

Robert P. Astorino
County Executive

Department of Social Services
Kevin P. Mahon - Commissioner

DATE: March 25, 2010

TO: Board of Acquisition and Contract

FROM: Kevin P. Mahon, Commissioner
Department of Social Services

SUBJECT: Authority to amend an agreement with Harquin Creative Group (“Harquin”) pursuant to which Harquin Creative Group will design and create a marketing and promotional plan for the Westchester/Putnam One Stop Employment Centers for the period from September 1, 2009 through June 30, 2010 by increasing the contract amount by an additional THIRTY EIGHT THOUSAND (\$38,000) DOLLARS from FORTY THOUSAND (\$40,000) DOLLARS to a new total not-to-exceed amount of SEVENTY EIGHT THOUSAND (\$78,000) DOLLARS to enable Harquin to develop an easily accessible and user friendly website for the One Stop Employment system to be paid in accordance with approved budget.

On October 1, 2009, this Honorable Board approved a resolution that authorized the County of Westchester (“the County”), acting by and through the Department of Social Services Office of Workforce Investment (“the Department”), on behalf of the Westchester Putnam Local Workforce Investment Board (the “WPWIB”) to enter into an agreement with Harquin Creative Group (“Harquin”) pursuant to which Harquin would design and create a marketing and promotional plan which, when implemented, will allow the Department to effectively market and promote the One Stop services to businesses and job seekers in the local workforce investment area. The agreement was for an amount not to exceed \$40,000 for the period from September 1, 2009 through June 30, 2010. The agreement was subsequently executed.

Authority is now requested for the County of Westchester, acting by and through the Department of Social Services Office of Workforce Investment (“the Department”), on behalf of the Westchester Putnam Local Workforce Investment Board (the “WPWIB”) , to amend the aforesaid agreement by increasing the total not-to-exceed amount authorized thereunder by an additional THIRTY EIGHT THOUSAND (\$38,000) DOLLARS from FORTY THOUSAND (\$40,000) DOLLARS to a new total not-to-exceed amount of SEVENTY EIGHT THOUSAND (\$78,000) DOLLARS to enable Harquin to create a new website for the One Stop Employment system. This program will be funded through the American Recovery and Reinvestment Act of 2009 (“ARRA”) signed by President Obama on February 17, 2009 which authorized \$ 3.9 billion for workforce investment programs throughout the USA.

Pursuant to the original agreement, Harquin will be designing and creating a marketing and promotional plan which, when implemented, will allow the Department to effectively market and promote the One Stop services to businesses and job seekers in the local workforce investment area. It includes the following goals and objectives:

- Review and evaluate the current marketing and promotional material and determine its effectiveness in reaching the target population. Recommend a new strategy which will include new marketing and promotional material.
- Develop a public awareness of the One Stop Employment system that targets businesses and job seekers.
- Develop a marketing strategy to describe the One Stop Services and how to access those services.
- Develop the marketing strategy and tactics/methods. This could include, but shall not be limited to, print and electronic media planning, development of hand-out items, writing and placing articles and information items, assisting with website development writing and placing radio spots, outreaching to professionals, provider groups and civic organizations.
- Develop and design marketing and promotional materials as outlined in the marketing strategy.
- Adherence to all media deadlines and planning accordingly.
- Supervise implementation of campaign.

Upon review and evaluation of the current marketing and promotional plan, it was recommended that the businesses and jobseekers should be directed to a website that will serve as the central network for communication and information sharing before the plan can be launched. Therefore, Harquin has proposed to develop a new website to include the following:

