



*The Workforce Investment
Board for Marion County*

Indianapolis Private Industry Council Inc.

**Request for Proposals
#2010-006**

Virtual WorkOne

RFP Issue Date: May 20, 2010
Proposal Due Date: July 07, 2010
4:00 PM EDT

IPIC, IPIC programs and contracted providers are Equal Opportunity Employers/Programs.
Auxiliary aids and services are available upon request to individuals with disabilities.

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Request for Proposals – Virtual WorkOne

The Indianapolis Private Industry Council, Inc. (IPIC), the Workforce Investment Board for Marion County, is a not-for-profit corporation responsible for the development of the Marion County workforce. IPIC convenes community leaders to address workforce development issues and strategically coordinates funding from federal, state and private sources to develop a diverse, prepared workforce that meets the needs of existing and potential employers.

I. Statement of Purpose

IPIC is soliciting proposals for the design, development, implementation, and hosting of a Virtual WorkOne¹ (VW1). The objective of the VW1 is to provide services to a larger segment of the Marion County population without requiring them to report to a physical WorkOne office. The VW1 should replicate and enhance the services currently provided in our physical WorkOne centers.

IPIC desires a full VW1 design that is flexible and modular, so that it can be developed and implemented over time as funding and other resources allow. IPIC also desires the VW1 to effectively use social media to enhance marketing and delivery of WorkOne services through both the physical and virtual WorkOnes.

Throughout the Request for Proposals (RFP) the terms “design” and “develop” are used. This may lead prospective bidders to believe that IPIC is looking for a custom designed system. IPIC will consider both custom designed and off the shelf systems.

II. Virtual WorkOne Vision

The VW1 is to replicate and enhance the services that are provided in the physical WorkOne. To accomplish this, knowledge of the physical WorkOne centers is necessary. Subsection A, WorkOne Indianapolis Structure, will describe the organizational structure for the physical WorkOne centers and will provide an outline of the types of services that are provided in those centers. In addition, this section will address some of the enhancements that are envisioned. These are only meant to provide a baseline for understanding our current structure and the general direction for the future. It is expected that bidders will use their expertise to expand on ideas in the RFP and thus paint a full and robust picture of a VW1.

A. WorkOne Indianapolis Structure

Services through the WorkOne Indianapolis offices are delivered through four modules – (1) Business Solutions, (2) Placement & Recruiting, (3) Educational Recruiting and (4) Candidate Development. Currently, two service providers deliver the services under this structure. One provides for modules 1 & 2 and the second provides services for modules 3 & 4. The overall management structure and the performance metrics are designed to require a single coordinated effort that focuses on quality services for employers and job seekers.

¹ “WorkOne” is Indiana’s name for a one-stop center as described in section 121 of the Workforce Investment Act of 1998.

Business Solutions ensures that the workforce needs of Marion County employers in high growth industries are met in a timely manner and exceed the employers' expectations. Types of services provided include:

- Work with the employer to determine their workforce needs and assimilate the appropriate resources to assist the employer in meeting those workforce needs
- Coordinate the recruitment and hiring of workers
- Coordinate incumbent worker training and other training needs
- Assist the employer in coordinating services for dislocated workers due to plant closures or major staff reductions

Placement & Recruiting meets or exceeds the employer needs when matching employers with talent. Types of services provided include:

- Accept projects from Business Solutions and identify job orders within Indiana Career Connect (ICC)
- Recruit candidates for employer job openings
- Screen resumes based on employer criteria
- Interview candidates
- Refer applicants to employer

Educational Recruiting connects candidates to education, training, and occupational skills.

Types of services provided include:

- Identify and recruit candidates for educational services
- Counsel candidates on career and educational opportunities
- Develop career, educational and financial plans for candidates
- Connect candidates to appropriate educational and skill building programs
- Provide career and education guidance
- Refer candidates, when appropriate, to Placement & Recruiting and Candidate Development

Candidate Development enrolls candidates into WorkOne services, assesses their readiness for work and education and prepares them for jobs that are in demand. Types of services provided include:

- Enroll candidates in all appropriate WorkOne programs
- Assist candidates in accessing self-services including UpLink (unemployment insurance), ICC (Indiana Career Connect), private labor exchange systems, etc.
- Work with candidates to develop their work readiness skills through counseling, referral to written and online materials, and workshops
- Assist candidates in accessing services for basic education such as adult basic education (ABE/GED), English as a second language (ESL) and computer literacy
- Screen and refer to appropriate modules candidates for post secondary education services and placement services
- Refer candidates to partner services or community based services when appropriate.

