

**Request for Proposal**  
**Lackawanna County Library System**  
**Website & Public Relations**  
*For LCLS Board consideration*

## **Background**

Lackawanna County Library System (LCLS) is a federated library system in Northeastern Pennsylvania. Its membership is comprised of 7 libraries, 1 dedicated Children's Library, 1 branch, and 1 Bookmobile. It serves a population of 216,123, has 36,555 library card holders, an annual circulation of 890,000, 444,000 annual visits to 9 physical locations and a Bookmobile, 141,000 annual visits to the website in 2024, and offered 4,500 on-site programs in 2024. LCLS provides a shared website with a CMS and assists in the coordination of public relations for the member libraries. The website has recently experienced several challenges, an ADA challenge, performance issues, and some poor reviews from the public. For the last several years, LCLS has attempted to provide coordination of public services through a committee comprised of member library representatives (5 to 6), but this has proven to be less than ideal primarily due to staff changes. We are looking for an entity that will redesign the shared website, provide ongoing maintenance of the website once it goes live, refresh the library system's branding including logo, perform public relations coordination services on behalf of the library system, and conduct a media campaign to promote awareness of LCLS libraries and their services.

## **Contact**

Sandy Longo, Executive Director, Lackawanna County Library System  
[slongo@albright.org](mailto:slongo@albright.org), 570-348-3003.

## **Qualifications**

The successful individual or firm must possess the following qualifications:

- Web design experience with a basic technical understanding of hosting alternatives, Content Management Systems, ADA Compliance (a high level of understanding), website security, and social media integration.
- Ability to gather input from stakeholders and integrate the information results into final recommendations and test versions of a website.
- Ability to provide ongoing technical support for the website.
- Skills needed to work with member libraries to coordinate public relations.
- Experience with media and awareness campaigns.
- An understanding of and appreciation for the mission of public libraries.

## Scope of Work

### *Website Redesign*

- Analyze current website to gain familiarity with information presented and to assess overall functionality.
- Using surveys and/or focus groups, gather data from library users and staff regarding functionality needs, especially as they relate to public relations and community engagement.
- Recommend a platform for a proposed website that includes a CMS. Demonstrate platform functionality and features to LCLS Website Committee including breakdown of platform costs.
- Create a new website and mount a test version. Seek input from LCLS Website Committee and end users.
- Train IT staff on how to maintain the back end of the website.
- Develop specifications and recommendations for a website host with an emphasis on security performance.
- Assist library during migration to new host and Go Live.
- Provide a two-page report on recommendations for mobile apps.

### *Website Support*

- Provide ongoing technical support for website including the installation of required upgrades.
- Provide advance notice to IT staff of upgrades and functionality changes.
- Notify IT immediately of any security vulnerabilities.

### *Public Relations Coordination*

- Review current style guides that govern publicity items produced by the member libraries including content posted to their social media outlets and eNewsletters. Make recommendations for possible changes.
- Post to LCLS social media outlets any events or services that are systemwide in scope.
- Share events and postings from other entity's social media channels to LCLS's social media following policies established by LCLS.
- Gather information, compile, and distribute, on a weekly basis, the LCLS eNewsletter which is generated by an application called LibraryAware.
- Send out, as directed by LCLS, email blasts to promote systemwide events and activities (e.g. National Library Week, Black History Month etc.).
- Issue press releases for systemwide events and services including but not limited to Winter Reading Challenge, National Library Week, SummerQuest, American Masters Lecture.

### *Media Campaign*

- Conduct a managed media campaign to promote awareness of LCLS libraries and their services and resources including a cost-capped, geo-targeted digital media marketing component.

### *Logo / Rebranding*

- Update the library system's long-standing logo, color scheme, and other branding elements to reflect services provided in the 21<sup>st</sup> Century.

### **Proposal Requirements**

**Proposals must be submitted via email in PDF format to [slongo@albright.org](mailto:slongo@albright.org) by 5PM on Friday, June 26, 2026.** Please follow the specifications below. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal.

1. Cover Sheet: The cover sheet must include the following:
  - a. Applicant's name and address
  - b. Contact person
  - c. Telephone number
  - d. Email address
2. Statement of the Problem: State, in succinct terms, your understanding of the problem presented, and the services required by this RFP.
3. Executive Summary: Include a brief narrative description of the proposed initial and ongoing work.
4. Narrative: A description of the proposed work and a summary of the services to be provided. Explain how and why this proposal will provide LCLS with the information needed to meet the purpose of this RFP. Narrative should include methodology for gathering staff and patron input, service or solution used to mount test version of website, and an estimated timetable for completing the work, including a schedule of activities by month and the plan for providing ongoing services.
5. Prior Experience and References. List all relevant work done by individuals who will be assigned to this project, as well as that of your company. Projects cited should include the name of the customer, including contact name, address, email address, and telephone number.

6. Costs broken down by these components and listing all costs and fees:
  - Website Redesign recommendations.
  - Web Maintenance (Annual Costs).
  - PR Coordination (Annual Costs).
  - Media Campaign.
  - Logo / Rebranding

### **Selection Process**

All proposals received will be reviewed and evaluated by the Website Redesign Committee, who will recommend a selection to the LCLS Board for their consideration and approval. The LCLS Board of Directors reserves the right to award the website redesign portion or the HR portion of the RFP based upon the availability of sustainable funding.

### **Deliverables /Schedule**

### **Payment Terms**

Payment terms will be agreed upon by both parties, Lackawanna County Library System and firm, at the time an agreement is signed.