

PRO **RANK**
Business Solutions

CAPABILITIES STATEMENT

ProRank Business Solutions, LLC is a consulting company with an expertise in assisting small business and organizations involved with diversity contracting. Our niche is the federal Disadvantaged Business Enterprise (DBE) Program. We specialize in program consulting, strategic planning & web-based data management.

CORE COMPETENCIES

Diversity Consulting and Small/Minority Business Development & Support

SERVICES OFFERED

ProRank caters to organizations of all sizes, public and private. The services below are offered separately, as well as part of larger packages:

- Business Development & Supportive Services
- Community Diversity Initiatives & Support
- Diverse Certification Support
- Diverse & Compliance Systems Solutions
- Diversity & Compliance Program Support
- Diversity Participation Tracking
- Diversity Program Development
- Diversity Program Administration & Oversight
- Networking & Contract Opportunity Identification
- Payment Dispute Resolution
- Prequalification Assistance
- Program Evaluations for Increasing Diversity
- Strategic Planning
- Website Development
- Website Development Program Services

DIFFERENTIATORS

For ProRank, customization is a huge factor in the overall approach to serving our clients. Our team offers an in-depth analysis of each of our customer's needs. We dedicate ourselves to providing the most cost-effective approach but with a level of detail that will ensure the highest possible quality of end product delivery.

As small business specialists, we pride ourselves in our ability to engage our customers one-on-one and guarantee your project will be done accurately and on time.

ProRank Business Solutions, LLC has had the honor to work with many clients.

DELAWARE CERTIFICATIONS

- DBE DEUCP (DelDOT) Cert #: 1071
- MBE DE Office of Supplier Diversity Cert #: DE14082252

PENNSYLVANIA CERTIFICATIONS

- DBE PAUCP (Phila. Airport) Cert #: 14278
PENNDOT BPR: 008725
- MBE PA-Dept of General Services
Cert #: 421115-2014-05-SB-MBE
- MBE City of Phila (OEO) Cert #: 111422

NAICS CODES

- 541611 Administrative Management and General Management Consulting Services
- 541511 Custom Computer Programming Services
- 541430 Graphic Design Services
- 541613 Marketing Consulting Services
- 518210 Data Processing, Hosting, and Related Services
- 813311 Human Rights Organizations

PA MPP SUPPORTIVE SERVICES CENTER (PENNDOT, 2022-CURRENT)

Administered federal program (US-DOT) at the state level across the entire Commonwealth for eligible certified Disadvantaged Business Enterprise (DBEs) firms. Provided training, coordination and strategic planning. Provide a seamless process to assist mentor and mentee in navigating The PennDOT Mentor-Protege Program, while being open to all DBEs, was developed specifically to help underutilized PennDOT DBEs gain qualifications and project experience.

PA OJT SUPPORTIVE SERVICES CENTER (PENNDOT, 2021-CURRENT)

Administered a federal program (US-DOT) at the state level across the entire Commonwealth for several hundred enrolled On-the-Job Trainees (OJTs) and their employer organizations doing business with the Commonwealth of Pennsylvania. Provide diversity consulting services to the Harrisburg School District. Wrote a contract diversity program and developed definitions, forms and guidelines to be used for School District projects moving forward. Provided diversity participation monitoring.

PA DB SUPPORTIVE SERVICES CENTER (PENNDOT, 2020-CURRENT)

Administered a state level program across the entire Commonwealth for several thousand eligible firms as Diverse Businesses (DBs) firms. Provide training and consulting services that will enable highway applicable companies that are certified as DBs to acquire the proficiency, expertise, and experience necessary to compete, on an equal basis, with non-DB companies for PennDOT highway contracts and subcontracts.

