current or past clients)
- A copy of the firm's occupational license and any relevant certifications, awards, or memberships
- Proof of insurance
- Disadvantaged Business Enterprise (DBE) documentation (if applicable)

VII. EVALUATION FACTORS

Proposals will be scored using the following rubric:

Factor	Score
Proposal fully addresses the criteria and site features outlined in Section III	40%
Applicant demonstrates adequate managerial, staff, and technical capability	20%
Proposed timeline and budget align with industry standards	10%
Positive references received from current or past clients	10%
Proposal meets all Submission Criteria outlined in Section VI and is clear, concise, professionally written, and well-organized	10%
Applicant has DBE status	10%