



The Association for Positive Behavior Support
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November 01, 2022

Request for Proposal to Operate the APBS Website

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 the operation of the APBS website, which has been supported through external contracts with various universities. The current contract expires June 30, 2023.

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, 2023 - June 30, 2024) and ending with the final contracted year (July 1, 2025 - June 30, 2026). 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) Work with the APBS team to craft a website and build a functional and accessible website that will provide our organization with a renewed digital presence.
- 2) Oversee all website operations including ongoing support and consultation regarding apbs.org which includes adherence to the Web Content Accessibility Guidelines (WCAG) 2.0 of Section 508 of the Rehabilitation Act of 1973.
- 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. 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) Develop a membership portal that will allow APBS members to update their membership and download a membership card.

Embed External Platforms into the APBS Website (not content creation or posting)

- 1) Facilitate the integration of social media platforms (Twitter) and Podcast (e.g., Buzzsprout, Adobe audition)
- 2) Develop and manage the Board of Directors electronic voting process via an external voting application, Simply Voting.
- 3) Support of the APBS conference website
 - a. Please note, the conference registration currently occurs on Cvent (which is paid and managed separately).
- 4) Willing/able to work with Nonprofit Megaphone (or similar provider) to allow access to Google Analytics and to make approved recommendations to increase the efficacy of our Google Ads and to maintain compliance with the Ad Grant.

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:

- 9) Communication with APBS Committees and Website Workgroup.
- 10) Complete annual design (in coordination with and approved by APBS) of conference page (15-20 pages of content), including graphics and visuals.
- 11) Attendance of virtual APBS (i.e., PAD) meetings - 1x a month
- 12) Attend the APBS meeting and conference - 1x a year (include your travel costs in your proposed budget)
- 13) Share analytic data (e.g., engagement, page views, Google Analytics) with APBS

Required Technical Proficiencies

- 1) Demonstrated knowledge of HTML, CSS and JavaScript.
- 2) Demonstrated ability to develop and manage custom WordPress plugins
- 3) Experience working with CVENT API



- 4) Demonstrated experience with SOAP API calls
- 5) Advanced experience managing WordPress sites with premium themes (Astra)
- 6) Familiarity with wp-engine
- 7) Knowledge of the Google Analytics platform.
- 8) Knowledge of WCAG 2.1 Accessibility Standards (<https://www.w3.org/TR/WCAG21/>)
- 9) Knowledge of E-Learning platforms

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 the 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 Innovations included in the Proposal
 - Evaluation Plan
- 3) Annual budget for each of the three years (not to exceed \$50K in year 1 and \$20K in years 2-3). Include time, licenses/equipment, and other anticipated costs.
 - Project cost shall be itemized as follows: Overseeing website operations interfacing with APBS committees (include travel to our annual conference for up to 2 website team members), licenses/equipment, and other anticipated costs
- 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 by December 1, 2022.

Proposals are due to be received by 4:00 P.M. EST on Monday, December 12, 2022. 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 20, 2023**.

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:

Component	Possible Points
Description of organization submitting the proposal and the organization's capacity to implement the proposal to operate the APBS website	5 Points
Proposed Goals, Deliverables, and Implementation Plan	25 Points
Description of Management Structure for Website Operation 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.	10 Points
Assurances of Required Technical Competencies including references	5 Points
Innovations Included in the Proposal	25 Points
Evaluation Plan	5 Points
Reasonableness of the budget for each of the three years (with a maximum indirect rate of 8%)	25 Points
Total Score Across All Components	100 Points



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.