PA DBE SUPPORTIVE SERVICES CENTER (PENNDOT, 2019-CURRENT)

Administered federal program (US-DOT) at the state level across the entire Commonwealth for over 3000 certified Disadvantaged Business Enterprise (DBEs) firms. Provide training and consulting services that will enable highway applicable companies that are certified as Disadvantaged Business Enterprises (DBEs) to acquire the proficiency, expertise, and experience

necessary to compete, on an equal basis, with non-DBE companies for federally-assisted PennDOT highway contracts and subcontracts.

PENNSYLVANIA HOUSING FINANCE AGENCY (PHFA) 2016-19

Provided diversity consulting services to the Pennsylvania Housing Finance Agency. Provided Pennsylvania Housing Finance Agency projects moving forward. Provided diversity participation monitoring & tracking services as well as guidance to Pennsylvania Housing Finance Agency in regards to improving MWDBE participation on PHFA Home Office Renovations Project. Provided outreach and support to participating contractors and vendors of Pennsylvania Housing Finance Agency.

**DELAWARE DEPARTMENT OF TRANSPORTATION (DELDOT)
OJT SUPPORTIVE SERVICES PROGRAM ADMINISTRATION 2015-18**

Provided consulting services to the Civil Rights Department within DeIDOT. Analyzed federal regulations (23 CFR § 230), reviewed DOT guidelines, provided design and consultation services for OJTSS program development. Implementation of OJTSS Program for OJT construction projects in state of Delaware for the Federal Fiscal Years 2015-18. Conducted outreach with local area partners and potential program participants. Designed and created an independent web-based tracking system to manage the DeIDOT OJTSS Program.

HARRISBURG SCHOOL DISTRICT ENERGY SAVINGS PROJECT 2015-16

Provided diversity consulting services to the Harrisburg School District. Wrote a contract diversity program and developed definitions, forms and guidelines to be used for School District projects moving forward. Provided diversity participation monitoring & tracking services as well as guidance to the School District in regards to improving MWDBE participation on phase 2 of the Harrisburg School District Guaranteed Energy Savings Project. Provided outreach and support to participating contractors and vendors of the Harrisburg School District.




Kyron A. Robinson

Managing Partner
Senior Consultant

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 [kyronrobinson](#)

Kyron Robinson is a founding member and Managing Partner of ProRank Business Solutions, LLC.

After graduating from Hampton University in 2001 with his Bachelors in Marketing, Kyron started a successful music production company that sparked his passion for entrepreneurial endeavors and consulting. As a small business consultant, Kyron has assisted over 280 companies in receiving over \$550,000,000.00 since he first began providing direct support to small business owners in 2007.

As the former Lead Project Coordinator, then Program Director of the PA Disadvantaged Business Enterprise (DBE) Supportive Services Center, Kyron's strategic vision and direction helped grow the Center to a position of recognition on a national scale. Kyron successfully wrote the Pennsylvania DBE Supportive Services Grants for federal fiscal years 2010, 2011, 2012, 2013, and laid

the frame-work for Cheyney University to secure Pennsylvania's first Small Business Enterprise (SBE) supportive services contract awarded by Pennsylvania Department of Transportation (PennDOT) in early 2013. Since becoming a full-time Managing Partner of ProRank Business Solutions in August 2012, Kyron has helped various state agencies and organizations successfully acquire, develop, and evaluate business and workforce development programs. In Pennsylvania, the current statement of work that the Department of Transportation (PennDOT) now drafts and solicits as the RFQ for DBE Supportive Services incorporates large portions of language directly from the prior DBE Supportive Services Grants that Kyron has drafted. In Delaware, the Department of Transportation is currently implementing recommendations provided by Kyron Robinson during a program evaluation of DeIDOT DBE and OJT Supportive Services activities conducted by ProRank during 2013.

In 2012, Kyron provided the strategic planning and subject matter guidance to assist The

Philadelphia Enterprise Center successfully win the US Department of Transportation (US DOT) Mid-Atlantic Small Business Transportation Resource Center (MA-SBTRC). This grant is provided by US DOT to aid small business owners in Pennsylvania, Delaware, Washington D.C., Ohio and Maryland in their participation on federally funded transportation projects.