- Custom Content Management Tool with 2 user log-ins and online interface—The CMS will be delivered and/or configured for the agreed upon site architecture. Includes web-based administration allowing staff to quickly and easily add, delete or update content. CMS tools will manage the content of the pages only. Site will include category specific navigation as per the attached sitemap.
- Flash module on the homepage with 3–6 changing images.
- Key Word Search Function within entire site.
- Media/Press/News/events Input and Management—will consist of a date, news title and news.
- Analytics for tracking site usage and statistics.
- Subscribe to our newsletter that links to an e-mail management program like contact and/or database.
- “Contact us” forms. 3 variations included in our quote (youth, job-seeker and employer).
- Log-in from 3 points of entry—employer, job seeker and youth—that will navigate to appropriate sections of the site to integrate with IES database.
- Media Library Management—Image and Video posting capabilities.
- Automated response mechanisms to submission of forms.
- “I would like to quickly” filtering.
- Google map link.
- RSS reader subscriber.
- Counter on homepage to track user groups.
- Links to Facebook, Linked In and Youtube.

The services provided pursuant to this Agreement will serve **a public purpose** by helping the County to promote the services of the One Stop Employment System to more residents and businesses in an effort to help job seekers better prepare for the workforce and for businesses to access a wide variety of workforce talent and resources.

The goals and objectives are in the best interest of the County in terms of fiscal responsibility because increasing the awareness of the services we offer will attract more business and job opportunities which will in turn help to retain workers in the county and the region. It will also assist employers in creating new jobs to be filled by county residents. It is to be noted that this program will be funded through the American Recovery and Reinvestment Act of 2009 (“ARRA”).

The goals and objectives will be tracked and monitored via the products required under this contract, reports submitted by Harquin as well as by staff review and reports on the project.

Because this is a new initiative and the work is still progress, **the Department has no outcomes to report at present.** However, the Department is closely monitoring the progress of this program.

If this resolution were not approved, the Department would not be able to effectively market and promote the One Stop Employment services to businesses and job seekers in the local workforce investment area. Fewer businesses and job seekers will be able to access and use the resources of the system and many may miss employment and training opportunities that are more easily accessed via the proposed campaign and related website.

Except as specifically amended hereby, all other terms and conditions of the original agreement shall remain in full force and effect.

An appropriate resolution is herewith attached for your Honorable Board’s consideration.

APPROVED BOARD OF ACQUISITION & CONTRACT - 4-15-2010 - JOMARY VIEIRA, SECRETARY

RESOLUTION

Upon a communication from the Commissioner of the Department of Social Services, be it hereby

RESOLVED, that the County of Westchester, acting by and through the Department of Social Services Office of Workforce Investment (the "Department"), on behalf of the Westchester Putnam Workforce Investment Board (the "WPWIB"), is authorized to amend an agreement with Harquin Creative Group ("Harquin") pursuant to which Harquin would design and create a marketing and promotional plan which, when implemented, would allow the Department to effectively market and promote the One Stop services to businesses and job seekers in the local workforce investment area for the period from September 1, 2009 through June 30, 2010 by increasing the not to exceed amount by an additional THIRTY EIGHT THOUSAND (\$38,000) DOLLARS from a total not to exceed amount of FORTY THOUSAND (\$40,000) DOLLARS to a new total not-to-exceed amount of SEVENTY EIGHT THOUSAND (\$78,000) DOLLARS to enable Harquin to create a new website; and be it further

RESOLVED, that the funding for this program is provided pursuant to the American Recovery and Reinvestment Act of 2009 ("ARRA") and shall be paid pursuant to an approved budget; and be it further

RESOLVED, that except as specifically amended hereby, all other terms and conditions of the original agreement shall remain in full force and effect; be it further

RESOLVED, that the County Executive or his duly authorized designee is empowered to execute all documents and take all actions necessary to effect the purpose of this resolution.

Original Contract Amount: \$40,000
This Amendment: **\$38,000**
 Total \$78,000

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	937J	7340	T937	\$38,000

Budget Funding Year(s): 2009 (ARRA)
 (must match resolution)

Start Date: N/A End Date: N/A

Funding Source

Tax Dollars: ___

State Aid: ___

\$38,000

Federal Aid: 100%

(must match resolution) Other: