

**SER-Jobs for Progress National, Inc.®**

*Cultivating America's Greatest Resource: People™*

100 East Royal Lane Suite 130 • Irving, Texas 75039

**Request for Proposal  
Web Design and Maintenance  
Services for the Period of:  
May 1, 2016 to June 30, 2017**

**Released: January 29, 2016**

Inquiries and proposals should be directed to:

Keith A. Overton, CPA, CFO  
SER-Jobs for Progress National, Inc.  
100 East Royal Lane Suite 130 Irving, TX 75039  
(469) 549-3657 Telephone (469) 549-3687 Fax

Founded by the American GI Forum and the League of United Latin American Citizens, SER and SER - Jobs for Progress are Registered Service Marks of SER-Jobs for Progress National, Inc., a Texas non-profit corporation under Section 501(c)3 of the Internal Revenue Code. EOE-M/F/H/V

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## **Section 1 - General Information**

### **A. Purpose of this Request for Proposal (RFP)**

SER-Jobs for Progress National, Inc. (SER) is soliciting proposals from qualified IT/Graphics companies or individual(s) to design and maintain the SER-National website, for the initial period beginning May 1, 2016 and ending June 30, 2017. This proposal includes options for up to three (3) additional years in one year increments dependent on performance.

### **B. Who May Respond**

Professional IT/Graphics companies or individual(s) may apply.

### **C. Services Solicited in this RFP**

The intent of this RFP and resulting contract is to obtain web design and maintenance associated services for SER-Jobs for Progress, National. SER-National has a diversified and large audience; representing youth up to senior citizens from underrepresented communities, corporations and government agencies. Therefore, it is important the company selected be culturally relevant.

Below are web design and maintenance needs:

- Simple and easily to follow web UI design
- Create and provide Site Map
- Website should reflect national branded colors to be associate with all SER - publicly shared materials
- Website must have document upload and download functionality features
- Website must have the ability to handle multiple site visits and server request
- Home page of website must be simple to update images or graphics for recurring news announcements
- Website must meet a high level of security to protect user and company information
- Ability for user to create password and profiles and apply to potential jobs
- Ability for companies to create and post jobs with password and profiles per company
- Free template based designs are acceptable warranted there are no recurring license fees for the use of the template
- Web design must be culturally relevant.
- Meet Web Accessibility standards
- Search Engine Optimization to increase higher ranking
- Highlight our products and services
- Ongoing local online services
- Track leads from potential sponsors, etc.,
- Web statistics and tracking
- Website must be review and test before it goes live
- Search Engine and Directory Submission
- Accept payments online
- Establish clear time frame for the development process
- Turn over ownership of all files and graphics for the website
- SER reserves the right to use any part of the website for additional advertisement

- Mobile website
- Provide post-design support
- Design social media banner and overall look
- Design 2 E-newsletter templates
- Research and recommend website host site
- Create microsite for 2 programs
- Special emails; donate and holiday greetings

Please provide details in your proposal on how your system meets or does not meet each item in the above sections; and answer to any questions included above. Please organize your response by section and answer every point in each section.

#### **D. Description of SER**

SER-Jobs for Progress National, Inc., is a private, 501(c)3 nonprofit corporation, which receives and administers Federal funds to provide employment, training, and support services to eligible economically disadvantaged individuals and dislocated workers. SER National also offers the convenience of anytime-anywhere SER Career Academy which allows students to receive their diploma, a certificate, or an industry-recognized credential, while also preparing students for a new career.

SER is a national network of employment and training organizations that formulates and advocates initiatives that result in the increased development and utilization of America's human resources, with special emphasis on the needs of Hispanics, in the areas of education, training, employment, business and economic opportunity.

SER National aims to develop the employment and training capabilities of the SER network through the provision of technical assistance, research and planning, program and policy development, and fundraising.

Founded in 1964, SER operates with a network of 42 affiliates comprised of 220 training centers distributed in 19 states, Puerto Rico and the District of Columbia. SER is governed by a 20-member Board of Directors composed of representatives of business, industry, community-based organizations, economic development agencies, and educational entities. The primary responsibility of the SER board is to provide policy and program guidance, and to exercise independent oversight of program activities.

#### **E. Governing Laws**

Programs and activities solicited in this RFP are governed by all applicable Federal and State rules and regulations, including, but not limited to, those specifically governing each program operated by SER.