Kyron has developed an in-depth understanding of Federal DBE Regulation (49 CFR) and has been recognized for his ability to interpret federal directives that, at times, may seem ambiguous. Kyron prides himself on the creation of innovative ideas and approaches providing favorable solutions for all stakeholders.

Kyron has a passion to serve and help develop the community. He also sits on the board of TLC Work-Based Training, Inc., a non-profit organization dedicated to providing work-based training and cultivating employment opportunities for citizens re-entering the community and workforce.



Wade E. West

Managing Partner
Senior Consultant

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 wadeewest

Wade West is a founding member and Managing Partner of ProRank Business Solutions, LLC.

A Business Management major and alumnus of Hampton University School of Business, graduating class of 2003. The son of a successful Philadelphia entrepreneur, Wade learned about business operations early while working in the family business. In 2009, during his time of employment with Philadelphia EARN Centers, in addition to restructuring the company's internal data management procedures, in collaboration with a consultant team, Wade created, promoted, tracked, reported and managed a custom childcare training program which resulted in a 95% rate of successful training, job placement and retention of hundreds of individuals. The success of Wade's innovative job development activities, in-house training program, and custom developed data management system also generated millions of dollars of revenue.

As a former Lead Project Coordinator for the PA DBE Supportive Services Center (PA DBESSC), in addition to assisting over 200 firms with over \$380,000,000 in contract awards. Wade redefined the logic and structure of the data management system and created several interactive applications that were used by the PA DBESSC as well as the Pennsylvania Department of Transportation (PennDOT) and recognized by the US Department of Transportation (USDOT) as industry best practices. Wade also developed, tracked and managed PA DBE University, a very successful training reimbursement program, which included over 1,100 courses, from several dozen training organizations, that resulted in the successful training and reimbursement of hundreds of individuals from dozens certified DBEs seeking participation on federally-funded heavy highway construction projects.

Since the creation of ProRank in 2012, Wade has developed and managed database and software solutions for several government agencies, some of which include, Delaware Department of Transportation (DelDOT), Allegheny County of Pennsylvania, and the Harrisburg School District. Wade was instrumental in the development of

ContractBird, a contract tracking and reporting system specializing in managing diversity participation & programs, and is currently being utilized by several state and government agencies. Wade has also evaluated and developed diversity policies and programs for several government agencies.

Being very passionate about community and youth development, in 2014, Wade was a founding member of the Pennsylvania Diversity Coalition (PADC), a non-profit and 501c(3) organization made up of various community leaders, elected officials, business owners and citizens dedicated to promoting and helping to bring equity to the underserved in the Commonwealth of PA. In 2015, Wade was named to the Board of Directors of the PADC. In 2015, Wade also created Life Career, Inc., a non-profit organization providing services primarily focused on supporting the personal & professional development of local youth and their families. Wade also sits on the board of TLC Work-Based Training, Inc., a non-profit organization dedicated to providing work-based training and cultivating employment opportunities for citizens re-entering the community and workforce.



Educate. Network. And Get Work.

ProRankAcademy.com is what we call “The First Diversity Equity & Inclusion Ecosystem”. This platform supports and promotes diversity, equity and inclusion (DEI) by assisting diverse individuals and business owners in pursuit of opportunities. ProRankAcademy.com was created by ProRank Business Solutions, LLC. As a resource to help educate, inform, unite, uplift, and include diverse owned businesses, diverse individuals, and Minority communities in publicly funded opportunities.

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BUSINESS DEVELOPMENT PROGRAM SUPPORTIVE SERVICES

ProRank delivers customized support for the needs of businesses in the construction industry (and in design, as applicable), as well as general business technical assistance. ProRank is capable of assessing our client’s needs and creating a business development plan for each client that includes specific goals and milestones. ProRank develops clear and concise agreements that memorialize the work to be jointly undertaken by the business owner and ProRank. ProRank also provides one-on-one technical assistance in the following areas.

