Request for Proposals
Number 11832.015-01

Education Development Center, Inc.
(Hereafter referred to as "EDC")
Request for Proposals for the Procurement of
Web Portal Design and Development

Date of Issuance:
November 6, 2015

Education Development Center, Inc. (EDC) is an international nonprofit organization that develops, delivers, and evaluates innovative programs to address some of the world's most urgent challenges. Our work includes research, training, educational materials and strategy, with activities ranging from seed projects to large-scale initiatives. EDC enjoys a worldwide reputation for its excellence in program and fiscal management and for the impact of its work.

EDC is the implementing contractor for the United States Agency for International Development (USAID)-funded Connecting the Mekong through Education and Training (USAID COMET) project. The goal of USAID COMET is to help universities and technical vocational and education centers (TVETs) to increase the number of skilled workers in science, technology, engineering, mathematics, accounting, and tourism (STEM+AT) fields in the Lower Mekong (LM) region (consisting of Cambodia, Laos, Myanmar, Thailand, and Vietnam). USAID COMET will bring together public and private sector partners and use information technology to deliver accessible training in key sectors.

USAID COMET supports the MekongSkills2Work activity. MekongSkills2Work consists of: (1) the medongskills2work.org web portal; (2) a twitter handle; (3) a Facebook page; and (4) other communication channels used by USAID COMET including, but not limited to, SMS-notifications, Flickr, Instagram, and LinkedIn. In this RFP, the term "MekongSkills2Work" is defined as the design and development of the web portal as well as the provision of backend support/integration for all communication channels named above. The web portal has three target audiences: jobseekers, instructors[1], and businesses in the LM region; the MekongSkills2Work web portal is described in more detail below.

While EDC's work on the USAID COMET project is funded by USAID, organizations submitting proposals in response to this Request for Proposal ("RFP") have no relationship with USAID under the terms of this RFP or any resultant contract. All communications regarding this RFP must be directed to EDC.

The sections of this RFP are:
1) Purpose and Eligibility;
2) RFP Provisions;
3) Proposal Submission and Selection;
4) Statement of Work;
5) Proposal Requirements;
6) Contract Type and Payment;
7) Organizational Overview and Offeror Certification;
8) Annexes:
   A. Organizational Information and Certification Form;
   B. Definitions;

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[1] The term "instructors" is defined as teachers at TVETs with whom COMET is working and faculty members at universities with whom COMET is working.

C. Instructors Illustrative Site Map and Content Listing;
D. Jobseekers Illustrative Site Map and Content Listing;
E. Businesses Illustrative Site Map and Content Listing;
F. Budget Template.
G. Glossary of Terms

1. Purpose and Eligibility

1.1 Purpose
The purpose of this RFP is to invite prospective Offerors to submit a proposal to provide web portal design and development services, working directly with EDC's project staff based in Bangkok, Thailand.

1.2 Eligibility
This procurement is open to offers from organizations which are incorporated or legally organized under the laws of one of the following countries, operating as a going concern in one of the following countries and either (1) is managed by a governing body, the majority of whom are citizens or lawful permanent residents of countries one of the following countries or (2) employs citizens or lawful permanent residents of one of the following countries in more than half its permanent full-time positions and more than half of its principal management positions:

> the United States, Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam, Afghanistan, Angola, Armenia, Bangladesh, Belize, Benin, Bhutan, Bolivia, Brunei, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Republic of Congo, Côte d'Ivoire, Djibouti, Arab Rep. of Egypt, El Salvador, Eritrea, Ethiopia, Fiji, The Gambia, Georgia, Ghana, Guinea, Guinea-Bisau, Guatemala, Guyana, Haiti, Honduras, India, Indonesia, Iraq, Kenya, Kiribati, Dem. Rep. of Korea, Kosovo, Kyrgyz Republic, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Moldova, Mongolia, Morocco, Mozambique, Fed. Sts. of Micronesia, Nepal, Nicaragua, Niger, Nigeria, Pakistan, Papua New Guinea, Paraguay, Philippines, Rwanda, Samoa, São Tomé and Principe, Senegal, Sierra Leone, Singapore, Solomon Islands, Somalia, Sudan, Sri Lanka, Swaziland, Syrian Arab Republic, Tajikistan, Tanzania, Timor-Leste, Togo, Tonga, Turkmenistan, Tuvalu, Uganda, Ukraine, Uzbekistan, Vanuatu, West Bank and Gaza, Rep. of Yemen, Zimbabwe, and Zambia.

2. General Information

2.1 Original RFP Document
EDC shall retain the RFP, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the Offeror's submission or subsequent contract, is grounds for immediate disqualification.

2.2 RFP Provisions
1. All information provided by EDC in this RFP is offered in good faith. EDC makes no certification that any item is without error. EDC is not responsible or liable for any use of the information or for any claims asserted there from.
2. This RFP does not under any circumstances commit EDC to pay any costs incurred by the Offeror in the submission of a proposal. This is the Offeror's responsibility.
3. All materials submitted in response to this RFP shall become the property of EDC upon delivery to EDC.
4. Additional documentation may be required prior to selection.