#### **F. Method of Procurement & Type of Contract**

All goods and services solicited under this RFP shall be procured by the competitive negotiation method. SER's intent is to execute a fixed-price contract with the successful respondent.

## **G. Eligible Respondent and Competency**

**SER** is prohibited from awarding funds to any party debarred, suspended, or otherwise excluded from or ineligible for participation in Federal assistance programs in accordance with the Department of Labor regulation at 29 CFR Part 98. Any interested and qualified individual, organization, or company may submit a proposal. Respondents shall demonstrate the necessary technical skills and other resources to deliver the solicited goods and services.

## **H. Period of Performance**

The contract negotiated as a result of this solicitation may commence on or after May 1, 2016 and continue to June 30, 2017. After that, SER will have the option to renew the contract in one year periods for up to three (3) additional years dependent on performance. The contract period may be varied by SER as necessary in compliance with State and Federal regulations. Additionally, the term of the contract shall be contingent upon the continuation of SER's contract for the operations and resulting funding of the programs.

## **I. Response Deadline**

**The response deadline for this RFP is due at 12:00pm on March 18, 2016.** Proposals, whether mailed or personally delivered, must be officially received at 100 East Royal Lane Suite 130, Irving, TX 75039 by this deadline with three (3) original proposals and one electronic copy delivered on a flash drive. Official receipt of proposals will be by entry on the SER log of proposals received.

Respondents who mail a proposal should use Registered mail with return receipt to verify delivery. Late proposals will be disqualified regardless of circumstances or method of delivery. Additions or deletions to the proposals must be submitted and included in the proposal on or before the deadline. Prior to the response deadline, withdrawal of a proposal is allowable in person with proper authorization. All proposals become the property of SER.

## **J. Bidders Conference and Technical Assistance**

A bidder's conference call will be held on Wednesday, February 9, 2016 at 10:00am central. Contact Andy Overton at (469) 549-3657 to register for the call. The conference call will be the only opportunity to receive information and ask questions concerning this solicitation. Staff, board members, and audit committee members are prohibited from addressing any inquiries outside the bidder's conference. While attendance is **not** mandatory, it is strongly recommended.

## **K. Governing Provisions and Limitations**

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of and procurement of the goods and services described above. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate SER to award any contract or pay for costs incurred prior to the execution of a contract unless such costs are specifically authorized in writing by SER.

SER reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;
- Award a contract for any goods and services in any quantity that SER determines, at its sole discretion, is in its best interest;

- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;
- Contact any individual or entity listed in the proposal or otherwise known to SER, who may have knowledge of the respondent's experience, performance, and qualifications; and
- Request additional information from any and all respondents.

Respondents shall not, under penalty of law, offer to provide any gratuities, favors, or anything of monetary value to any officer, member, employee, or agent of SER for the purpose of having an influencing effect toward their own proposal or any other proposal submitted hereunder. In addition, no employee, officer, or agent of SER shall participate in the selection, award of administration of a contract supported by Federal funds, if a conflict of interest, real or apparent, would be involved.

Respondents shall not engage in any activity that will restrict or eliminate competition. Violation of this provision may cause a proposal to be rejected. This does not preclude joint ventures or subcontracts.

The contents of a successful proposal may become a contractual obligation if selected for award. Failure of the respondent to accept this obligation may result in cancellation of the award.

No pleas of error or mistake shall be available to successful respondent as a basis of release of proposed services at stated price/cost. Any damages accruing to SER as a result of the respondent's failure to deliver the proposed goods and services may be recovered from the respondent.

A contract with the selected respondent may be withheld, at SER's sole discretion, if issues or questions of compliance are not satisfactorily resolved. Award of goods and services may be withdrawn if resolution is not satisfactory to SER.

SER reserves the rights to clarify, explain, or verify any aspect of a response to this RFP, and to require the submission of any price, technical, or other revision to the RFP that results from negotiations conducted.

## **L. Selection Process**

The proposal selection process includes the evaluation, rating, and ranking of the proposals by SER staff. After evaluation, recommendation(s) for selection to negotiate a contract will be made to the President and CEO. All respondents to this RFP shall be notified of their status by mail.