B. Virtual WorkOne Services

IPIC envisions the VW1 will provide services to both employers and job seekers.

The employer services may include:

- Advice, resources, and best practices via white papers, webinars, workshops, etc., on topics such as:
 - Recruiting, attracting, and hiring the best candidates
 - Screening and interviewing candidates
 - Utilizing non-traditional resources to identify and reach candidates
 - Hiring costs, wage and benefit trends, and planning guidance including wage and hour and equal opportunity laws and regulations
 - Managing employee relationships and performance
 - Labor market information and trends
 - Accessing services to assist in selecting and retaining the best employee
- An “ask the expert” feature that will allow employers to type in questions related to workforce issues that are responded to via e-mail.
- Customizable labor market information, occupational reports, salary & benefit reports/data, and other relevant employer data
- Resources for:
 - Employee training and certification programs
 - Economic development tools and professionals
 - Entrepreneurs such as Small Business Association, Chambers of Commerce, etc.
 - Small business support and development
- Access to/integration of online employment systems
- Integration of free and paid services, such as:
 - Webinars
 - Online workforce related seminars
 - Online interview practice with audio/video replay
- The ability for employers to create an account or portfolio to:
 - Post information about their company such as information on company culture or policies on diversity
 - Store information such as important web links, products such as job descriptions, workforce contacts, and on-line webinars/workshops
 - Provide links to social networking sites
- The ability for employers to schedule appointments with selected WorkOne staff

The candidate services may include:

- Advice, resources, and best practices via web pages, white papers or articles on:
 - Evaluating job opportunities and employers
 - Utilizing non-traditional resources such as social networking to identify career opportunities
 - Mapping career and education paths
 - Standing out in a crowd of candidates
 - Networking effectively
 - Accessing education and other career services
 - Creating a career and education plan
- Integration of free and paid services, such as:

- Salary & benefit calculators
- Budget planning tools
- Resume builders
- Online interview practice with audio/video replay
- Online career seminars
- Webinars
- Online job clubs
- Online education & training
- Online or telephone career advising
- Self-assessment tools
- Access to/integration of online employment systems.
- The ability to schedule appointments at the WorkOne Indianapolis centers for such things as workshops, assessments, career counseling, and enrollment in training.
- Resources for:
 - Entrepreneurs such as Small Business Association, Chambers of Commerce, etc.
 - Small business support and development
 - Career mapping, including “blue prints²” for high growth industry jobs
 - Self-assessment of skill sets and transferable skills
 - Local career information, including labor market information
 - Indianapolis high growth careers including descriptions of jobs, career paths, educational requirements, and salary ranges
- The ability for job seekers to create an account or portfolio to store information such as important web links, products such as resumes, applications and letters, career and education research materials, workforce contacts, assessment results, and on-line webinars/workshops. Potential eligibility for other WorkOne services either on-line or through the WorkOne Indianapolis centers. The basic concept is to continually provide them with an additional menu of services.
- The ability of job seekers to register for on-line and in-office (WorkOne) workshops
- The ability for job seekers to schedule appointments with selected WorkOne staff

The VW1 is intended to reach employers and job seekers not currently accessing the physical WorkOne centers and to address the needs of an expanding technical and white collar worker population. Expected VW1 users are computer literate and have access to a computer with internet service. The site should be designed for basic computers, but enhanced features and services can be proposed that include additional computer requirements such as webcams and videos.

IPIC envisions a multi-layer system with varying levels of access. The first layer should be open to anyone landing on the VW1 page, and have basic information about the Indianapolis job market, growth industries, etc. The second layer should be open only to Marion County residents and employers. Services in this layer will be free to the user. The third layer should only be open to Marion County residents and employers and may include “premium services” or “fee for service”. An example of a premium service offered for a fee may be online career counseling. A fourth layer may be established for Marion County companies desiring to provide employee specific information and services. This could include such things as internal training opportunities and company

² Blue prints are guides for specific occupations that include educational requirements, job descriptions, demand, pay, career ladders and other related information that can serve as a guide not only in career decision making, but also as a career planning guide.

news, or be utilized in the event of a dislocation (mass layoff). Proposals should include methodologies for restricting access and the associated cost for doing so. A final decision on access restriction will be made during the design phase of the project.

As with all systems, the ability to collect and report key data will be essential. Examples include:

- Collection of key data for both job seekers and employers so that it can be used to link the VW1 data to other systems such as a client management system or an employer services system. An initial draft of the minimum data elements needed for such extracts is listed in Addendum 1
- Information on the services being used by job seekers and employers that is accessible in multiple and combined ways such as by client, by layer of service, and by type of service
- Customer satisfaction surveys and comments specific to the layer of service and to the specific type of service

Again, the objective for collection of this data is to operate the VW1 similar to a physical WorkOne office. What are the hot services and how do we provide more resources to support those services? Are there bottle necks and why? What do customers think of the system and services and what suggestions do they have for improvement? How do we link this data to our other systems to accurately report services and to obtain a complete picture of the WorkOne Indianapolis system?

C. Virtual WorkOne Proposal

The VW1 RFP is addressing multiple facets for the design, development, implementation and support of a VW1. The proposals submitted should address all of these elements and should provide a modular approach to the development of a VW1 that allows IPIC viable options for the development, implementation, and maintenance. IPIC reserves the right to select and sequence the development and implementation of the system to maximize the initial effectiveness of the system and remain within budget.

IPIC requests that each bidder include in their proposal a full VW1 design with implementation modules that can be implemented either concurrently or consecutively. Based on the selected proposal, IPIC will enter into a contract for the design and selected modules with contractual options to modify and extend the contract to add additional modules as resources allow.

III. Parameters

A. Governing Authority

By statute, IPIC has the responsibility for developing the workforce of Marion County. IPIC establishes both policy and operational processes as mandated by the Workforce Investment Act (WIA) and other legislation and grant awards. Applicants to this RFP should be familiar with the basic contents of WIA and Federal Regulations guiding the WIA program.

B. Performance

IPIC will entertain suggestions for a contractual payment schedule, but prefers a cost reimbursement model wherein IPIC reimburses the selected bidder for work performed and/or products delivered. IPIC will negotiate with the bidder on viable reimbursement models, but the model will contain a “pay-for-performance” component for the development phase of the project. The “pay-for-performance” component may be a holdback until the specific deliverables are completed or an alternate “pay-for-performance” concept. The bidders should suggest specific “pay-for-performance” options in their proposal. The actual option(s) selected will be derived through contract negotiations.

C. Development, Hosting & Administration

The bidder should address this RFP with the idea of both developing and hosting of a VW1. The narratives addressing organization and staffing, proposal narrative, and budget should clearly address the dual functions of development and hosting.

The VW1 development, testing and demonstration must be on a site(s) provided by the bidder.

The bidder should also design the system so that a basic level of support can be provided by a system administrator at IPIC. A more advanced level of technical support must be provided by the bidder and must be included as part of the hosting cost.

As with most websites IPIC will want statistics related to the usage of the system. In addition to the site hits, at a minimum, IPIC will also want statistics on employer and job seeker usage and on the usage of each specific service down to, as an example, which on-line workshops are being used most often.

The bidder should provide a plan for periodic updates and enhancements to the VW1 to keep it fresh and technologically current. These costs should be part of the on-going hosting costs for the system.

D. Intellectual Property Rights

The funding for the VW1 project will substantially be federal funding and as such, federal guidelines for intellectual property rights may apply. Following is standard language from IPIC contracts concerning intellectual property rights.

The Federal Government reserves a paid-up, nonexclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use for federal purposes: i) the copyright in all products developed under the grant, including a subgrant or contract under the grant or subgrant; and ii) any rights of copyright to which the grantee, subgrantee or a contractor purchases ownership under an award (including but not limited to curricula, training models, technical assistance products, and any related materials). Such uses include, but are not limited to, the right to modify and distribute such products worldwide by any means, electronically or otherwise. Federal funds may not be used to pay any royalty or licensing fee associated with such copyrighted material, although they may be used to pay costs for obtaining a copy which are limited to the developer/seller costs of copying and shipping. If revenues are generated through selling

products developed with grant funds, including intellectual property, these revenues are program income. Program income is added to the grant and must be expended for allowable grant activities. All documents, records, programs, data, film, tape, articles, memoranda, and other materials developed under this Contract shall be considered "work for hire" and the Contractor transfers any ownership claim to IPIC and all such materials will be the property of IPIC.