2.3 Schedule of Events
The following schedule applies to this RFP but may change in accordance with EDC's needs or unforeseen circumstances. Changes in this timeline will be announced as formal modifications to the RFP.

STEP No.	TIME	DATE	STEP
1	5:00 pm EST	November 13, 2015	Deadline for request for any clarifications from EDC. Questions must be submitted in writing via email to ttzelnic@edc.org.
2	5:00 pm EST	November 20, 2015	Estimated date for issuance of any clarifications by EDC. All Questions will be answered in one document which will be posted at www.rfpdb.com under the heading "Modification to EDC RFP Number 11832.015-01", or Offerors may contact Tania Tzelnic at ttzelnic@edc.org to obtain a copy.
3	5:00 pm EST	December 11, 2015	Deadline for submission of proposals
4	5:00 pm EST	January 11, 2016	Estimated date for notification of competitive range and scheduling of presentations by Offerors in the competitive range
5	5:00 pm EST	January 25 - 29, 2016	Presentations by Offerors in the competitive range.
6	5:00 pm EST	February 16, 2016	Estimated date for award of contract

2.4 Inspection and Acceptance
Under any contract awarded in response to this RFP, EDC may inspect and test the deliverables to determine whether such deliverables conform to the terms of the contract and its attachments. Unless otherwise agreed to in writing by EDC, EDC shall have a right to inspect deliverables for conformity before payment or acceptance of such deliverables, in accordance with Section 2-513(1) of the UCC. Payment for deliverables made before inspection for conformity shall not constitute an acceptance of such deliverables or impair EDC's right to inspect such deliverables or any of EDC's remedies, in accordance with Section 2-512(2) of the UCC. Deliverables rejected or supplies in

excess of quantities ordered may be returned to the selected Offeror at the selected Offeror's expense.

3. Prostal Submission and Selection

3.1 Offeror's Understanding of the RFP
In responding to this RFP, the Offeror <u>fully</u> understands the RFP in its entirety and in details, including making any inquiries to EDC as necessary to gain such understanding. Clarification questions must be submitted by potential Offerors—in writing—by the date and time listed in Section 2.3, Step No. 1. Responses will be published in writing. EDC reserves the right to disqualify at its sole discretion any Offeror who submits a proposal that is not responsive or that demonstrates less than such understanding. That right extends to cancellation of the contract if a contract has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to EDC.

3.2 Communication
Verbal communication shall not be effective. In no case shall verbal communication govern over written communications.

Offerors' inquiries, questions, and requests for clarification related to this RFP are to be directed in writing in English before the date and time listed in Section 2.3, Step No. 1 to:

> Education Development Center, Inc.
> Attention: Tania Tzelnic
> E-mail: ttzelnic@edc.org

3.3 Proposal Submission
Proposals must be provided on the Offeror's letterhead or stationery and must be delivered via email to:

> Education Development Center, Inc.
> Attention: Tania Tzelnic
> E-mail: ttzelnic@edc.org

The technical proposal and the cost proposal must be sent in separate emails.

It is the responsibility of the Offeror to ensure that the proposal is delivered to EDC by the deadline date listed in Section 2.3, Step No. 3.

3.4 Complete Proposals
EDC will determine which proposals include the components required by the RFP and are considered to be a complete proposal. Please note that although EDC will determine certain proposals to be complete, this determination does not signify that an award will be made to one or any of the Offerors with complete proposals.

3.5 Minimum Requirements and Evaluation Criteria

3.5.1 Minimum Requirements

Offerors must meet the following minimum requirements:

- Minimum of 7 years of experience building highly complex web portals/sites that entail the development of a comprehensive user-friendly online interface which presents to users content including: text, video, infographics and visuals, and interactive features such as discussion boards and highly complex web content for devices such as mobile phones and tablets.
- Successful implementation at least three projects of similar or larger scale.
- Demonstrated ability to develop portals using open-source tools such as Drupal or provision of examples of past work which used open-source languages.
- Proposed personnel who are fluent in English for the two positions of Project Manager and Digital Strategist[2].
- Must provide a deliverables timeline and demonstrate that the work will be completed with 160 calendar days of issuance of a contract in response to this RFP.

Offerors that do not meet the minimum requirements listed above will not be considered eligible for potential funding and, therefore, proposals from these organizations will not be further evaluated. Proposals from organizations that meet the minimum requirements will be evaluated based on the following criteria listed below.

3.5.2 Evaluation Criteria

The purpose of this RFP is to identify those organizations that have the interest, capability, and financial strength to supply the services identified in Section 4. EDC will evaluate proposals in accordance with this section and intends to award a contract to the responsible Offeror whose proposal represents the best value to EDC. "Best value" is defined as the offer that results in the most advantageous solution for EDC, in consideration of technical, cost, and other factors.

The submitted technical information will be scored by a technical evaluation committee using the technical criteria shown below.