In the selection and award of goods or services procured under this RFP, SER shall ensure:

- Awards shall be made only to responsible respondents who have demonstrated ability to perform based upon delivering comparable or related services;
- Staff and organization qualifications, including a satisfactory record of past performance and experience;
- All proposals considered are received on time and are responsive to the specifications of the RFP; and

- Positive efforts are made to utilize Historically Underutilized Business' (HUB's) in the provisions of program services.

**Top three companies will be requested to make an oral presentation to a SER review committee.**

#### **M. Proposal Evaluation Criteria**

Only proposals submitted on a timely basis will be evaluated, using the following criteria and point system.

- *Demonstrated Effectiveness - 60 points*
- *Reasonableness of Cost - 40 points. The reasonableness of cost for services proposed.*
- Total points – 100
- *HUB – 5 points. See page 10, paragraph B for definition of HUB.*
- Review Committee will not consider previous score when making final decision.

#### **N. Respondent Inquiry and Appeal Process**

SER is the responsible authority for handling complaints or protests regarding the procurement and proposal selection process. No protest shall be accepted by the grantor (state or federal) until all administrative remedies at the grantee (SER) level have been exhausted. This includes, but is not limited to: disputes, claims, protests of award, or non-selection for award, source evaluation, or other matters of a contractual or procurement nature. If any respondent disagrees with the procurement and/or selection process, a written appeal, stating the reason for the appeal, must be filed with the President of SER within seven calendar days from the date of the award notification.

#### **O. Payment Provisions**

Payment on invoices to SER will be made within the terms and processes usual and customary in the industry.

#### **P. Equal Opportunity**

It is the policy of SER to encourage and support equal opportunity in the purchase of goods and services. No person shall, on the grounds of race, color, religion, sex, handicap, national origin, age, citizenship, sexual orientation, marital status, political affiliation, or belief, be discriminated against under any program or activity receiving Federal funds.

Participation shall be open to citizens and nationals of the United States, lawfully admitted resident aliens, and lawfully admitted refugees and parolees.

In compliance with the Department of Labor regulations implementing Section 504 of the Rehabilitation Act of 1973, as amended, no qualified disabled individual shall be discriminated against in the admission or access to, or treatment, or employment in any program or activity.

### ***Section 2 - Instructions for Submitting Proposal***

#### **A. Proposal Responses**

All proposals must include the following information in the order stated:

1. The proposal cover sheet must identify a primary contact person, as well as the signatory authority, with the legal authority to enter into legal agreements on behalf of the proposing organization.
2. The complete proposal will include:
  - Statement of Respondent's understanding of this RFP, its requirements, and services to be performed;
  - A statement from the authorized signatory that the proposal is valid for 90 days after the submittal deadline; and
  - A positive statement of commitment to perform the services within the period specified.
  - Complete, detailed response to Section "C" above. The response should be organized by section, and within each section a response to every bullet should be provided.
  - A complete budget for this contract consisting of detailed fee information based initial web design, updates and maintenance. Costs should be inclusive of tax reporting, and other services identified in section "C" of this RFP.
  - Costs for additional services on a per-transaction or hourly basis.
  - Profile of the Respondent Firm including the location of the office(s) from which this work is to be performed.
  - A copy of your current HUB certification, if applicable.
  - Suspension/Debarment Certification (Attachment "B")
  - Drug-Free Workplace Certification (Attachment "C")
  - Certification of Bidder (Attachment "D")
  - Liability coverage of firm (submit proof of insurance).
  - Certificate regarding conflict of interest (attachment "E")
  - Fees associated with payroll processing (Attachment "F")

## **B. Historically Underutilized Business (HUB)**

A **HUB** is defined by the Texas Government Code §2161.001 "a corporation, sole proprietorship, partnership, or joint venture formed for the purpose of making a profit in which at least 51 % of all classes of the shares of stock or other equitable securities are owned by one or more persons who are socially disadvantaged because of their identification as a member of the following groups: Black American, Asian Pacific American, Hispanic American, Native American, and Woman."

Five points will be awarded to the responsive proposals providing current documentation of certification from the Texas Comptroller of Public Accounts.