Example business support activities that fall under this scope of service would include:

- Invoicing
- Submitting certified payrolls accurately and timely
- Insurance
- Surety bonding – obtaining bonding or increasing bonding levels
- Identifying new contract opportunities
- Bidding/ developing cost proposals
- Developing relationships with service providers such as attorneys and accountants
- Partnering with primes and finding subs
- Strategic Planning

ProRank can assist your firm in competing effectively for publicly funded contracts. This may include, but is not limited to, marketing services to project users, developing proposals and bids/ cost proposals, and obtaining bonding, insurance, or loans.

ProRank can also assist your firm in performing effectively on publicly funded contracts. This may include, but is not limited to, contract compliance, invoicing, preparing certified payrolls (including reporting through web-based tracking systems), paying suppliers, making subcontractor payments, using payment verification software; and communicating/ coordinating effectively with other parties.

CAPABILITIES STATEMENTS / MARKETING MATERIAL DEVELOPMENT

ProRank develops a variety of digital documents for the various needs of our clients. These materials can be included within a bundled package of services for larger projects or produced separately as a smaller independent project. Please contact us for pricing options and allow us to prepare a quote for your specific project(s).

Example activities that fall under this scope of service would include:

CAPABILITIES STATEMENTS

Tell your potential clients and government agencies who you are and what you do in a single concise informational document. ProRank will design a capability statement for your company in a pleasing, logical, and short format. The layout of the capability statement will mimic your company logo and colors. ProRank will develop a capability statement that is brief, to the point and specifically related to your individual company needs. This can develop as a full capability statement of line card that will set your company ahead of your competition.

PRESENTATIONS

The need to give presentations and the present material is common to many organizations. The ability to effectively present material is a valuable skill that many will find useful. ProRank can develop Microsoft PowerPoint presentations, which can be converted to complete instructional videos, can include interactivity for the end-user, can include conditionally based navigation (built-in logic tree), with rich graphics and content.

E-LEARNING MODULES

Training modules can also be created. Designed to simulate a mini self-contained virtual classroom, the end user can be guided through a learning process complete with built-in resources and support materials. E-learning provides a learning stimulus beyond traditional learning methodology from the sole use of textbooks, manuals, or classroom-based instruction.

MANUALS, CATALOGS & BOOKLETS

Training manuals, instructional materials, product catalogs, company policy manuals all have their need in any organization. Typically those organizations with clearly understood and accessible operating procedure tend to fare better than those with less organized and inaccessible materials. ProRank can create materials specific to meet the needs of your organization.

LOGOS, LETTERHEAD & BUSINESS CARDS

Business cards have become a fundamental staple in the marketing of individuals and businesses. The essentials of a professionally branded company and or individual has become an invaluable competitive edge in the modern day business arena. ProRank can design and develop company logos, corporate letterhead, and business cards, as well as branded promotional items.

COMMUNITY DIVERSITY INITIATIVES

ProRank actively seeks partnerships throughout Pennsylvania & Delaware with organizations that have an overlapping mission to help build capacity in minority-owned businesses. Organizations such as: small business development centers (SBDC), Small business transportation resource centers (SBTRC), disadvantaged enterprise supportive services centers (DBE/SSC), procurement and technical assistance centers (PTAC), departments of transportation (DOT), institutions of higher education, trade organizations, state and federal agencies, city offices, workforce development organizations, training organizations, as well as, industry-leading private consultants and contractors.

All partners will find value in partnerships with ProRank Business Solutions. By understanding the mission and objectives of each partner, ProRank is able to coordinate with our partners to create the ultimate environment to foster growth for small and diverse businesses. By understanding the strengths and objectives of each partner, ProRank can save our partners thousands of dollars and we often have the ability to place them with industry-specific professionals to help guide and grow their local initiatives.