Technical Evaluation Criteria:

Technical Criteria Category	Description	Maximum Points
Organizational Capacity (Sub-factors under Organizational Capacity are presented in descending order	1) Extent to which the Offeror demonstrates capacity in complex web portal design and interactive applications in a timely manner; capacity to build web portals and interactive applications that are highly functional and maintainable; skill in creating web portals and interactive applications that are streamlined and that maximize presentation of content.	**30**

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[2] Digital Strategy is the act of understanding an organization or project's goals in order to identify and recommend the best approaches for using digital (online, mobile, etc.) tools and products to reach those goals. The position may have different titles and is critical to the success of this project.

Technical Criteria Category	Description	Maximum Points
of importance)	2) Past performance in timely and successful delivery of services and experience on similarly or more complex projects. Experience in designing web portals for educational projects is preferred.	
Key Personnel Proposed for this Work	Extent to which key personnel proposed have relevant qualifications and experience, including technical skills, management skills, and education levels. Key personnel must include: • Project Manager • Digital Strategist[3] • Development Leads[4] including theming, front-end, and back-end development. Extent to which key personnel and other personnel proposed have the relevant skills to successfully complete the Statement of Work. Key skills include: • For the Project Manager, English language fluency and at least seven years of experience managing projects of similar or larger size and scope. • For the Digital Strategist, English language fluency and at least seven years of experience in digital strategy or similar responsibilities. • For the Development Leads, at least 7–10 years of experience building complex websites using open-source tools.	**15**
Design and Build/Development	Sub-factor 1 (20 points): Extent of the innovation and creativity in the Offeror's design, approach, and methodology regarding ways to engage audiences and streamline and maximize presentation of content. Sub-factor 2 (20 points): Extent to which the Offeror articulates a clear understanding of the build/development process required to achieve the results and deliverables defined in Section 4 of this RFP.	**40**

[3] Digital Strategy is the act of understanding an organization or project's goals in order to identify and recommend the best approaches for using digital (online, mobile, etc.) tools and products to reach those goals. The position may have different titles and is critical to the success of this project.
[4] Development Leads are experienced technical staff who plan and drive development. Usually, they develop the most complex sections of a site. They typically have 7-10 years or more of experience with complex technical projects, and are capable of understanding requirements to identify the best technical approaches. In addition, they provide guidance for more junior developers on the project.

Technical Criteria Category	Description	Maximum Points
Approach and Methodology	Strength of the Offeror's approach and methodology in terms of conceptualization, strategy, planning, and efficient timeline for completion of the deliverables.	15
Total		**100**

Cost proposals will be evaluated, but will not be assigned a rating. The evaluation of cost will include a determination of cost realism, completeness, and reasonableness. Cost realism is defined as the Offerors' ability to project costs which are realistic for the work to be performed; reflect a clear understanding of the requirements; and are consistent with the Offeror's technical capacity.

Technical and cost will be evaluated relative to each other, as described herein. Technical is significantly more important than cost.

3.5.3 Competitive Range
EDC will establish a Competitive Range composed of only the most highly rated proposals. In certain circumstances, EDC may determine that the number of most highly rated proposals that might otherwise be included in the Competitive Range exceeds the number at which an efficient competition can be conducted. Should that be the case, EDC may then limit proposals in the competitive range to the greatest number that will permits an efficient competition among the most highly rated offers. EDC may exclude a proposal if it is so deficient as to essentially require a new technical proposal. EDC may exclude a proposal so unreasonably priced, in relation to more competitive offers, as to appear that there will be little or no chance of becoming competitive. EDC may exclude an offer requiring extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

3.6 Selection
This procurement utilizes the tradeoff process set forth in FAR 15.101-1. EDC is not obliged to award a contract on the basis of lowest proposed cost, or to the Offeror with the highest technical evaluation merit. Although for this procurement, Technical Proposal merits are considered significantly more important than cost/price relative to deciding who might best perform the work, cost factors must also be considered. Therefore, after the final evaluation of proposals, EDC intends to issue the contract to the Offeror whose proposal offers the best value to EDC considering both technical and cost factors. Further, EDC may award to a higher priced Offeror if a determination is made that the higher technical evaluation of that Offeror merits the additional cost/price.

EDC may award one or more contracts resulting from this RFP to the Offeror(s) whose proposal(s) conforming to this RFP offer(s) the best value. EDC may also (a) reject any or all proposals, (b) accept other than the lowest proposal, or (c) accept more than one proposal. Contracts may be issued for some or all of the deliverables.

EDC may award a contract without discussions with Offerors. As such, Offerors are strongly encouraged to submit their best proposals with their original submissions. EDC reserves the right to site visits and/or to conduct discussions, which may result in revisions to proposals, with one or more than one or all Offeror(s) if EDC determines, at its sole discretion, discussions to be necessary. Discussions may include oral presentations provided by the Offeror. Oral presentations may be requested from offers in the competitive range.

4. Technical Specifications & Requirements

4.1 Statement of Work and Deliverables

4.1.1 Statement of Work

4.1.1.1 Overview
The selected Offeror(s) must design and build a dynamic web portal presence for USAID COMET's *MekongSkills2Work* activity. The web portal must consist of a combination of text, images, video, links to external URLs and/or APIs, and interactive applications, including project-generated toolkits (which will include text, images, video, and URL links) that the selected Offeror(s) must bring together to create a dynamic online experience for users of the web portal. *Where possible, the web portal must leverage existing solutions, including but not limited to regional/local platforms for skills/competency testing, job searching, MOOCs, job seeker information, or other external content sources.* The objective for this web portal is to create a single, streamlined marketplace that connects together and integrates pre-existing content in a seamless package under the USAID brand. The web portal and affiliated social media channels are expected to serve approximately 100,000 users per month.

