

Request for Proposals Englewood Portal Manager

November 5, 2010

Teamwork Englewood is requesting proposals to manage a community news website, the Englewood Portal. The community portal is supported in part by the City of Chicago's \$7 million Broadband Technology Opportunities Program (BTOP) grant as part of a two-year Sustainable Broadband Adoption program in five Chicago communities, Auburn Gresham, Pilsen, Humboldt Park, Englewood and Chicago Lawn and is part of the City of Chicago's Digital Excellence Initiative. The goal is to provide training, computer incentives, and education opportunities to enhance economic outcomes by increasing the number of households and businesses adopting broadband Internet service.

Teamwork Englewood is committed to working with Minority/Women/Disadvantaged Businesses and individuals, and encourages proposals from M/W/D businesses.

Objective

The Sustainable Broadband Adoption program works with a set of nonprofit organizations to implement a range of education and training programs targeting youth, adults and small business owners. In addition, the five communities will each develop and launch a community news portal (see pilsenportal.org and humboldtparkportal.org, the others will follow).

The community portal supports the creation of local content, connection of local businesses to consumers, posting of local job opportunities and sharing of other community news and resources.

Each portal is expected to attract contributions and readership from a broad base of residents, organizations and other stakeholders in that community. The portals will seek dozens of core contributors recruited from neighborhood organizations and businesses, and will also allow submissions from anyone (with these submissions reviewed and edited before going live). The multiple-contributor model means that a portal will require both organizing and editorial management to maintain participation and quality.

The Portal Manager is responsible for the Englewood Portal being timely, relevant, well-rounded and widely used in the community, both as an outlet to post information and a source to learn information. The Manager is the "buck stops here" editor, who will work with a Smart Community's Program Manager, Tech Organizer and Editorial Committee as partners and resources.

Primary Role for Portal Manager

- Ensure the portal has new material regularly featured on its home page and that the site is balanced in terms of story types, highlighted institutions, geographical coverage, and news coverage.
- Copy, edit and proofread stories that have been submitted before final posting. Contact and work with an author if a submitted story needs more work before being ready for publication.
- Write news stories (and/or create video and photographs) and post them to the Portal.
- Make assignments to partners and committee members as needed to create stories, work with authors, copyedit or prepare multimedia materials (photos, video, audio), and recruit new contributors.
- Promote the website on social networking sites and across the Internet.

Secondary Role

- Support Tech Organizer and Editorial Committee in outreach to community institutions to build up submissions of Directory, Calendar and News items, and provide help in shaping stories or getting items posted if needed.

Deliverables include:

- a. Quarterly work plan, with key goals.
- b. Regular updates of the portal's news stories, directory listings, calendar items, and other content.
- c. Links and coverage of the Portal on other websites.
- d. Regular reporting on traffic and readership through Google Analytics with overall goal of reaching 2,000 – 4,000 monthly unique visitors to site.

Project Timeline

October 1, 2010 – December 31, 2012

Compensation

The Portal Manager will be paid a quarterly stipend of \$2,500 for the duration of the eight quarters. In exchange for this stipend, the portal manager is expected to monitor the site and provide editorial support, at a minimum, on a weekly-update cycle.

How to Submit a Proposal

Interested parties should submit the following to **Norma Sanders c/o Teamwork Englewood, 815 W. 63rd Street 2nd Floor, and nsanders@gagdc.org** :

- A brief proposal describing qualifications and how the tasks described above would be carried out.
- Please note experience in the community and as a consultant under a federally-funded program if applicable.
- Resume and description of relevant experience of consultant who would be involved.

Please direct questions in writing to nsanders@gagdc.org

Proposal Due Date:

Interested parties must ensure proposals arrive no later than **November 29, 2010**.

Notification Date and Special Conditions:

Applicant must be willing and able to start work based on a signed contract submitted by applicant.

A contract for services with Teamwork Englewood will then be submitted for approval with a **December 1, 2010** start date. There will be no retainer provided for services.