Example activities that fall under this scope of service would include:

COMMUNITY EDUCATION

ProRank works with a number of communities, grassroots organizations as well as civics associations within those communities, to help educate local communities about their diversity policies and the impact that those policies have on economic development, workforce development, and crime, etc. As a result, ProRank has sought to empower historically disenfranchised communities and re-engage them back into their local political process

COMMUNITY PLANNING

Building and/or changing communities requires planning. This is a long-term process that requires both short-term and long-term strategic planning. ProRank can help you develop a strategy to empower your community based on the unique needs, attributes, and resources of your region.

DIVERSITY ADVOCACY

When entire communities or specific groups within the community have been excluded from publicly funded opportunities, often there is an uncomfortable dialogue that needs to take place. ProRank helps communities and/or leaders in the community frame and conduct that dialogue so that the communication will remain pointed and transparent.

PUBLIC INVOLVEMENT

ProRank works directly with local communities and Civics leaders to help organize and often educate the public on policies that impact their lives. ProRank helps grassroots organizations engage public agencies to establish new policies. ProRank also works with public agencies to help introduce new policies to the community. ProRank believes that effective public involvement, at its core, requires the trust and respect of the public that you seek to engage. ProRank has a reputation for advocacy and expertise with regards to diversity throughout Pennsylvania and Delaware that only comes from a tireless commitment to the community. While realizing each community will have different needs, concerns, values, and priorities, ProRank understands how to help Community Leaders, Civic Associations, Community Coalitions, MPO's, and RPO's comply with government guidelines and expectations throughout the public involvement process.

DIVERSITY CERTIFICATION ASSISTANCE

ProRank can help your organization navigate the diversity certification and vendor registration process for various programs and agencies. ProRank specializes in assisting firms with the Disadvantaged Business Enterprise (DBE) Certification that is outlined in 49 CFR Parts 23 & 26. ProRank can help ensure that your firm's application is complete and correct thus saving you time and money. ProRank can also help to ensure that your firm's application is processed within the given timeframe specified by 49 CFR or by the applicable guidelines when referring to other certifications.

ProRank provides (4) levels of Unified Certification Program assistance:

BASIC CERTIFICATION SERVICE

This service includes the completion and submission of (1) Uniform Certification Application and (1) Personal Net worth statement. Upon the successful submission and acceptance of a complete application by the certifying agency this service will be deemed complete.

CERTIFICATION SERVICE & FOLLOW-UP SUPPORT

This service includes the "Basic Certification Service" above, as well as Additional follow-up support if the agency exceeds the statute of limitations for certification review. Unified Certification Program agencies have 150 days from the date of receiving the completed application to make a determination.

CERTIFICATION FOLLOW-UP SUPPORT ONLY

This service supports businesses that have submitted complete UCP DBE applications that have been pending certification determination for more than 150 days.

CERTIFICATION SUPPORT ONLY

This service provides consultation for those businesses that seek to complete the certification application and personal net worth statement on their own, and only need limited phone support.

DIVERSITY & COMPLIANCE SYSTEM SOLUTIONS

The Contract Bird system was designed to serve the small, woman, and minority-owned business community, as well as the programs that service and support those underrepresented populations in business.

Contract Bird allows users to manage projects and contracts online, monitor payments, contractor performance across all tiers, and workforce activity on a given project. Entries can be made from any computer or mobile device with Internet access. Users can make entries from anywhere, anytime.

Contract Bird allows users to: create construction projects online with access to all contract tiers, add all contracts and specific information about what occurred who was involved and view details about each tier in the subcontracting hierarchy.