The web portal must be developed as both an anytime/anywhere website that will allow audiences to learn more about labor market trends, in-demand careers, link to online courses, and serve as a learning and teaching tool including the hosting of an online "community of practice" to which educators and students can turn for high-quality resources and instruction STEM+AT. Illustrative site maps and content listings by target user groups[5] are included in Annexes C, D, and E. These site maps and content are intended as references; the selected Offeror(s) must provide its own site map and content listing as one of the initial deliverables under a contract issued in response to this RFP.

Though the primary task of this Statement of Work is the designing and building of the web portal, the selected Offeror(s) must also contribute to the successful conceptualization of the web portal as well. This will include identifying the most valuable external data sources for appropriate regional/local content.

4.1.1.2 Design Requirements
The web portal must be an innovative resource for the target users and establish USAID as a leader in next generation workforce development in in-demand STEM+AT in the

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[5] Please refer to Section 4.1.1.3 for more information on the target user groups.

Lower Mekong (LM) region including the countries of Cambodia, Laos, Myanmar, Thailand, and Vietnam.

Overall Look and Feel

The web portal must include customized landing pages and content pages for each target user group[6]and these pages must include toolkits or other project-developed assets. The web portal must appeal to other users outside the target user base, including but not limited to administrators in regional educational institutions, local, national, and regional businesses, and policymakers on all levels including the Association of Southeast Asian Nations (ASEAN) Business Council.

The selected Offeror(s) must provide a high-quality and consistent design with unifying elements across the different portions of the site to connect the assets and reinforce the identity of the web portal. The selected Offeror(s) must provide a visual framework and approach to navigation that will allow the target user groups to select the level of depth they want to explore, including–for specified user groups–the ability to upload content to the web portal. More important than written content, the look and feel of the web portal, including aspects of design, colors, shapes, graphical layout, and typefaces (the look), as well as the behavior of dynamic elements such as buttons, boxes, and menus (the feel), must convey site content. This is especially important for the front page and overview pages of the web portal.

Interactive Components

The web portal must provide both unregistered and registered users different interactive experiences, based upon a collection of assets (project developed content, links, resources, etc.).

The web portal must include ways for the target users to actively engage with one another. The design must engage each target user group and encourage repeat visits.

Additional Site Components

The web portal must contain descriptive information provided by EDC including:
- An "About Us" page which includes a summary of the goals and objectives of the USAID COMET project;
- A separate searchable "Partner Listing" page listing of partner businesses and educational institutions;
- A "Contact us" page listing or footer visible on all pages which provides contact information for the USAID COMET project and the ability for users to sign up for the USAID COMET project email list/newsletter.
- A frequently asked questions or "FAQs" page that allows users to find answers to commonly questions.

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[6] Please refer to Section 4.1.1.3 for more information on the target user groups.

Logos
EDC will provide guidance to the selected Offeror(s) regarding logo size and placement for all key project funders and partners. The selected Offeror(s) must follow EDC's guidance.

4.1.1.3 User Access
Users
The web portal's anticipated primary audiences (target user groups) include three distinct groups: instructors, jobseekers, and businesses. There will also likely be traffic to the web portal from secondary audiences (e.g. external partners such as the ASEAN Senior Officials Meeting for Education (SOM-ED), staff from USAID Missions, etc.). These audiences are not primary audiences but must find the web portal easy to navigate and the web portal content and layout easy to understand. EDC must be able to grant representatives from these secondary audiences any web portal level of access.

Recruitment of Target User Groups
The target user groups are defined as follows and the main modalities for their recruitment to web portal will be:

1. *Instructors:* Instructors will be connected to the web portal after attending face-to-face instructional trainings.

   EDC administrators must be able to use the web portal as a reference and resource platform for educational institutions joining the project or those that are interested in aligning their training approach to that of the web portal. Educational institutions (who will be referred to as Mekong Learning Centers) will be selected by the USAID COMET project to drive training activities across the LM region. As part of training preparation, these Centers will invite instructors to participate. EDC must have the ability to upload a list of instructor invitees with contact emails to the web portal. This must set up user accounts and generate email invitations to the participating instructors to sign up for the web portal and access exclusive content. EDC must also be able to confirm attendance of participants to face-to-face trainings and change user names and access to exclusive content as needed.

2. *Jobseekers:* Jobseekers are assumed to be mainly youth between the ages of 16 and 25, who anticipate graduating from secondary school or university in the next two years, or have graduated from secondary school or university within the last three years. Jobseekers will be introduced to the web portal primarily through social media and through word-of-mouth. Some jobseekers will be introduced to the web portal by attending face-to-face trainings.

3. *Businesses:* Businesses will be companies who are taking an active role in the project through activities such as hosting trainings or inviting youth to participate in internship programs. It is expected that businesses will be introduced to the web portal through active recruitment by project staff.

