



## MEMORANDUM

**TO:** Interested Parties

**FROM:** Workforce Development Council of Seattle-King County

**DATE:** March 1, 2010

**SUBJECT:** RFQ #10-02 REQUEST FOR QUALIFICATIONS FOR WEBSITE CONTENT DEVELOPER

### BACKGROUND

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit corporation whose mission is to support a strong economy and ensure the ability of each person to share in our region's prosperity. Established in 2000 by the King County Executive and the Mayor of Seattle, the WDC is lead by a board of directors with a private-sector majority. The WDC oversees a wide range of employment and training programs, serving thousands of King County adults, youth, and businesses each year. To learn more about the WDC, please visit the WDC website at [www.seakingwdc.org](http://www.seakingwdc.org).

### PROJECT SCOPE AND CONDITIONS

The purpose of this RFQ is to identify and procure a website content developer who can work on behalf of the Workforce Development Council of Seattle-King County to develop a website containing career exploration information related to green jobs and green training and education opportunities in the region.

The WDC recently convened an industry panel in the green design and green building sector comprised of industry, labor, education, economic development, and workforce development leaders. The panel addressed short term and long term workforce needs of the industry as they relate to the emerging green economy, and a high priority issue identified by the panel was the need to acquaint youth and adults with the career possibilities related to achieving greater energy efficiency, reducing energy consumption and greenhouse gas emissions, protecting the environment, and remediating environmental damage.

The content developer selected through this RFQ will research, develop, and write content for a multiple page and level website based on an existing content outline and the website design created by a third party web designer. The course content will be reviewed and approved by an advisory group of WDC staff and industry panel members. Content will be developed, written, approved and loaded by June 1, 2010 for website launch. Proposals submitted will include a final budget not to exceed \$15,000.

If chosen to develop the proposed content, the developer will prepare a project plan and schedule for approval by the WDC within 2 weeks of the contract date.

The WDC seeks content developers with experience and knowledge in the following areas:

- Demonstrated ability to write clear, concise, and engaging material for audiences of both older youth and adults.
- Prior experience developing informational content for websites or publications.
- Demonstrated ability to create and comply with a plan, timeline, and budget for a development project.

- Skilled in the use of WORD to create documentation with access to email and calendar functions to support an exchange of documents and schedules from off-site locations.
- Demonstrated ability to present material verbally to a review body.
- Prior experience providing career information through workshops, written or online materials a plus.
- Demonstrated familiarity with green/sustainable concepts and related jobs a plus.

## APPLICATION REQUIREMENTS

If you are interested in being considered as a potential content developer, please submit the following materials to the WDC by the close of business on ***Friday, March 26, 2010***.

- Resume
- Two professional references
- Cover letter explaining your experience and suitability of fit with the WDC's mission
- Summary of your related subject matter expertise
- Brief synopsis of the last three examples of website or publication content you have developed.
- Please provide a total budget for the project including hours and hourly rate and any additional expenses for materials, travel etc.

**The WDC makes no commitment to contract with content developers procured through this RFQ, but will consider utilizing course developers selected through this RFQ for future needs on an as-needed basis.** The selection process for this RFQ will be based upon quality of information provided, expertise in the subject matter, cost effectiveness, and review of references. No one area is weighted more than the others.

## PROPOSAL SUBMISSION

**Please send two (2) copies of your response in a sealed envelope to arrive no later than 5:00 pm, March 26, 2010 addressed to:**

Tess Suarez RFQ#10-02  
Workforce Development Council of Seattle-King County  
2003 Western Avenue Suite 250  
Seattle WA 98121-2162

**Late responses will not be considered and will be returned unopened.  
If you have questions, please email [operations@seakingwdc.org](mailto:operations@seakingwdc.org). No phone calls please.**

**The Workforce Development Council of Seattle-King County  
is an Equal Opportunity Employer and Provider of Employment And Training Services**  
Auxiliary aids and services are available upon request to individuals with disabilities  
TDD/Washington Telecommunications Relay Service 1-800-833-6384