IV. Program Period and Funding

The intent is to have a contract starting no later than August 16, 2010 with the VW1 system completed prior to June 30, 2011. IPIC wants a phased implementation so that initial products are available as early as September or October of 2010 with subsequent modules being rolled out on a set schedule. The value of the first year of the contract will not exceed \$500,000.

The initial contract will have options for additional years of service that will, at a minimum, include technical support and hosting costs, but may also include additional module implementation and enhancements.

V. Proposal Requirement

A. Submission & Format

Technical Qualifications

To be eligible for consideration, individuals or organizations submitting proposals may not have a financial or policy interest in the Indianapolis Private Industry Council, Inc. and must demonstrate:

1. Having experienced staff or subcontractors to provide the services described in this proposal or must show the ability to acquire such staff.
2. Ability to contract with the Indianapolis Private Industry Council, Inc. for the timely delivery of the services.
3. Capability to deliver the specific workforce development services specified in the modules for which it bids.
4. Knowledge and understanding of the Office of Management and Budget (OMB) Circulars A-110, *Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Nonprofit Organizations*, A-122, *Cost Principles for Non-Profit Organizations*, A-87, *Cost Principles for States, Local Governments and Indian Tribes* and A-102, *Administrative Requirements for States, Local Governments and Indian Tribes*, A-21 *Cost Principles for Educational Institutions*, and 48 CFR, Chapter 1, Part 31.

Proposal Components

To be considered for funding, all applications submitted must adhere to the following requirements:

Components	Evaluation Criteria	Maximum Pages
Proposal Summary Page (Attachment A)	<ul style="list-style-type: none"> ◆ Summary document 	1
Organization and Staffing	<ul style="list-style-type: none"> ◆ Description of organization capacity and qualification to accomplish the tasks and objectives set forth in this RFP ◆ Description of experience, capability, and understanding in web design, social networking tools and other appropriate technologies ◆ Profiles of the organization’s staff providing the requested services and identification of the roles of specified personnel ◆ Organizational chart (as an attachment) for the engagement with key personnel identified ◆ Most recent audit report (as an attachment) 	6
Proposal Narrative	<ul style="list-style-type: none"> ◆ A description of an initial VW1 design ◆ Initial conceptual design of the system clearly showing the recommended implementation components and implementation sequencing ◆ A description of the actual product being proposed if it is an “off-the-shelf” product ◆ What marketing components will be used as part of the VW1 system to promote WorkOne services ◆ What social networking tools and processes will be used ◆ How will the social networking enhance marketing and/or delivery of WorkOne services ◆ How will the system accommodate “fee-for-service” and specific employer packages ◆ Should the VW1 limit access to Marion County employers and job seekers – why or why not ◆ If IPIC elects to limit access to Marion County employers and job seekers, how will the VW1 limit access ◆ What features of a VW1 have not been identified, but should be and why they are important ◆ Describe the administrative functions for the VW1 that will be within the control of IPIC ◆ Describe the hosting features, especially those related to maintenance and enhancement of the VW1 	20

	<ul style="list-style-type: none"> ◆ The VW1 must be available 24/ 7/ 365 – how will the bidder ensure this requirement ◆ Describe the responsiveness of the VW1 – how will the bidder ensure fast response times ◆ Describe customer feedback features of the system such as satisfaction surveys, complaint submission, etc. 	
Budget (Attachments B)	<ul style="list-style-type: none"> ◆ A budget narrative that explains and supports the detail contained in the budget worksheets ◆ Budget Worksheets (Attachment B1, B2 & B3) These budget worksheets will not count against the page total 	4
Attachments*	<ul style="list-style-type: none"> ◆ Project Organizational Charts ◆ Organization Audit Report ◆ Staff Resumes or Qualifications (if personnel is not on staff – job or position descriptions) ◆ Budget Worksheets ◆ References <p style="text-align: center;">*Attachments identified will not count against the page limit</p>	
	TOTAL PAGES (without attachments)	31

