

Educational Data Systems, Inc. (EDSI)

Luzerne County and Schuylkill County One-Stop Operator

PA CareerLink® Luzerne County at Hazleton

75 North Laurel St., Hazleton, PA 18201-5950
570-459-3854

PA CareerLink® Luzerne County at Wilkes-Barre

32 E. Union St., Wilkes-Barre, PA 18701-0651
570-822-1101

PA CareerLink® Schuylkill County at Pottsville

201-203 East Arch St., Pottsville, PA 17901-3512
570-622-5253

Request for Proposals (RFP)

Digital Oversight & Maintenance Services

Procurement Timeline

RFP Release Date: **August 04, 2026**

Deadline for Vendor Questions: **August 14, 2026**

Responses to Questions Issued: **August 20, 2026**

Proposal Submission Deadline: **September 04, 2026 (31 days)**

Evaluation Period: **September 04 – September 11, 2026**

Anticipated Award Date: **September 14, 2026**

Contract Start Date: **October 01, 2026**

1. Overview

Educational Data Systems, Inc. (EDSI) is requesting proposals from qualified vendors to provide Digital Oversight & Maintenance Services for the PA CareerLink® Luzerne and Schuylkill County programs. PA CareerLink® Luzerne County and Schuylkill County are employment and training One-Stop Centers that connect employers and job opportunities with qualified job seekers.

2. Public Notice and Procurement Process

This Request for Proposals (RFP) will be publicly posted for a minimum of thirty (30) days on the EDSI website and advertised in a local newspaper to ensure full and open competition in accordance with federal, state, and local procurement requirements. Should there be any difficulty accessing the RFP, please email LSProposals@edsi.com.

Consistent with strict procurement policies, the One-Stop Operator will provide no technical or program assistance to individual proposers. However, written questions submitted to LSProposals@edsi.com

regarding this RFP will be accepted through August 14, 2026. Responses will be posted on the EDSI website by August 20, 2026, and will represent a formal modification to this RFP.

For consideration of your proposal, it is due by email to LSProposals@eds.com with “Digital Oversight/Maintenance Proposal” in the subject line by September 4, 2026. Late proposals will not be considered.

3. Who May Respond

All qualified vendors that have experience developing and maintaining websites that reflect services, rather than products, for diverse populations. In addition, respondents must have the capacity to provide technical support for texting initiatives and facility electronic billboards. Respondents must be in good standing with federal agencies and the Commonwealth of Pennsylvania.

4. Contract Term

The anticipated contract term will begin October 1, 2026 and continue through September 30, 2027, with the option for two (2) one-year renewal periods thereafter, contingent upon satisfactory performance and funding availability.

5. Scope of Services

PA CareerLink® One-Stop Centers are seeking a vendor to provide maintenance for our websites, texting initiative, electronic billboards, and social media platforms. The selected vendor will provide the following services and deliverables:

Websites

- Website maintenance - Security, updating plug-ins, usability
- Electronic forms to connect staff with job seekers, employers, and customers
- Updating landing pages
- Change the headers and footers with up-to-date information and Stevens Amendment compliance
- Add new materials to the Virtual Resource Center, including monthly update with Wellness to Work resources
- Run Google Analytics report to: interpret, recommend and help execute action steps based on the findings of those reports; understand which pages are being viewed the most; improve search engine optimization
- Create Pop-up and ads (free) that can direct traffic to desired pieces of information or opt-ins
- Create content for weekly *Luzerne County Hiring Event Calendar*; distribute via Constant Contact, texting, and social media platforms
- Create content for in-house displays featuring PA CL activities; update weekly

- Distribute monthly *Employer Newsletter* via Constant Contact, texting, and social media platforms
- Distribute monthly *Wellness to Work Newsletter* via Constant Contact, texting, and social media platforms

Texting Services

- Current texting campaigns include:
 - Luzerne County: Hot Jobs and Trabajos Calientes (Spanish campaign)
 - Schuylkill County: Skook Jobs
 - Both: PACL (employer subscribers)
- Gathering content for Hot Jobs, Skook Jobs, Trabajos Calientes, and special requests
- Creating PDF files for Hot Jobs, Skook Jobs, and Trabajos Calientes job list
- Uploading PDF files and inputting the file into a new article for each site
- Developing text message copy and graphics using Canva
- Scheduling weekly and monthly text alerts
- Supporting development strategy for list growth and retaining subscribers (based on evidence, and research-backed approaches)
- Posting for social media to cross-promote texting services
- Creating content for weekly *Job Seeker Newsletter*; distribute via Constant Contact, texting, and social media platforms

Electronic Billboards

- Details - Watchfire is a software we utilize to schedule and publish content; Canva is a graphic design software we utilize to create billboard ads
- Gathering content for Hazleton, Pottsville, and Wilkes-Barre
- Creating hiring event and workshop graphics using Canva
- Uploading content to Watchfire
- Scheduling content through Watchfire
- Including expiration dates on content via Watchfire
- Updating the billboard slides when our offices close due to inclement weather (In order for the bidder to be successful, we would need their support for time-sensitive requests)
- Updating billboards with new content monthly so it stands out

Social Media Platforms

- Update and maintain social media platforms, when needed. Including creating content and scheduling posts
- Accounts include:
 - Luzerne County Social Media Accounts:
 - Facebook - <https://www.facebook.com/PACLLuzerneCounty/>