Each target user group must have a landing page that displays content appropriate for that user group.

User Roles and Access
<u>All Users</u>
Some content must be available to all users prior to registration. As detailed below, access to other content must be available to users after registration, based on their user groups.

<u>Target User Groups</u>
1. *Instructors:* Instructors will form the web portal's initial key audience and the user group that will be the web portal's most frequent users. The first phase of tasks under this Statement of Work will consist of launching instructor-related project content. Please refer to Annex C for an illustrative site map and content listing for instructor content. The selected Offeror(s) must provide for two levels of Instructor Access:
   A. General access: These unregistered users must be able to see some content, see teasers/preview of additional content, and be prompted to engage with the USAID COMET project by signing up for face-to-face trainings.
   B. Access for instructors who have attended USAID COMET face-to-face training events: These users must have a higher level of access, including the ability to directly upload url/MOOC recommendations to the site and engage with one another through discussion boards. This level of access must be granted by EDC administrators and must be available only to confirmed attendees.

2. *Jobseekers:* Jobseekers will form the largest and most diverse audience. The web portal must be designed to encourage jobseekers to share content across social media; therefore, the content should be suitable for social media (e.g., infographics, video links, surveys/polls). Further, the landing page for jobseekers must appeal to youth. Please refer to Annex D for an illustrative site map and content listing for jobseeker content. The selected Offeror(s) must provide for two levels of Jobseeker Access:
   A. General access: These unregistered users must be able to see some content, see teasers/preview of additional content, and be prompted to engage with the USAID COMET project by signing up for face-to-face trainings.
   B. Jobseekers who register get access to exclusive features (i.e. My Plan, Career Pathways): These users will be provided with the tools needed to research the world of work including career tips, labor market information, and how-to guides. Jobseekers must be able to choose if they want to make parts of their profile public and searchable to businesses. Please refer to Annex D for a detailed description of this illustrative content.

3. *Businesses:* Businesses may register to the web portal and/or join *MekongSkills2Work* as active project participants; depending on their involvement with the project, they will be assigned one of two levels of access. Unregistered businesses must be able to view all public pages of the web portal but must not be

able to access additional features prior to registration. The selected Offeror(s) must provide for two levels of Business Access:

A. General access: These users must have the ability to send, via online submission to the project administrators, content to the project team that they would like to share with jobseekers in network (e.g. Corporate Social Responsibility (CSR) Initiatives, opportunities for internships, job vacancies, interesting industries' needs).

B. Businesses that have existing partnerships with the *MekongSkills2Work* project network (i.e., Partner Businesses): These users must be able to access additional web portal content, such as uploading and endorsing Online Courses/MOOC recommendations. They must have the same level of access as instructors who have gone through face-to-face training. These users must have the ability to search and send blast emails to jobseekers who have opted in to receive communications from the *MekongSkills2Work* project network's partner businesses.

Please refer to Annex E for an illustrative site map and content listing for business content.

Administration

The web portal will require the following administrative roles:

1. *Central Administration:* These users must have the ability to manage structural changes to the web portal.

2. *Content Managers*: EDC project staff will serve as content managers, and therefore must be able to manage all content of the web portal, but must not have the ability to change the site's underlying technology or make other structural changes. Content managers must have access to information across all five LM countries.

3. *Country Coordinators/Center Master Trainers*: These users must be able to create event listings to register teachers to the site ahead of training events; update attendance lists post-event; and upload to the site evidence of attendance such as scanned sign-in sheets. Country Coordinators/Center Master Trainers access must be restricted to their designated country or countries, as established by the Content Managers.

4.1.1.4 Reporting Requirements

The web portal must have the functionality to allow EDC to produce high-impact reports on usage/metrics. Multiple levels of reporting are required:

1. Google Analytics: General site activity reporting must be done using the industry-standard Google tools.

2. The Monitoring and Evaluation requirements for the USAID COMET project requires additional reporting beyond what Google Analytics can provide. Therefore, the selected Offeror(s) must provide reporting that shows all user activities and allows for access and analysis at these activity levels based on any of the fields on the user profile.

The web portal must have the following functionality:
- Reporting of user and activity targets: The web portal must need to have a capability of collecting registration data[7] as well as tracking user traffic and user behavior while visiting the web portal.
- The registration data, user traffic, and user behavior data must be exportable in a tabular format compatible with MS Excel.
- The EDC web portal administrator must be able to export registration data, user traffic and user behavior data at will.
- The web portal structure must allow for periodic user experience surveys and export of the resulting data.

The ability of the web portal to aggregate data is preferred.

4.1.1.5 Technical Requirements
The web portal must reach a broad regional audience and as such, will need to be available to users who access the Internet through a wide variety of technologies and modalities, including mobile technologies (tablet and phone). For those who have the latest technologies, the web portal must provide a website that is innovative and takes advantage of those technologies. However, the web portal must also provide an excellent experience for those whose platforms are not as up-to-date. This will require a design that integrates low and high bandwidth versions of the site. Integration must be seamless, with much higher-bandwidth content (e.g. videos) loading only upon user selection.