Proposal Format

- All bidders must provide one original and four copies of their proposal.
- The proposal must be written in Microsoft Word for Windows and submitted in hard copy along with a copy of the response on a CD. (Please do not “write protect” the CD).
- Proposals must be typed in 12 point font, double-spaced with one inch margins and on letter size paper (8 ½ x 11).
- Pages must be numbered in the footer at the bottom center of each page in “Page X of Y” format. The applicant’s organization name must also be listed in the footer at the bottom right of each page. Font size for the required footer may be 10 point or larger.
- Applications may not be faxed or transmitted by email.
- Applications can be submitted by regular mail, express courier delivery, or hand delivery.

Proposal Deadline

The deadline for submission is July 7, 2010 by 4 PM, EDT. Faxed or emailed submissions will not be accepted. Proposals are to be submitted to the following:

Veronica Davis, Contract Services Specialist
Indianapolis Private Industry Council, Inc.
Market Square Center
151 N. Delaware St., Suite 1600
Indianapolis, IN 46204

Any questions regarding this request for proposal must be submitted in writing by letter, fax (317) 684-2542, or e-mail to vdavis@ipic.org by 4 PM EDT on June 9, 2010.

Questions and responses will be posted on the IPIC web site at www.ipic.org. Potential bidders should attend the optional bidder's conference (251 East Ohio St.) and should check the IPIC web site regularly for posted correspondence concerning the exact time and location of the bidder conference.

Request for Proposal Timeline

Issue RFP		May 20, 2010
Bidders Conference	10 AM EDT	June 7, 2010
Submission of Questions	4 PM EDT	June 9, 2010
Proposal Due Date	4 PM EDT	July 7, 2010
Bidder Presentation	Week of	July 19-July23, 2010
Target Contract Date		August 16, 2010

B. Organization and Staffing

This portion of the proposal is to provide information about the responding organization and its staff. The objective is to measure the stability of the organization and the experience and quality of the staff that will be utilized in this engagement. In short, that the respondent has the ability, resources, and expertise to be successful.

The respondent is to present a narrative that addresses their ability to provide the services as outlined in this RFP. The narrative should, at a minimum, address the points in the technical qualifications portion of this RFP. The organization and staffing aspects that make the respondent highly qualified for consideration should be addressed in this section. In addition, a project organizational chart that includes key personnel names, resumes (or qualifications) for key personnel/positions, job descriptions, and a copy of the organization's most recent financial audit must be provided. The bidder should also provide three references for customers that use their web-based applications. For each reference the following should be provided:

- Entity name
- Contact name
- Address including street, city, state and zip code
- Telephone number
- E-mail address
- Website URL for the system developed, when appropriate

The references may be included as an attachment that will not be counted against the page limitation.

C. Proposal Narrative

In the proposal narrative the bidder should provide a detailed description of what they are proposing to provide. The narrative should address both the development and the hosting functions. This section of the RFP allows the bidder to describe in detail what they are providing and the advantages to the approach the bidder is proposing. The items in the proposal component evaluation criteria chart (page 9) provides a guide to the types of information IPIC is seeking, but the bidder is encouraged to provide any information that would be pertinent to IPIC understanding the features and operation of the proposed system.

D. Budget

Two budgets will be required for the RFP. The first budget will provide costs for the development of the VW1 by system modules or components. The second budget will be for hosting costs.

Development

Each proposal must include a budget narrative and the budget worksheet (Attachment B1). The narrative must support the expenditures outlined in the budget worksheets.

The overall costs for the project must be provided and then the budget must be broken down by modules or components. For each component the following must be provided:

- Component Price
- Component Deliverables
- Development Timeline
- Delivery/Production Date

Hosting

For those bidders that are also proposing to host the VW1, a second budget (Attachment B2) will be required. The second budget is simply a monthly cost for hosting the VW1. The narrative must detail the specific services that are to be provided under the hosting proposal.

VI. Selection Criteria

All bidders are advised that each proposal will be evaluated based on responsiveness to this RFP. Proposals will be reviewed for completeness, clarity and adherence to stated requirements. Proposals will be rated based on the selection criteria and in rank order from the highest to lowest. Selections for contract negotiations will normally be made in rank order. However, to ensure availability of services, IPIC reserves the right to select lower ranked proposals when warranted. Such selection of proposals shall be made at the sole discretion of IPIC.