## **C. Format**

Proposals must be typed and submitted on 8 1/2" x 11" paper in accordance with the instructions in this request. Proposal will have at least 1" margins and use a commonly used font no smaller than 10 points. Fancy or bulky binding, colored displays, and promotional material are discouraged and will not improve the evaluation score. Emphasis must be placed on addressing all the requirements of this **RFP** in a clear, complete, and concise manner. Proposal pages shall be sequentially numbered. The original and each of the copies shall be noted as such on the proposal cover sheet.



#### **D. Number of Copies**

Three (3) complete original and one electronic copy (via flash drive) must be submitted by the deadline. All documents submitted must be legible and complete. SER is not responsible for copying incomplete proposals.

#### **E. Proposal Labeling and Submission**

Proposals must be submitted in a sealed envelope or package and externally labeled as follows: SER-Jobs for Progress National, Inc., Attn: Keith A. Overton, CPA, CFO 100 East Royal Lane, Suite 130; Irving, Texas 75939.

**Dated Material: Web design and maintenance RFP is due at 12:00pm on March 18, 2016.**

#### **F. Response Forms**

Proposal Cover Sheet (Attachment A)  
Proposal Narrative (Addressing Section C)  
Detail Budget and narrative  
Suspension/Debarment Certifications (Attachment B)  
Drug-Free Certification (Attachment C)  
Certification of Bidder (Attachment D)  
Instructions for Attachment D  
Certificate Regarding Conflict of Interest (Attachment E)  
Fees Associated With Website Design and Maintenance (Attachment F)

**PROPOSAL COVER SHEET**

Legal Name of Organization: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address (If Different): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

FAX Number: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Contact Person Title: \_\_\_\_\_

Entity Type:                     Corporation                     Sole Proprietor  
    Partnership                     Other

Is Responder a HUB?                     Yes                     No

Certifying Agency: \_\_\_\_\_

**Attachment B - Certification Regarding Debarment Suspension,  
Ineligibility, and Voluntary Exclusion Lower Tier Covered Transactions**

This Certification is required by regulations implementing Executive Order 12549, Debarment and Suspension, 20 CFR Part 98. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 1916019211).

1. The prospective recipients of Federal assistance funds certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
  
2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

\_\_\_\_\_  
Name of Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **Attachment C - Certification Regarding Drug-Free Workplace**

- A. The grantee certifies that it will or will continue to provide a drug-free workplace by:
1. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.
  2. Establishing an outgoing drug-free awareness program to inform employees about
    - a. The dangers of drug abuse in the workplace;
    - b. The grantee's policy of maintaining a drug-free workplace;
    - c. Any available drug counseling, rehabilitation, and employee assistance programs; and
    - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.
  3. Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph 1.
  4. Notifying the employee in the statement required by paragraph 1 that, as a condition of employment under the grant, the employee will:
    - a. Abide by the terms of this statement;
    - b. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such violation.
  5. Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph 4b from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position, title, to every grant officer or other designee on whose grant activity the convicted employee was working, unless the Federal agency has designated a central point for the receipt of such notices. Notice shall include the identification numbers(s) of each affected grant.
  6. Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph 4b, with respect to any employee who is so convicted:
    - a. Taking appropriate personnel action against such an employee, up to and including termination consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
    - b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

7. Making good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1, 2, 3, 4, 5, and 6.

B. The grantee may insert in the space provided below the site(s) for the performance of work down in connection with the specific grant:

Place of Performance: Check ( ) if there are workplaces on file that are not identified here.  
( ) Not Applicable.

Name of Applicant Organization:

Name & Title of Authorized Signatory:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Attachment D - Certification of Bidder**

1. The individual signing certifies that he/she is authorized to contract on behalf of the Respondent.
2. The individual signing certifies that the Respondent is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Respondent.
3. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
4. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Respondent prior to an award to any other Respondent or potential Respondent.
5. The individual signing certifies that there has been no attempt by the Respondent to discourage any potential Respondent from submitting a proposal.
6. The individual signing certifies that he/she has read and understands all of the information in this Request for Proposal.

I, \_\_\_\_\_ am the \_\_\_\_\_ of the  
(Type Name of Signatory Authority) (Title)  
Corporation, partnership, association, public agency, or other entity named as the  
respondent herein and that I am legally authorized to sign this proposal and submit it to  
SER Jobs for Progress National, Inc. on behalf of said organization by the authority of its  
governing body. I also certify that I have read and understand the "Governing Provisions  
and Limitations" sections presented in this RFP and will comply with the terms, thereof.

