State of New Jersey
Department of Labor & Workforce Development
Request for Information (RFI)
Digital Outreach

October 21, 2013
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PURPOSE

The purpose of this Request for Information (RFI) is to solicit potential options, approaches and strategies from groups, individuals and organizations that are knowledgeable in the use of integrated digital solutions for the purpose of:

- Conducting labor exchange and job search functions, customer outreach and service management, and virtual service delivery; and
- Incorporating social media and mobile platform optimization.

The New Jersey Department of the Treasury, Division of Purchase and Property (the Division), on behalf of the New Jersey Department of Labor and Workforce Development (LWD), is issuing this RFI to identify options available to the LWD in connection with its potential procurement of digital solutions used for the purpose of enhancing its ability to serve the jobseeker and employer clients of the NJ workforce system. While many respondents to this RFI will be vendors, the State welcomes information from interested parties that can identify qualified vendors who can provide digital solutions for this purpose.

Please note that this is an RFI, not a Request for Proposal. As such, responses to this RFI shall not lead to a contractual relationship between respondents and the State.
BACKGROUND

For many years, online technology has helped jobseekers identify new work opportunities and enabled employers to connect more quickly to qualified applicants with relevant skills. Yet, the increasing sophistication and portability of digital resources have shifted the balance of how they are used. Rather than serving as supplementary job search and recruitment tools, they are now the primary -- and sometimes exclusive -- methods used.

The LWD serves a broad range of clients:

- Employers of all sizes and industries, and
- Jobseekers with diverse demographic characteristics, possessing all levels of work and education experience.

This RFI process therefore will focus on digital media and social media solutions that digitally experienced consumers can use independently for self-service, yet can also be integrated with and enhance the in-person services offered in the LWD’s One-Stop Career Centers. (It is understood that not all digital and social media solutions will have a natural in-person component.)

RFI RESPONSES

Response Contents

Respondents should give consideration to the questions below. However, they are not required to address all of them, nor are respondents restricted to addressing these questions only. The LWD’s primary objectives in these exploratory discussions are to learn how best to use digital resources to enhance its service delivery, and learn which digital resources can be made available to LWD clients. The LWD’s current resources can be found at: Jobs4Jersey.com.

Questions

1. How are jobseekers and employers using social media to connect, and how can the LWD help facilitate those connections? Are there products or services that the LWD could make available to its customers to enable them to maximize the labor exchange capabilities of social media?

2. How can the LWD use digital and social media to better understand the needs of jobseekers and employers?

3. How can the LWD use digital resources to bolster the digital literacy of job seekers?

4. What can be done to enable LWD staff to assist their clients digitally?
Example: Jobseekers currently turn to the LWD for services and information regarding career exploration tools, occupational training opportunities, networking opportunities, resume building guidance, job search assistance, and interviewing skills. How can these, and other traditional workforce development functions, be delivered to clients digitally and via mobile devices?

5. Are there technical solutions that can help mitigate the challenge of managing service delivery in 30 decentralized field offices?

6. How can labor exchange efforts be aided by digital resources?

7. How can digital and social media be used to facilitate virtual job fairs, interviews, and job matching.

8. How would you approach integrating many different digital tools into one cohesive digital experience?

It is also important that responses include the following:

- Type of product - commercially available, custom development, integration of multiple products, or some other type.
- Any cost models associated with the solution, such as usage fees, licensing models, or subscription fees, etc.

**Response Format**

Responses to this RFI are part of a larger information gathering/discovery initiative. A standard response format is not being provided in order to give respondents flexibility with the types of information they wish to provide. However, all responses must be submitted electronically (see “RFI Response Due Date” below) and cannot exceed 25MB in size. Respondent may provide information in a variety of formats, including, but not limited to:

- Links to websites,
- Electronic copies of marketing brochures and other types of documentation,
- Materials created specifically in response to this RFI, or
- Combinations of the any of the above

**Optional Vendor Presentations**

At its sole option, LWD may invite RFI respondents to conduct presentations either in-person or via virtual presentations. LWD’s objectives are to generate innovative discussion, ideas, and suggestions, and to enhance LWD’s ability to develop a strategy for obtaining and implementing digital capabilities.
If LWD elects to conduct presentations, respondents who have met the LWD criteria will be contacted to schedule a specific date and time. These criteria will not be published. A presentation should not be considered as a replacement for a written response.

**Question and Answer Process**

Any questions about this RFI must be emailed to Ann Timmons at ann.timmons@dol.state.nj.us by no later than 12 noon eastern standard time on **Friday, November 8, 2013**. Questions and the corresponding answers will be posted at [http://www.state.nj.us/treasury/purchase/](http://www.state.nj.us/treasury/purchase/) by close of business on **Friday, November 15, 2013**.

**Response Due Date**

All responses must be emailed to LWDDigitalOutreachRFI@dol.state.nj.us by no later than **12:00 noon eastern time on Monday, December 2, 2013**.