Example activities that fall under this scope of service would include:

- Eliminate the Use of Manual Data
- Increase Project Diversity Oversight
- Monitor/Track Project Details
- Monitor/Track Multiple Contracts, w/ Multiple Tiers On A Single Project.
- Organize Project Data Into Detailed Reports
- Reduce Staff Data Entry Needed to Generate Diversity Reports

DIVERSITY COMPLIANCE ASSISTANCE

ProRank will review your diversity guidelines to help develop a plan for your vendors and/or subcontractors to align with the regulations of your oversight and thus ensure your firm's program compliance.

ProRank assists public agencies and their vendors with EEO compliance and DBE program compliance. ProRank also helps their prime and subcontractors understand and comply with a range of diversity program policies. ProRank can work directly with firms or agencies to help ensure meaningful compliance with small and diverse business guidelines across a range of industries.

DIVERSITY PARTICIPATION TRACKING

ProRank will monitor and track your organization's diversity program performance based on a number of key performance metrics. ProRank can help organizations develop/identify those critical program metrics to ensure that their diversity programs are effective. ProRank also helps organizations develop the forms, policies, and procedures required to capture program data. ProRank compiles and reports this data to help your organization easily track and report their diversity program activities weekly, monthly, or annually.

The Payment & Participation Tracker (PPT) Module is designed to allow for the management and monitoring of contract activity on a given project. The PPT Module captures data across all subcontracting tiers, monitors contractor payment and workforce payroll activity. The PPT module also provides for automated email notifications and reports generated on demand.

Learn about ProRank's web-based system (ContractBird) designed to allow for the management and monitoring of contract activity on a given project. The PPT Module captures data across all subcontracting tiers, monitors contractor payment and workforce payroll activity.

DIVERSITY PROGRAM ADMINISTRATION / OVERSIGHT

ProRank has a well-established track record of assisting minority business enterprises (MBEs), women business enterprises (WBEs) and other disadvantaged business enterprises (DBEs) build their capacity through participation on publicly funded contracts. ProRank has a firm understanding of the US DOT DBE Certification process and the best practices to utilize various diversity certifications for their full marketing potential.

- DBE Program Staff Training
- Data Analysis & Program Tracking
- Ensure Compliance To Applicable Diversity Guidelines
- Generate Program Reports
- Monitor Contract Participation
- Prime & Sub Contractor Matchmaking
- Program Operations & Administration
- Resolve Payment Disputes
- Support Program Participants
- Workshops & Presentations

DIVERSITY PROGRAM DEVELOPMENT

ProRank helps private organizations, as well as, publicly funded agencies, develop and administer diversity programs that are tailored to address the specific needs of their communities, clients, and constituents. ProRank utilizes a collaborative approach to program development by developing partnerships, strategies, and systems to work within the context of our client's current and future planning initiatives. ProRank tailors its diversity program planning to fit our client's overall mission statement, business strategy, and vision.

ProRank can help various organizations with the development of a diversity policy that promotes and supports a multicultural supply chain while also ensuring compliance with all applicable regulatory requirements. ProRank diversity programs are custom tailored to help our clients increase their utilization of diverse vendors in a manner that will increase their organizational efficiency, while simultaneously reducing organizational costs.

Example activities that fall under this scope of service would include:

- Assist w/ Contract Language Development
- Develop Policies & Procedures
- Develop Data Collection Process
- Develop Data Reporting Process
- Develop Program Evaluation Metrics

NETWORKING & CONTRACT OPPORTUNITY IDENTIFICATION

ProRank receives solicitations for a number of publicly funded contracting opportunities weekly. ProRank utilizes its partnerships with various organizations to gather and disseminate contracting opportunities to our clients. ProRank also helps clients navigate various public contracting websites to identify bid opportunities and historic price data for future quotes.

Many of our publicly funded partners find value in being able to share in joint initiatives to assist their targeted constituent groups. Many private partners find value in receiving notice about publicly funded initiatives that their firms are suited to service.

Communication of opportunities and activities is critical to good participation, ProRank understands who are partners are established to service, ProRank partners firms with strategic partners based on a number of criteria. Contact ProRank today to inquire about how your organization can utilize ProRank's resource partner network, or become a strategic ProRank partner today.

