



REQUEST FOR PROPOSAL (RFP):

ISSUE DATE: January 4, 2023

BIDS DUE: February 3, 2023

REPLY TO: Bramley Crisco
Director of Talent Development
Action Greensboro
(p) 336-387-8352
(e) bcrisco@actiongreensboro.org

Proposals must be submitted electronically with the subject "Campus Greensboro and synerG Website Redesign and Update RFP" and will be accepted no later than 11:59 p.m., February 3, 2023.

Overview and Project Objectives

Action Greensboro is seeking proposals from qualified vendors to provide the redesign and technical update of existing Campus Greensboro (www.campusgreensboro.org) and synerG (www.synerG.org) websites using Wordpress CMS.

- Redesign the Campus Greensboro and synerG websites to support updates and new features and to include an Emerging Talent landing page not currently on website.
 - Provide a project plan for the design phase of the website replacement project. New website content information architecture should support easy navigation to key program areas for both Campus Greensboro and synerG.
 - Determine a consistent look and feel for the websites, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme.
 - Provide redesign mock ups of primary website sections for Campus Greensboro: Home page, Students, Employers, Partners and Sponsors, and About pages
 - Provide redesign mock ups of primary website sections for synerG: Home page, Events/Programs, Get Involved, Resources, About Us
 - Consult with Action Greensboro staff to determine how the website CMS navigation will support Action Greensboro user and program requirements.
 - Provide a website redesign implementation project plan. This can be integrated with the overall project plan.
 - Create website templates that meet ADA / 508 standards compliance.
- Apply website redesign mockups to website CMS software to enable information ready website.
- Provide website CMS training for site administrators and content contributors.

About Action Greensboro:



Action Greensboro, together with the Chamber of Commerce, serves as the city's primary economic and community development group. Formed in 2001, Action Greensboro is comprised of seven local charitable foundations and local business leaders. In collaboration with business, higher education, and municipal government, Action Greensboro works to strengthen Greensboro's economy and ensure the continuation of its excellent quality of life.

About synerG:

synerG is an organization created to address the unique quality of life needs and issues affecting Greensboro's young professional community. synerG, under the umbrella of Action Greensboro, is an active organization of young adults who lead initiatives with the mission to attract, engage and connect young professionals to Greensboro, North Carolina. Through our projects, synerG promotes social and professional networking, leadership opportunities and serves as a clearinghouse for information for young adults in the 21-39 year-old age demographic. synerG values the creation of opportunities and atmospheres that promote connectedness, diversity/inclusiveness and accessibility

About Campus Greensboro:

Through our Campus Greensboro program, Action Greensboro connects talented college students and the Greensboro, NC community, preparing students for the 21st century workforce. Our programming and operational systems allow students to discover meaningful, equitable employment directly in Greensboro.

Our flagship, 10-week Campus Greensboro Fellows Program provides a paid summer internship, critical skills training, professional development, community engagement, mentorship and leadership training for undergraduate and graduate college students in Greensboro, NC during the summer.

RFP Specifications Summary

To receive consideration, proposals must include:

- A letter of interest.
- Portfolio of at least two similar previously completed projects. Portions may be redacted to protect confidential information as needed.
- Plan to complete the proposed project, including the following:
 - a. Proposed scope of work, project approach, and detailed project plan.
 - b. Timeline for the project, including major tasks and milestones tied to activities.
 - c. Itemized project budget to include a proposed payment schedule tied to project milestones and deliverables.
- At least 2 references.
- Contact information including, Full Name, Mailing Address, Email Address and Phone Number.

The overall project timeline is estimated to be no longer than 6 months from vendor selection.

Evaluation and Selection Criteria



All complete proposals submitted by the deadline will be evaluated by Action Greensboro staff.

RFP Deadline and Timeline

Proposals must be submitted electronically to:

bcrisco@actiongreensboro.org

Proposals will be accepted no later than 11:59 p.m., February 3, 2023. Award decision will be announced no later than February 24, 2023.

RFP Terms and Conditions

Action Greensboro reserves the right to award all, partial or none of this solicitation.

Questions

All questions regarding this RFP must be submitted via email to Bramley Crisco, Director of Talent Development, bcrisco@actiongreensboro.org.