

Scope of Work (SOW) for PA CareerLink® Lancaster County Website Redesign

1. Background

Part of the American Job Centers network, PA CareerLink® Lancaster County's mission is to coordinate, develop, and maintain an effective and responsive system of programs and services that integrate the needs of employers for ample and productive workforce with the needs of Lancaster County residents for meaningful work that enhances their quality of life.

Services provided at the PA CareerLink® Lancaster County include the free use of computers and internet for job searches in our CRC, virtual and in person workshops on job skills and resume writing, job leads, skills assessments, and personalized career connections programming. Additionally, PA CareerLink® Lancaster County assists employers with recruitment services, hiring assistance, and training cost assistance. Funded through the Workforce Innovation and Opportunity Act, over 15 partner organizations work together to provide services through the PA CareerLink® Lancaster County.

2. Project Overview

This Scope of Work (SOW) outlines the objectives, deliverables, and timeline for the redesign of PA CareerLink® Lancaster County website. The goal is to create a modern, user-friendly, and responsive website that reflects the brand's identity and enhances user experience (UX), accessibility, and functionality. The Request for Quotes period will begin on 12/16/24 and last until 01/11/25. Inquiries and proposals should be sent to info@lancastercountywib.com.

3. Objectives

- Redesign the website to improve its look, feel, and functionality- make it easy to use for job seekers who are on the entire spectrum of digital literacy.
- Enhance the user experience (UX) for both desktop and mobile users.
- Ensure the site is fully responsive, adapting to different screen sizes (desktop, tablet, mobile).
- Improve website SEO performance with proper structure, content optimization, and technical best practices.
- Ensure ease of function by building site that can be updated internally.
- Train administrative staff on website update procedures.

4. Assumptions and Constraints

- PA CareerLink® Lancaster County is subject to the branding guidelines and standards set forth by the PA Department of Labor and Industry. These standards must be incorporated into all final products of the web design.

Auxiliary aids and services upon request to individuals with disabilities. Equal Opportunity Employer/Program. Language services available free of cost. TTY: (717) 391-3570 *Program funded with federal dollars. For detailed information, see: <https://www.lancastercountywib.com/organizational-integrity/operating-documents/>*