



## **Request for Proposals (RFP)**

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Notice is hereby given that the GoodLife Agency is requesting competitive proposals until October 25, 2022, at 5:00 P.M. EST, for the following professional services:

### **Website Management and Media Communications Services**

#### Overview

The GoodLife Agency's leadership team is responsible for long-range planning for the educational delivery, support, and training for instructional and non-instructional staff of the participating districts in the grant, as well as the day-to-day administration of various state and federally-funded educational programs geared towards the performance improvement, including but not limited to the administration, of these programs.

#### Purpose

The purpose of the TSL grant is to assist state, local educational agencies (LEAs), and nonprofit organizations to develop, implement, improve, or expand comprehensive Performance-Based Compensation Systems (PBCS) or Human Capital Management Systems (HCMS) for teachers, principals, and other school leaders (educators) (especially for educators in high-Need Schools who raise student growth and academic achievement and close the achievement gap between high-and low-performing students). In addition, a portion of TSL funds may be used to study the effectiveness, fairness, quality, consistency, and reliability of PBCS or HCMS for educators.

#### Scope of Work

Scope of Work entails management/maintenance, impact, professional development, and sustainability of the Local Education Agency Partnership (LEAP) and the evidence of fidelity in the dissemination of grant information. It should be simple to make researching the site a pleasant user experience. The scope of work will include but is not limited to the following task and deliverables:

- Support the Project Director in coordinating all aspects of the site media/updates
- Design pages/links to media should be such that pages are not cluttered.
- Design pages/links with intuitive design, (i.e.) visitors need not work hard to find where they need to go.
- Design pages/links will drop-down on the home page to enable the visitors to navigate the page they choose directly.
- Design pages/links that is attractive, responsive, and the latest technology based and should facilitate the availability of the content of interest preferably with not more than 3 clicks with a logical and intuitive flow.

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- Participate in LEAP training and coordination of training activities.
- Maintain strong communications with partner districts and school campus leadership to promote the goals of the grant.
- Monitor website activities
- Prepare reports as required for the grant.
- Manage project timeline including tracking project deliverables and managing the collection process in the Asana project management tool.
- Create work plans, monthly performance reports, and other assessments.
- Participate in our process as a website/media subject matter expert.
- Provide consultative expertise to identify, research, and solve operational needs.
- Deliver communications and reporting to stakeholders that provide insight, data, and recommendations.
- Support the change management of policies and procedures by creating communication plans, communications, and any other supporting materials to encourage adoption.
- Bachelor's Degree and previous experience in website development, management, and media communications.

### Fee Schedule

The proposed fee schedule should be all-inclusive and presented with costs based on an hourly basis. Applicants must provide a detailed price breakdown including fees for the following staff, if applicable: A) Senior staff; B) Professional staff, C) Clerical staff, and D) Consultants. All costs should be based on the projected hours of work provided. The awarded contractor will invoice monthly and be paid within 30 days of the invoice.

### Award

The GoodLife Agency plans to notify and award the contract by November 1, 2022. The GoodLife Agency will then mutually discuss and refine the scope of work with the selected applicant and shall negotiate final conditions, compensation, and performance schedule.

### RFP Questions and Responses

All questions pertaining to this proposal must be submitted by October 21, 2022, at 5:00 pm in writing via email to: [hello@leaptsl.com](mailto:hello@leaptsl.com)

### Statement of Non-Commitment

Issuance of this RFP does not obligate The GoodLife Agency to award a contract or to pay any costs incurred in the preparation of proposals responding to this RFP.

### Respondent Requirements

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All Respondents should submit the following:

1. Individual or Firm Information:
  - a. The individual's or firm's legal name, address, and contact information.
  - b. Principal(s) of the firm.
  - c. Specific individuals that are responsible for the management of the services, including their experience and qualifications.
2. Examples of grant sources from which the applicant has successfully obtained contracts (provide specific examples of grant programs, government agencies, or foundations, amounts, and purposes of grants).
3. Clear demonstration of applicant's knowledge and experience, with demographic data of that experience.
4. Proposed Fee Schedule.
5. A minimum of three (3) professional references from clients for whom the applicant has successfully performed similar work.
6. Proposals must be submitted by 5:00 p.m. on Tuesday, October 25, 2022, as an AdobePDF file to [hello@leaptsl.com](mailto:hello@leaptsl.com)
7. The total proposal should be no longer than 10 standard letter-sized pages, Times New Roman font, size 11.

Proposals not meeting the criteria outlined in the RFP will not be considered.