Content Management
The selected Offeror(s) must develop a customized Content Management System (CMS) using an open-source technology such as Drupal, which will enable the EDC web administrator/staff to manage all aspects of the website. The CMS must be in English and must provide a user-friendly platform for easy content addition, deletion, and modification without requiring additional external support. These features must include but not be limited to:
- Extensive content types, including events, toolkits, program information, and reports:
    - Content structures will be finalized in the first phase of the project (i.e., during the discovery process, where requirements definitions are completed).
- Taxonomy driven presentations of information for easy filtering and sorting:
    - The design must tag/assign content to subject areas and curriculum pathways.
- Links to external content sources (URLs):
    - The selected Offeror(s) must integrate to 1-3 external content sources (partner sites) such as LinkedIn or other regionally relevant sites.
- The ability to add and approve content:
    - For example, the web portal must provide the opportunity for content to be added only by specified users only and approved only by specified

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[7] The registration form will be provided to the selected Offeror(s).

administrators. Administrators must have the ability to reject or delete any user-uploaded content.

- Role-based access control:
  - Some sections of the web portal will require logins and must be viewable by only a specified subset of users.
- The ability to feature a variety of content types for particular user groups, both systematically and based on administrators' controls.

User Creation/Registration

The web portal must have the following functionality:

- Registration must be easy to use and navigate.
- Registration must collect information necessary for role setup, monitoring, and evaluation including:
  - Name (for instructors only);
  - Email address;
  - Occupation;
  - Education level.

  Additional optional demographic information prompts must be included but registrants may leave these additional fields blank.
- Registration must allow for user setup by bulk import with invitation to users to complete the registration.

The web portal must allow for EDC to review and approve a user with a role that provides access to areas of the web portal that are restricted to certain user groups.

Login capabilities via Facebook and/or LinkedIn or other sites' credentials to encourage growth must be considered.

User Management

The web portal must provide for the following user management:

- The ability to create and manage users:
  - A smooth self-registration process is critical for achieving high user targets.
  - Central staff must also have the ability to create users and update profile information with course information, vetting status, and other required information.
- Role Assignments for all users, including instructors, jobseekers, businesses, central staff (administrators), country representatives, and content editors:
  - User profiles must be customizable to accommodate individualized information, such as courses taken or offered, resume and skill information, and more.
  - User profiles must also store choices about whether the profile should be public or private.
  - Access to certain areas of the web portal based on roles (e.g., instructors may have access to content that jobseekers may not).

User Plans (Curriculum Plans for Instructors; Career Plans for Jobseekers)
The web portal must provide a workspace that allows users to save favorited content in a flexible workspace. The objective of this workspace is to allow for flexible arrangements where users can save content for curriculum development or the development of personal career goals. This content must be stored as part of the user's profile, be exportable, and if selected by the user, be searchable by other registered users.

Managing Jobseeker Profiles
 The web portal must provide:
- Templates to create a resume or multiple resumes including options to:
  - Post online;
  - Modify as needed;
  - Share (to make public, keep private, and export via email, print, or save as a .pdf to facilitate sharing with industry partners).
- Digital Badges: indicators for courses completed as part of individual's profile pages.

Notifications and Alerts
The web portal must have the following functionality:
- Ability to send notifications to users through multiple vehicles, such as via email and SMS.
- Creation of notifications to users based on certain events such as new user registrations, on-site messages, posts, and replies.

The web portal must be able to send alerts via email to all users based on events in the system, such as messaging from other users, availability of new trainings, or uploading of new resources. Registered users must be able to opt in or out from email alerts based on saved content searches, business-generated email blasts, direct messages, and newsletters.

Discussion Board/Group Area
The web portal must have an area for specified users (e.g. instructors who have participated in the USAID COMET project's face-to-face trainings) to share content, ideas, and/or curriculum plans.

Newsfeeds
The web portal must include newsfeeds or news photo sliders that showcase USAID COMET's recent project activities, press releases, or technical documents released by the project. The newsfeeds visible to each user must be:
- Determined by role.
- Show on landing pages/home page.

Career Pathways
Career pathways will consist of text and infographic images developed and designed by the project based upon annual data collected through labor market assessments. The web portal must support the uploading and updating of this project-developed content.

Social Media
All public pages must contain a "share this/add this" functionality that promotes the sharing of web portal content on the newsfeeds of user's own social media streams.

Content Types and Views
- EDC web portal administrators must be able to manage all of the content of the web portal, including but not limited to marketing pages, courses, news, featured stories. EDC web portal administrators must be able to delete or reject user-uploaded content at any time.
- Through the Content Management System (CMS), the selected Offeror(s) must provide an interface whereby EDC administrators have the ability to control content and perform regular content editing and creation without having to do additional development work.

Search
The web portal must have the following functionality:
- A powerful, sophisticated search: This is a critical component to the usability of the web portal. A complex solution, such as Apache Solr or similar option, is required.
- A search solution that addresses the following needs:
  - Ability to search all content on the web portal;
  - Ability to perform faceted searches to narrow results;
  - Restricts access content based on assigned roles (e.g., the search queries everything a user has access to and only what that user has access to);
  - Ability to perform "sub-searches" for certain pages (for instance, a search that looks only at MOOC listings, or jobseeker listings that are available to that user).