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PAYMENT DISPUTE RESOLUTION

ProRank can help you resolve payment issues with project owners, prime contractors or subcontractors often ensuring that all professional relationships remain intact. When a project owner or prime contractor is holding your money sometimes it's difficult to know whether the reason is legitimate or not. ProRank can help you determine whether the actions that you want to take for your payment dispute are warranted. ProRank can help you identify the next best steps to take by developing your strategic plan to pursue payment. ProRank can also request payment by contacting agency heads, prime contractors, and/or subcontractors on your behalf to help resolve your payment issues.

PREQUALIFICATION ASSISTANCE

Many government entities, such as PennDOT, utilize some method and manner for the processing and evaluation of the capacity and qualifications of contractors and subcontractors to perform on their publicly funded projects. This process is usually required prior to bid and is commonly referred to as a "Prequalification" process. ProRank can help firms organize and deliver the information requested as "proof of competence and responsibility" to help firms achieve a "Prequalified" status. ProRank can also aid firms in requesting conditional and/or provisional prequalification status if their company has not yet established a performance track record and the respective agency recognizes this process.

PROGRAM EVALUATION & RECOMMENDATIONS FOR INCREASED DIVERSITY

ProRank conducts highly effective evaluations of your diversity program to identify potential areas of opportunity. Upon identification of potential program opportunities, ProRank will draft a report to document and suggest recommendations for program improvements. ProRank also aids organizations with the implementation of suggested diversity program improvements as well. The size and scope of evaluations may vary

depending on the needs of the client. ProRank has performed program evaluations for both Federally funded DOT's as well as local municipal agencies.

ProRank will provide written recommendations based on our in-depth expert analysis of your diversity program. Our recommendations are pointed and focused on helping to improve the efficiency and effectiveness of our client's programs.

Some of the activities included in this service are:

- Review / evaluate program documents and reports
- Interview/survey program stakeholders
- Conduct on-site reviews of policies and procedures
- Review program resources / assess program needs
- Develop and provide recommendations for program improvement

STRATEGIC PLANNING

ProRank develops innovative tactical plans to help guide our client's decision-making process and help to achieve their goals and objectives. We assess the needs, resources, involved parties, regulatory requirements and time constraints of our clients to develop custom-tailored approaches to issue resolution and/or project execution plans. ProRank has assisted both non-profit and for-profit businesses with planning their strategic initiatives. ProRank has assisted federally funded state agencies and well as single person small diverse businesses in implementing their strategic goals. No organization is too large or small to benefit from ProRank Strategic Planning.

ProRank specializes in Strategic Planning for publicly funded agencies and those seeking publicly funded contracting opportunities. Over the last 5 years, ProRank has utilized "smart ideas and simple solutions" to break the mold for small diverse business initiatives throughout Pennsylvania and Delaware. ProRank believes that strategic planning approaches developed in the private sector can help public sector

organizations deal with the ever-changing dynamics of their environments. ProRank is currently working to develop the strategic blueprint for pointed DBE/OJT program guidance on a national level.

Note: all consultation calls fall under “Strategic Planning” after your first courtesy consultation.

WEBSITE DEVELOPMENT & WEB SUPPORT SERVICES

Going to a Web Design professional can lock you into their services every time you want to update or modify your website. ProRank can offer you an exciting alternative. ProRank will build your initial website for you and deliver a fully functional website, published to the Web. Our team will assist you in selecting the right type of design, layout, and colors that are ideally suited for your website. ProRank can take your photographs, text, and ideas and convert them into a high-quality website that you can be proud of. Afterward, ProRank can either allow you to continue updating and modifying your website quickly and easily yourself or ProRank can continue to do the updates for you. Either way you’ll be left with an attractive, professional website to promote your organization and/or initiatives.

