



**Request for Proposals**  
for  
**Professional Language**  
**Translation Services**  
for  
**Commonwealth Corporation**  
DEPARTMENT OF MARKETING & COMMUNICATIONS

*Date of Issuance: November 15, 2021*

## Introduction to RFP

Commonwealth Corporation wants to translate its website. You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the project, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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## Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email [lriviera@commcorp.org](mailto:lriviera@commcorp.org) with questions or comments.

## Project Overview

Commonwealth Corporation is a nationally recognized leader in building industry sector partnerships that address the skill needs of specific employers in an industry, creating new or expanded capacity in education and training programs for demand occupations. We are committed to ensuring that Massachusetts businesses have access to a pipeline of highly skilled workers and that youth and adults in Massachusetts have pathways to good jobs in the knowledge economy.

To accomplish our mission of fostering workforce equity in Massachusetts by delivering innovative and collaborative professional development solutions that help diverse communities and employers succeed, we need to make our website and application materials available in multiple languages. We hope to launch in January in English and Spanish.

## Background

Commonwealth Corporation is a quasi-public workforce development agency that strengthens the skills of Massachusetts youth and adults by investing in innovative partnerships with industry, education, and workforce organizations. Our primary goals are:

- To build regional industry training partnerships that prepare youth and unemployed workers for jobs in demand that lead to higher rates of employment.
- To upgrade the skills of underemployed workers to meet specific employer skill demands leading to job retention, upgrades, and wage gains.

- To increase the share of youth engaged in education and employment pathways preparing them for post-secondary education and careers.

Commonwealth Corporation works with hundreds of Massachusetts companies, thousands of new and experienced workers, and thousands of youths and young adults each year.

Among other activities, we:

- Administer the Workforce Training Fund, a trust that awards \$20 million in grants to companies annually.
- Administer YouthWorks, Massachusetts' subsidized youth employment program.
- Coordinate education and workforce activities for the state's juvenile justice system.
- Implement and sell Signal Success, our soft skills and employability curriculum.

Commonwealth Corporation currently funds its work through primarily through government and philanthropic grants and contracts. In 2011, Commonwealth Corporation created the Commonwealth Corporation Foundation, a 501(c)(3) tax-exempt organization to raise funds in support of our programmatic activities.

We are managed by Executive Office of Labor and Workforce Development (EOLWD). EOLWD manages the Commonwealth's workforce development and labor departments to ensure that workers, employers, and the unemployed have the tools and training needed to succeed in the Massachusetts economy. EOLWD also oversees the Department of Unemployment Assistance, the Department of Career Services, the Department of Labor Standards, the Department of Industrial Accidents, and the Department of Labor Relations.

## **Project Goals**

Commonwealth Corporation is looking for Accurate Human Translation Services. While machine intelligence has made great strides, it is not yet sophisticated enough to do accurate translations. A human is the best person to provide localization for any text. As well as seeing words, they understand the intent, context, need, and tone of voice.

We plan to launch in English and Spanish and follow up in 2022 with Traditional Chinese and Portuguese based on the demographic's population in Massachusetts. The right vendor would be able to prioritize and pivot quickly while providing quality work.

## Scope of Work

Our current website is being remodeled, and this project will be happening in parallel to our existing work. This means that the website that is live for CommCorp right now is not a proper example of what we need translated. More specifically, our website will have around 30 pages with about 25k words. We would also need ongoing support built into the proposal for new documents and content that would be created in the future.

## Budget

We'd like to spend around \$25,000 but are willing to look at a range for the right proposal. This is an initial project spend and would be a starting point. Once the first project is completed, we would like to discuss a retainer for future updates and edits. Included in this scope is the recent documents, i.e. annual reports or resources created post 2020. See attached a PDF example of our new website.

## Project Timeline

We are hoping to launch in Spanish on January 20, 2022, with our already scheduled website re-brand launch. We are then aiming for June 2022 in Traditional Chinese and Portugal.

## Criteria for Selection

Vendors should prioritize quality in their proposals, followed by speed as a close second. We are happy to work with agencies or smaller businesses. Freelancers or sub-contractors are allowed as long as invoicing is streamlined, and quality is maintained. Some additional benefits include technical expertise to make edits directly in WordPress, successful autonomy, and flexibility.

## Format & Proposal Details

In your proposal, please include:

- Examples of completed projects
- Client references
- Proposed project timeline with major tasks and milestones
- Project budget by line item

Proposals can be submitted in MS Word or PDF format to the Associate Director of Marketing & Communications at [lriviera@commcorp.org](mailto:lriviera@commcorp.org).

Deadline for Round 1 of proposals is November 18, 2021 by 12 PM EST and we will continue to accept proposals on a rolling basis. All interviews will be hosted remotely.