The ability to also search attached files is preferred.

Spam Control
The site must have spam control in place, preventing spam posts and phony users from being created and published on the web portal.

Language
The site must be in simple, understandable English, but with the capacity for later multi-language (more than two) support or customization. The back-end structure, including the CMS, must be written in English.

Mobile access (tablet and phone)
Mobile access is a high priority and will represent a significant percentage of overall web portal use. The web portal must be built to be user friendly and responsive to mobile access. Mobile access must be tested on cell phone, tablet, and desktop platforms across a range of current browsers. *Accessibility is not the same as usability, and the selected Offeror(s) must provide accessibility.*

508 Compliance

The web portal must meet Section 508 requirements for accessibility. Section 508 of the U.S. Code is the law that requires U.S. federal agencies and their contractors to adhere to a minimal level of accessibility and ensure taht all website content be accessible to people with disabilities. This includes Web applications, Web pages, and all attached files on the internet. Please refer to http://www.section508.gov for more information.

Hosting

During development, the web portal will be hosted by EDC or by the selected Offeror(s). If Offeror(s) provide hosting services in addition to development services, this information must be reflected in the Offeror's proposal in a separate section of the technical and cost proposals. At its sole discretion, EDC may choose to use its hosting, the selected Offeror(s)'s hosting, or a third party service for hosting.

After development, the web portal will hosted within ASEAN[8]. Given high usability targets, the hosting will need to be robust. If Offeror(s) provide local hosting services in addition to development services, this information must be reflected in the Offeror's proposal in a separate section of the technical and cost proposals. At its sole discretion, EDC may choose to use its hosting, the selected Offeror(s)'s hosting, or a third party service for hosting.

Transition and Ongoing Maintenance

The web portal design must allow for EDC to easily transition all aspects of ongoing maintenance to a third party by 2018. Therefore, the design must be standards-based and all development processes must be well documented in English.

Legal and Contractual Considerations

The Portal must be designed in accordance with the USAID COMET's branding plan, which will be provided to the selected Offeror(s). The USAID identity must be included on the homepage and sub-pages as appropriate. In addition, EDC will use the WAVE web accessibility evaluation tool (http://wave.webaim.org/) to ensure the non-interactive sites of the Portal are 508 compliant. WAVE is a robust tool, developed in part with grant funding from The Office of Special Education and Rehabilitative Services, U.S. Department of Education and is used to determine the accessibility of web content. Wave is primarily used to assess non-interactive sites; therefore, when the project develops the full Portal, we will determine an appropriate tool for determining 508 compliance that accounts for interactive features.

4.1.1.6 Technical Support

The selected Offeror(s) must provide technical support for a minimum of 60 calendar days following the launch of the web portal. During the technical support period, the selected Offeror(s) must fix all issues that arise through public usage of the web portal.

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[8] ASEAN member nations are: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.

The selected Offeror(s) must make all commercially reasonable efforts to fix serious issues immediately.

4.1.1.7. Timeline

All deliverables must be completed within 160 calendar days of issuance of a contract in response to this RFP. The following schedule is preferred:

- Development Phase 1 (as defined in Section 4.1.2) be completed within 100 calendar days of issuance of a contract in response to this RFP.
- Development Phase 2 (as defined in Section 4.1.2) be completed within 120 calendar days of issuance of a contract in response to this RFP.
- Development Phase 3 (as defined in Section 4.1.2) be completed within 150 calendar days of issuance of a contract in response to this RFP.
- All deliverables must be completed within 160 calendar days of issuance of a contract in response to this RFP.

4.1.2 Deliverables

Deliverable	Description
Deliverable 1. Discovery Document	The Discovery Document must be in English with textual descriptions of all key areas of the web portal. The Discovery Document may include graphics and tables to support the descriptions. Any supporting graphics may be embedded in the Discovery Document or submitted separately as an image file or MS PowerPoint file. The Discovery Document must include: - The approach to achieving the strategic requirements of the web portal. - A recruitment approach and plan for each of the target audiences. - The marketing approach for the web portal, including a list of recommended content channels for the web portal's target audiences. - A description of the key sections of the web portal in detail as necessary to drive creation of the Information Architecture.

Deliverable 2. Information Architecture Document	The Information Architecture Document must provide a full description of navigation, content structures, taxonomies, and the relationship between web portal elements. The Information Architecture Document must include complete definitions of the web portal sections and a sitemap and wireframes. The sitemap and wireframes must demonstrate how all of the web portal content will be displayed including but not limited to: the content and navigation structure, home pages, landing pages, and all page templates required to show all information on the web portal. The Information Architecture Document must be in English and submitted both in PDF and in source files including formats such as: • Visio or other wireframing tools; • Spreadsheets that define the content types with expected fields and relationships.
Deliverable 3. Visual Design Document	The Visual Design Document must be a description of the visual design, including the look and feel of the web portal as well as the layout of the web portal. This must include technical descriptions for displays on both desktop and mobile devices (both tablets and phones). The Visual Design Document must be submitted in English both in PDF and in source files including formats such as: • layered .psd or .tiff files; • sliced graphics as used on the web portal itself.