Each proposal will be worth a maximum of 130 points. The available points by evaluation factor are shown in the following chart:

Evaluation Factors	Maximum Points
Organizational and staffing	30
Proposal narrative	35
Budget	35
Presentation ³	30
Total Points	130

³ IPIC reserves the right to limit presentation and thus presentation points to “finalists” that are identified through the first three evaluation factors.

VII. Terms & Conditions

1. A bidder or its principals shall be in good standing, not debarred or suspended, proposed for debarment, declared ineligible or otherwise excluded from entering into a financial agreement of federal or state funds.
2. Local, small, minority, and women owned businesses are encouraged to respond and shall not be discriminated against during proposal review.
3. IPIC is an equal opportunity employer. All bidders shall certify the same.
4. The bidder certifies and agrees that it will provide and maintain a drug-free workplace.
5. Issuance of the Request for Proposal does not commit IPIC to award a contract, to pay costs associated with proposal development or to procure or contract for goods and/or services. Payment for services will be negotiated.
6. IPIC reserves the right to reject any and all proposals if it is in the best interest of IPIC to do so and waive any minor informalities or irregularities in the RFP process. IPIC shall be the sole judge of these irregularities.
7. For the top-ranked bidder(s) selected, a check of references or other points of contact as necessary will be made and any comments will be used to complete the evaluation process. IPIC reserves the right to enter into negotiations with one or more bidders as a result of the RFP evaluation process and enter into a best and final negotiation with one or more of the bidders.
8. IPIC will consider non-responsive any submittal for which critical information is omitted, lacking or represents a major deviation from the RFP.
9. Proposals received after the due date and time will be considered non-responsive and will not be reviewed or evaluated.
10. Other issues of grievances, hearing resolutions, and authority shall be addressed prior to award of contract and relevant issues may be stated within contract. IPIC reserves the right to negotiate proposed outcomes, budget, and other matters prior to execution of the contract.
11. Bidders shall certify either no real or apparent conflict of interest exists in carrying out the scope of work described, or where conflict(s) of interest may exist; such potential conflicts must be clearly disclosed in the proposal.

Attachment A

Indianapolis Private Industry Council Inc.

Summary Page

**Request for Proposal #2010-006
Virtual WorkOne**

Organization:

Address:

Phone Number:

Fax Number:

Contact Person:

Contact Email:

Provide a Brief Description of Organization:

Development Cost \$ _____

Hosting Cost (annual) \$ _____

Authorizing Official: _____
Signature/Date

Typed Name/Title

Attachment B1 – Development by Cost Categories

Indianapolis Private Industry Council Inc.

**Request for Proposal #2010-006
Virtual WorkOne**

Budget Worksheet

Respondent Name: _____

Total Virtual WorkOne System Development Price:

Component 1 Name:

Component Price: \$

Component Major Deliverables:

- *Deliverable 1*
- *Deliverable 2*
- *Deliverable 3*
- *Deliverable 4*
- *Etc.*

Component Timeline:

Component Delivery/Production Date:

Component 2 Name:

Component Price: \$

Component Major Deliverables:

- *Deliverable 1*
- *Deliverable 2*
- *Deliverable 3*
- *Deliverable 4*
- *Etc.*

Component Timeline:

Component Delivery/Production Date:

Component 3 Name: *continue as appropriate*

Attachment B2 - Hosting

Indianapolis Private Industry Council Inc.

**Request for Proposal #2010-006
Virtual WorkOne**

Budget Worksheet

Respondent Name: _____

Hosting Cost	Monthly	\$
	or	
	Annual	\$

Addendum 1 - Data Requirements

JOB SEEKER

- 1. First Name**
- 2. Last Name**
- 3. Social Security Number**
- 4. Birth Date**
- 5. Gender**
- 6. Race**
- 7. Ethnic**
- 8. Veteran Status**
- 9. Disability Status**
- 10. Employment Status**

EMPLOYER

- 1. Company Name**
- 2. Contact Name**
- 3. Contact Telephone Number**
- 4. Contact e-mail**
- 5. Street Address**
- 6. Zip Code**
- 7. Industry**
- 8. Size (in terms of employees)**