



1801 McCormick Drive, Suite 400  
Largo, MD 20774

# MINIMUM REQUIREMENTS FOR BIDDERS

General Services		
Easy to navigate and update	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Provides a platform to promote EPG, AJC, partners, programs and services to a variety of constituencies including youth, adult and dislocated workers	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Builds awareness of EPG and AJC brands	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Use of RSS feeds, video streaming of events, online auctions and additional interactive features, as well as integration/branding across social media sites such as Facebook, Twitter, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
EPG will maintain control over the website and retain copyright to all digital property and requests that all agreed-upon work is delivered on-time and to specification.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Specified EPG staff members will have full administrative rights for both websites.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
User Functionality and Interactivity Objectives		
Subscribe, unsubscribe, forward to a friend, print EPG or AJC articles, job descriptions, events, schedules and other items on the websites	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Media Only Area protected by password to allow members of the media access to specific information and photos	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Search function	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Design & Content Objectives		
Adaptive Mobile Web Design	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ability to push stories/results to Facebook, Twitter, Instagram and other social platforms within story editor	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Send out messages to multiple social media outlets in single interface	<input type="checkbox"/> Yes <input type="checkbox"/> No	
YouTube Integration within stories and other areas on site	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Unlimited static pages within the Website with the ability to password protect	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ability to create custom short URL's for any page on website	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Ability to add Text Messaging Service	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ability to add Enhanced Adaptive Design	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Types of content may include, but are not limited to: newsletter registration reports and presentations (Word, PDF, PPT, Excel), photos, audio, and videos	<input type="checkbox"/> Yes <input type="checkbox"/> No	
The design must illustrate color, imagery, navigation and textual placement per needs of EPG and the AJC. Bidder must work with EPG on revisions until final design elements are agreed upon.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Create a clear identity and brand for EPG and AJC with a single, coherent visual identity across the site	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Site Requirements and Components</b>		
YouTube Integration within stories and other areas on site	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Password Protection:</b> EPG allowed to protect unlimited number of files on their site allowing only specific groups access with unique or shared user names and passwords.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>PDF/Document Management:</b> Anytime a document is uploaded to the system (PDF, Word, Excel, PowerPoint) it becomes part of the document database.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Navigation:</b> EPG to have complete control over all navigational links throughout the site. Administrators can create, edit or change the order of navigational links throughout the site.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Image Database:</b> Administrators can upload any number of images into site management. In addition, administrators have the ability to crop the image, change the brightness and contrast, as well as control other properties of the images. In addition, site to have ability to dynamically adjust the image to be the correct size for whatever part of the site it is being use for (i.e., stories, event pages, etc.). Thumbnails to be dynamically generated for all images that are uploaded and available for use when an administrator is browsing the image database. In addition, administrators to be able to classify photos into specific categories, as well as a photo categories which the administrator creates (i.e., headshots, community event pictures, logos, general, etc.).	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Photo Gallery:</b> EPG to have the ability to add, edit, or remove photo galleries from the system. The galleries to automatically resize images to fit the flash viewer of the gallery. Each photo gallery to be limited to no fewer than 100 photos with each photo containing an associated caption.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>E-News/Newsletter:</b> Users can sign up for the E- News by supplying their name and email address. EPG to be able to have users sign up for specific workshops, job fairs or events which they classify and will be able to send out a blast HTML formatted E-News message at any time. Participants can choose to include stories they want in the E- news or just simply send a message.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

<b>Press Clips:</b> Allow EPG to have highlighted links to outside sources (i.e., newspapers, blogs, magazines, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Forms/Surveys/Questionnaires:</b> EPG to have ability to build forms, surveys, prospective participants questionnaires. Once the form is completed online, it's results to be distributed to the designated recipients via email. Results also be viewed online or can also be downloaded into an excel document for importing into existing databases.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Ad/Promotion Management:</b> EPG to have ability to add, edit, or delete advertisements based on pre-defined locations on the Web site. Administrators have the ability to upload a new image attach it to a particular index page and put in a start-date and end-date. EPG to keeps 100% of the revenue of advertising we generate. Host may reserve the right to place advertisements on the client Website upon EPG approval at an agreed upon revenue.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Splash Pages/Drop Down Ads:</b> EPG to have ability to add, edit, or delete splash page/drop-down advertisement s on their Website. EPG to have be able to create and upload advertisement/promotional graphics created in house.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Maintain HTTPS/SL certification on site at no charge	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Additional Features</b>		
<b>Data Imports:</b> integrate an import of EPG current site data into new site.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>YouTube Channel:</b> Setup a YouTube Channel (or use current EPG YouTube channel) which allows EPG to upload an unlimited number of videos and embed any of these videos directly within the website.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Live Video/Audio Streaming</b>		
Free Audio Streaming and Auto Archiving of Events following Stream	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Batch Addition of streaming events	<input type="checkbox"/> Yes <input type="checkbox"/> No	