October 18, 2019

Request for Proposal to Operate the APBS Website and Social Media Platforms

Background

The Association for Positive Behavior Support (APBS) has operated an organizational website through a variety of contracts since 2005. Historically APBS has relied on volunteer work and additional contributions and in-kind resource leveraging in order to accomplish the many tasks associated with the daily operations of the Association. This history included operation of the APBS website, which has been supported through external contracts with various universities. The contract amounts awarded have increased gradually across years. The current contract expires June 30, 2020.

Structure and Size of the Projected Award

Given the nature of operating a dynamic website, proposals should be written to cover a three year window of time commencing in year one of the awarded contract (July 1, 2020 - June 30, 2021) and ending with the final contracted year (July 1, 2022 - June 30, 2023). The awarded entity will enter into an annual contract with APBS that is consistent with the language in the funded proposal. Contract renewal from year to year within the awarded time frame will be contingent upon the satisfaction and needs of APBS. It is the intent of APBS to put forth a similar RFP prospectively with the timing of said RFP to facilitate website operations. The funded entity may re-apply for additional 3 year funding cycles in response to any/all RFPs issued by APBS.

Scope of Work Expected by APBS

Oversee Website Operations

1) Ongoing support and consultation regarding operation of apbs.org website operation.
2) Video support, management, and coordination (Vimeo and web access).
3) Creating a self-management systems training for general website content.
4) Development of workflow for general website and network updates.
5) Continued loading of new content requests and support with self-management process as needed.

6) Comprehensive evaluation of utilization of website and social media (including podcasts). This includes management, interpretation and reporting of Google Analytics data for apbs.org.

7) Management of Website Hosting account, including domain names, subdomains, and secure sockets layer (SSL) certificates. File service request tickets with web hosting provider as necessary.

8) Management of Drupal content management system codebase, including security-critical updates to core code and modules (requires experience with sftp and/or ssh).

9) Site management of apbs.org database, including daily data backups and maintenance.


11) Coordination and Communication with APBS contacts, Committees, Workgroup.

12) Complete annual design (approved by APBS) of conference page (15-20 pages of content), including graphics and visuals.

13) Compliance with General Data Protection Regulations (GDPR)

14) Employ Cybersecurity best practices with all programming, configurations and architecture decisions.

15) Maintain and update online network directory and information pages. Creation and maintenance of interactive network map to support connection of individuals with regions.

Manage Social Media Platforms (not content)

16) Social Media (Public and Private Facebook, Instagram, and Twitter) and podcast posting (not content creation), including weekly scheduled posts and others as needed.

17) Support of the APBS conference website: uploading submitted presentations onto the website prior to and during the conference.

Interface with APBS Committees

Expansion of Site Content, Design Options, and Resources available as directed by the Public Awareness and Dissemination (PAD) Committee. This includes:

18) Attendance of virtual PAD meetings - monthly

19) Implementation of Network support plan based on guidance from APBS.

20) Creation of recorded webinars/direction to resources to support networks needing/requesting access to technology as needed in conjunction with the membership committee (CANDO) and/or the APBS network consultant.
Required Technical Proficiencies

1) Solid knowledge of HTML, CSS and JavaScript / jQuery.
2) The ability to use image and video editing software.
3) Familiarity with the PHP programming language.
4) Familiarity with the Drupal content management system.
5) The ability to perform maintenance and back-ups on MySQL databases.
6) Knowledge of the Google Analytics platform.
7) Experience working with the file-transfer protocol (FTP), secure shell (SSH), and cPanel.
8) Knowledge of Section 508 Accessibility Standards (https://www.section508.gov)
9) A knowledge of responsive website designs and frameworks (i.e. Angular 2, Ruby on Rails) is preferred.

Proposal Format

1) Cover letter from the proposing entity with relevant contact information for the designated Contracted Entity Leader
2) A narrative in twelve point font, single spaced that describes the following:
   • Description of organization submitting the proposal and the organization’s capacity to implement the proposal to operate the APBS website
   • Proposed Goals, Deliverables, and Implementation Plan
   • Management Structure for Website Operations and Social Media Platforms
   • Innovations Included in the Proposal
   • Evaluation Plan
3) Annual budget for each of the three years. Include time, licenses/equipment, and other anticipated costs. Project cost shall be itemized as follows: Overseeing website operations, managing social media platforms, and interfacing with APBS committees.
4) An organizational chart that reflects the management structure for website operation
5) A table that clearly depicts plans to address the required functions and subsequent activities by staff employed/contracted by the entity.
6) A list of three references for whom you have provided similar services over the past two years. For each reference, please include the name of the organization and the name, title, email address, website address, and telephone number of your primary contact.
7) Authorized (electronic) signature.
Submission of the Proposal

This RFP does not obligate APBS to award a contract or complete the project, and APBS reserves the right to cancel the solicitation if it is considered to be in its best interest. All costs incurred in responding to this RFP will be borne by the responder. Responders’ questions regarding this RFP must be submitted electronically to Gretchen Hess via e-mail to gretchen.hess@apbs.org.

Proposals are due to be received by 4:00 P.M. EST on Monday, January 6, 2020. Proposals should be submitted electronically to Gretchen Hess via e-mail at gretchen.hess@apbs.org.

Selection Process

The Executive Committee and/or a designated team identified by the Executive Committee under the leadership of the President of APBS will review the submitted proposals. The review process will be completed, with the selection of the consultant (or consulting entity) by February 19, 2020.

Selection Criteria

An Evaluation Team will be identified by APBS. APBS reserves the right to alter the composition of the Evaluation Team and their specific responsibilities. The following point scale will be used during the evaluation process:

<table>
<thead>
<tr>
<th>Component</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of organization submitting the proposal and the organization’s capacity to implement the proposal to operate the APBS website</td>
<td>10 Points</td>
</tr>
<tr>
<td>Proposed Goals, Deliverables, and Implementation Plan</td>
<td>25 Points</td>
</tr>
<tr>
<td>Description of Management Structure for Website Operation and Social Media Platforms including: 1) An organizational chart that reflects the management structure for operations and 2) A table that clearly depicts plans to address the required functions and subsequent activities by staff employed/contracted by the entity.</td>
<td>25 Points</td>
</tr>
<tr>
<td>Assurances of Required Technical Competencies including references</td>
<td>10 Points</td>
</tr>
<tr>
<td>Innovations Included in the Proposal</td>
<td>10 Points</td>
</tr>
<tr>
<td>Evaluation Plan</td>
<td>10 Points</td>
</tr>
<tr>
<td>Reasonableness of the budget for each of the three years.</td>
<td>10 Points</td>
</tr>
<tr>
<td>Total Score across all Components</td>
<td>100 Points</td>
</tr>
</tbody>
</table>
Incurring Cost and Liability

APBS assumes no responsibility or liability for costs incurred by you prior to the signing of any contract resulting from this bid and/or post-bid interviews. Further, the awarded vendor is expected to have in place liability insurance germane to the scope of their services.