- LinkedIn– <https://www.linkedin.com/company/pa-careerlink-luzerne-county-at-wilkes-barre/about/?viewAsMember=true>
- Instagram - https://www.instagram.com/paclluzerne/?next=%2Fschuylkill_county_careerlink%2F
- Twitter - <https://twitter.com/PACLLuzerne>
- Schuylkill County Social Media Accounts:
 - Facebook - <https://www.facebook.com/paclschuylkill/>
 - LinkedIn- <https://www.linkedin.com/company/pa-careerlink%C2%AE-schuylkill-county/about/?viewAsMember=true>
 - Instagram- https://www.instagram.com/schuylkill_county_careerlink/?next=%2Fpaclluzerne%2F
 - Twitter - <https://twitter.com/PACLSchuylkillC>

6. Insurance Requirements

- General Liability: \$1,000,000 per occurrence / \$5,000,000 aggregate
- Professional and Cyber Liability, including Data Breach coverages of at least \$1,000,000
- Workers' Compensation: minimum \$1,000,000
- Automobile Liability (if applicable): \$1,000,000 combined single limit

7. Proposal Submission Requirements

A. Company Overview and Experience

Please provide a general description of the mission or focus of the organization, where it is located, contact name, email address, phone number and street address. Include the organization's size and how many years in business. If your organization has a website, please include that address as well.

B. Technical Expertise

The response should describe prior experience providing oversight and maintenance for other, preferably similar, organizations. Web links may be used to demonstrate work products.

Provide at least three (3) references from clients with similar size and scope of services, including contact name, title, phone number, and email.

Professional staff should be identified along with a brief description of their expertise and experience. Include resumes or CVs of principal staff as an appendix to the proposal.

C. Understanding of Work to be Performed

Please explain how your organization will approach this work. Describe how you can support keeping the website up-to-date, schedule texting initiatives and get more people to subscribe, and maintain the electronic billboards by keeping information current.

D. Budget

Please indicate a cost per hour rate for the proposed work to be done on the website, texting services, electronic billboard, and social media platforms. Provide clear and itemized pricing, including any additional or optional service fees.

E. Proof of Insurance Capability

Documentation or certification showing the vendor can meet required insurance coverage levels.

8. Evaluation Criteria

A. Technical Expertise (30%)

1. Prior experience designing creative websites for organizations promoting services and activities to their end-users (20 Points)
2. Expertise of staff/principals (10 Points)

B. Organization, Capacity, and Structure (30%)

1. Sufficient staff capacity to take on this work, and meet scope requirements and deadlines (20 Points)
2. Sufficient financial capacity to complete invoices and budget (5 Points)
3. Luzerne/Schuylkill-based (Luzerne/Schuylkill Counties) (5 Points)

C. Pricing Competitiveness (25%)

1. Reasonableness of costs based on the creative work proposed (15 Points)
2. Complete detailed budget items with a text explanation (10 Points)

D. References and Reliability (15%)

9. Process and Contract Award

EDSI shall award a contract to the responsive organization whose proposal scores the highest and is determined to provide the best overall value based on the criteria above. Incomplete proposals or proposals that do not meet the submission requirements may be considered non-responsive and may not be considered for award.

The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate the execution of a contract with any Proposer. EDSI reserves the right to accept or reject

proposals on the basis of the conditions set forth in this RFP, and to evaluate all accepted proposals on the criteria included in this document. Proposers should note:

- A. Specifications contained in this RFP are subject to change upon the release of new or revised applicable federal and state laws, rules, regulations and/or policies.
- B. EDSI will not be liable for costs incurred in the preparation of proposals or negotiation of contracts. EDSI will not be liable for costs or purchases made prior to the effective date of the contract.
- C. Upon submission, all proposals, in their entirety, become the property of EDSI. Upon award of the RFP, proposals are subject to the PA Open Records Law and similar public disclosure laws.

The award of a contract for any proposed service is contingent upon the favorable evaluation of the proposal and successful negotiation of any changes to the proposal required by the One-Stop Operator. EDSI reserves the right to negotiate the final terms of all contracts with successful organizations. Items that may be negotiated include, but are not limited to, the type and scope of services, cost and fees, management, etc. Likewise, EDSI also reserves the right to accept any proposal without substantive negotiation. Therefore, proposers are advised to propose their most favorable terms with their initial submission.

EDSI reserves the right to reject all proposals and re-issue the RFP, or to cancel this RFP with or without issuing another RFP.

EDSI further reserves the right:

- A. To waive any informality, defect, non-responsiveness, and/or deviation from this RFP that is not, in EDSI's sole judgment, material to the proposal.
- B. To request that one or more of the proposers modify their proposals or provide additional information.
- C. To request additional or clarifying information from any proposer at any time, including information inadvertently omitted by a proposer.
- D. To require a proposer to appear for interviews and/or presentations of their proposals at the PA CareerLink® Wilkes-Barre office located at 32 E. Union Street, Wilkes-Barre, PA 18701.
- E. To conduct such investigations as EDSI considers appropriate with respect to the qualifications of any proposer and with respect to the information contained in any proposal.

10. Additional Information

Auxiliary aids and services are available upon request to individuals with disabilities. Language services are available free of cost. The One-Stop Center is an Equal Opportunity Employer. For program funding details, in compliance with the Stevens Amendment, please visit <https://lswib.org/stevens-amendment/>