- Online Branding & Marketing Plan Implementation
- Online Branding & Market Strategic Planning
- Social Media Design
- Website Design
- Website Management

WORKFORCE DEVELOPMENT PROGRAM SUPPORTIVE SERVICES

ProRank acts as a resource to gather and distribute information about workforce development and employment opportunities. Job seekers that are interested in pursuing career opportunities can register on <http://ContractBird.com> to create a profile that will be tracked and maintained in the ContractBird Workforce database. Once interested job seekers have registered on the ContractBird website, they will make themselves available for recruitment to employers and will be notified of opportunities that match their skills, interests, and career objectives.

ProRank works directly with public and private agencies to help implement and improve their workforce development programs. ProRank can help minimize or remove paper processes altogether, making data management and reporting more streamlined and effective. This allows maximum time and resources to be allocated directly to your workforce.

ProRank has experience developing, implementing, and administering workforce development programs for federally funded clients. Allow ProRank to assess what your workforce development program needs and provide support to your organization today.

Example activities that fall under this scope of service would include:

- Workforce Program Evaluations
- Employee orientations
- Employee counseling sessions
- Online employee profile access
- Trainee monitoring and reporting
- Employee resource partnering
- Employment networking

ProRank Service Guide

ProRank Service Matrix (By Client Size)

SERVICE ACTIVITY	TIER 1	TIER 2	TIER 3	BUSINESS	DIVERSITY
Business Development Program Supportive Services	■		■	■	
Capabilities Statements / Marketing Material Development	■			■	
Community Diversity Initiatives	■	■	■		■
Diversity Certification Assistance	■	■	■		■
Diversity & Compliance System Solutions		■	■		■
Diversity Compliance Assistance	■	■	■		■
Diversity Participation Tracking		■	■		■
Diversity Program Administration / Oversight			■		■
Diversity Program Development			■		
Networking & Contract Opportunity Identification	■	■		■	
Payment Dispute Resolution	■	■		■	
Prequalification Assistance	■	■		■	
Program Evaluation & Recommendations for Increased Diversity			■		■
Strategic Planning	■	■	■	■	
Website Development & Web Support Services	■	■	■	■	
Workforce Development Program Supportive Services			■	■	

Last Updated: November 23, 2018

Tier 1 Small Business • Tier 2 Large Business • Tier 3 Govt/Agency

Business and Diversity boxes designate the category that the service is primarily requested under.

ContractBird OJT Module Service Matrix

SERVICE TYPES	SERVICE DESCRIPTIONS	TIER 0 (ACCESS)	TIER 1	TIER 2	TIER 3
Service Types	Included for all levels free until January 2021	■	■	■	■
Customer Support	Access to automated system trainings and pre-created training content		■	■	■
	(4) 30 minute support call monthly (Internet Users)			■	■
	(4) 30 minute support call monthly (External Users)				■
System Maintenance	Basic maintenance	■	■	■	■
	Review system flags and prevent backlogs in the system.		■	■	■
	Handle any small issues that could arise from unintended use of the system			■	■
	Attempt to conduct (1) Exit Interview or (1) Follow-up monthly via phone.				■
System Updates	Basic system update performed as required to maintain basic system operations	■	■	■	■
	Additional system updates as scheduled by PR			■	■
	Implemented suggested system updates determined feasible by PR				■
System Updates	Access to automated system trainings and new pre-created multimedia training content		■	■	■
	One (1) annual onsite Training Workshop			■	■
	Two (2) semi-annual onsite Training Workshops				■

Tier 0 Basic Level Support • Tier 1 Standard Level Support • Tier 2 Mid Level Support • Tier 3 Premium Level Support



Business Solutions

Let ProRank work with you to design a professional development program for your workforce. ProRank can help your team build competencies in all the areas of your organizational mission or project vision. ProRank will pay close attention to the unique demands of your work culture and create professional enrichment activities that fit for your field or industry.

ProRank Business Solutions, LLC

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