Respondent:

Attest:

\_\_\_\_\_  
(Respondent Signature) / Date

\_\_\_\_\_  
(Collateral Signature) / Date

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(Typed Title)

\_\_\_\_\_  
(Typed Title)

Subscribed and sworn before me this \_\_\_\_\_ day of \_\_\_\_\_, in  
\_\_\_\_\_ County, State of \_\_\_\_\_.

(SEAL)

Notary Public in and for \_\_\_\_\_ County, State of \_\_\_\_\_

Date Commission Expires: \_\_\_\_\_

**Attachment D - Instructions for Certification. Lower Tier Recipients of Federal Funds**  
**(Do not return with proposal)**

1. All proposals submitted to obtain an agreement with the primary recipient of Federal funds must be accompanied by a signed copy of the certificate. By way of explanation of the effect of the certification, the following is provided:
2. The inability to provide the required certification can result in denial of participation to enter into an agreement with the primary recipient of Federal funds. The prospective lower tier recipient of Federal funds shall submit an explanation of why it cannot provide the certification. The certification or explanation will receive due consideration in determining whether to enter into an agreement. However, failure of the prospective lower tier recipient to furnish a certification or an explanation shall result in disqualification.
3. The certification is a material representation of fact upon which reliance was placed when determination was made to enter into an agreement. If it is later determined that the prospective lower tier recipient of Federal funds knowingly rendered an erroneous certification, in addition to the remedies available to the primary recipient of Federal funds, The Texas Workforce Commission may pursue suspension, debarment or terminate the agreement for cause or default.
4. The lower tier recipient of Federal funds shall provide immediate written notice to the primary recipient of Federal funds if at any time the lower tier recipient learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The term "debarred", "suspended", "ineligible", "primary", "lower tier", and "voluntarily excluded" as used in these instances have the meanings set out in the Definitions and Coverage of rules implementing Executive Order 12549,
6. The Texas Workforce Commission will decide the method and frequency by which lower tier recipients are determined eligible. Each primary recipient may, but is not required to check the "List of Parties Excluded from Procurement and Non-procurement Programs." Those interested in obtaining subscriptions for the listing should contact the Supervisor of Documents, US Government Printing Office, Washington, DC 20402. The telephone number is (202) 783-3238. The list may be accessed through the use of a computer modern. Specific inquiries regarding Contractor Sub-Contractor eligibility status may be directed to The Texas Workforce Commission, Workforce Development Division, Procurement and Contracting Services Supervisor at (512) 320-9693, or the GSA Office of Acquisition Policy at (202) 501-0688.
7. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render good faith in the required certification. The knowledge and information of a lower tier recipient of Federal funds is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

**ATTACHMENT E  
CERTIFICATE REGARDING CONFLICT OF INTEREST**

By signature of this Certificate, Respondent covenants and affirms that:

1. No manager, employee or paid consultant of the Respondent is a member of the Policy Board, the President, or an employee of SER;
2. No manager or paid consultant of the Respondent is married to a member of the Policy Board, the President, or an employee of SER;
3. No member of the Policy Board, the President or an employee of SER owns or controls more than a 10 percent share in the Respondent's organization;
4. No spouse of a member of the Policy Board, President, or employee of SER receives compensation from Respondent for lobbying activities as defined in Chapter 305 of the Texas Government Code;
5. Respondent has disclosed within the proposal response any interest, fact or circumstance, which does or may present a potential. conflict of interest;
6. Should Respondent fail to abide by the foregoing covenants and affirmations regarding conflict of interest, Respondent shall not be entitled to the recovery of any costs or expenses incurred in relations to any contract with SER and shall immediately refund to SER any fees or expenses that may have been paid under the contact and shall further be liable for any others costs incurred or damages sustained by SER relating to that contract.

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Name of Individual or Organization submitting application.

---

Name and Title of Authorized Signatory.

---

Signature

---

Date



Attachment F - Fees Associated With Website Design and Maintenance

Name of Organization: \_\_\_\_\_

Specify if the fee is website design or maintenance fee. If fee is other than schedule fees, indicate if a one-time fee and task.

Additional pages may be used to describe fees.

	Flat Fee	Hourly Fee
Website Design Fee		
Maintenance Fees		