Deliverable 4. Final Development Workplan	The Final Development Workplan must be based on the draft Workplan submitted as part of the selected Offeror(s)'s proposal. The Final Development Workplan must reflect the information in Deliverables No. 1-3 and must include a timeline and process for all Development Phases, including but not limited to User Testing. The Final Development Workplan must be submitted in English as either: 1) a Microsoft Project file, or 2) as an Excel spreadsheet which clearly defines milestones with their tasks, task owners, and task deadlines.
Deliverable 5a. Development Phase 1	Development Phase 1 requires completion of the development of key web portal functions including: • Core site infrastructure: Registration, Roles and Access Control, Reporting, Theming (look and feel); • All functionality for instructors; • Marketing information for Jobseekers and Businesses. The selected Offeror(s) must submit, on a private site that accessible only to EDC, the designated content pages in a format that is consistent with how the web portal will look once it is public. All functional components and all content must be operational. This will be considered the "staging environment". The selected Offeror(s) must submit any revisions requested to the sections of the web portal defined in Deliverable No. 5a within 10 business days of receiving EDC's comments.

Deliverable 5b. Launch Phase 1	Launch Phase 1 requires that all approved sections from Deliverable No. 5a be moved from the staging environment into a public hosting environment. Delivery must include all documentation and source code or full access to the source code in a repository such as github. The selected Offeror(s) must move all approved pages to the public web portal within 48 hours after receiving EDC approval of Deliverable No. 5a.
Deliverable 6a. Development Phase 2	Development Phase 2 requires completion of: - All functionality for Jobseekers (including but not limited to interactions between Jobseekers and Instructors); - Additional marketing and recruiting for Businesses. The selected Offeror(s) must submit the designated content pages in a staging environment that is consistent with how the web portal will look once it is public. All functional components and all content must be operational. The selected Offeror(s) must submit any revisions requested to the sections of the web portal defined in Deliverable No. 6a within 10 business days of receiving EDC's comments.
Deliverable 6b. Launch Phase 2	Launch Phase 2 requires that all approved sections from Deliverable No. 6a be moved from the staging environment into a public hosting environment. Delivery must include all documentation and source code or full access to the source code in a repository such as github. The selected Offeror(s) must move all approved pages to the public web portal within 48 hours after receiving EDC approval of Deliverable No. 6a.

Deliverable 7a. Development Phase 3	Development Phase 3 requires completion of: • All functionality for Businesses, including but not limited to interactions between Businesses, Jobseekers, and Instructors; • Additional marketing and recruiting content to continue driving growth in the number of users accessing the web portal. The selected Offeror(s) must submit the designated content pages in a staging environment that is consistent with how the web portal will look once it is public. All functional components and all content must be operational. The selected Offeror(s) must submit any revisions requested to the sections of the web portal defined in Deliverable No. 7a within 10 business days of receiving EDC's comments.
Deliverable 7b. Launch Phase 3	Launch Phase 3 requires that all approved sections from Deliverable No. 7a be moved from the staging environment into a public hosting environment. Delivery must include all documentation and source code or full access to the source code in a repository such as github. With final delivery, the Offeror must give EDC full control over any source code repository used in developing the web portal. The selected Offeror(s) must move all approved pages to the public web portal within 48 hours after receiving EDC approval of Deliverable No. 7a.

4.1.3 Delivery Location
The deliverables must be delivered electronically to the designated EDC contact(s) or successfully uploaded to the hosting site designated by EDC. EDC may establish an online project management system through which deliverables, other than the web portal site, may be delivered.

4.1.4 Warranty
All Offerors must provide a document with proposed or applicable warranty for each of the deliverable in order for their proposal to be reviewed. In addition to any other express or implied warranties, Offerors must expressly warrant that:

- all deliverables delivered under any contract resulting from this RFP will be merchantable, new, suitable for the uses intended, of the grade and quality specified, free from all defects in design, material and workmanship, conform to all samples, drawings, descriptions and specifications furnished, and be free of liens and encumbrances and that the use, distribution or resale of deliverables by EDC will not infringe any third party's patent, trademark, trade secret, copyright, or any other proprietary, intellectual property or other right held by any third party.
- none of deliverables delivered under any contract resulting from this RFP will be counterfeit or illegally plagiarized.

The warranties set forth shall not be waived by reason of the acceptance of deliverables or payment therefore by EDC.

4.1.5 Other specifications
Offerors may not provide any commodities which were manufactured or produced in or shipped from countries sanctioned by the US government. Proposals that include commodities produced in or shipped from countries sanctioned by the US government shall not be considered.

If the commodities are not already in Cambodia, Lao PDR, Myanmar, Thailand, or Vietnam at the time of purchase, commodities must be shipped to Cambodia, Lao PDR, Myanmar, Thailand, or Vietnam from one or more of the following countries: the United States, Afghanistan, Angola, Armenia, Bangladesh, Belize, Benin, Bhutan, Bolivia, Brunei, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Republic of Congo, Côte d'Ivoire, Djibouti, Arab Rep. of Egypt, El Salvador, Eritrea, Ethiopia, Fiji, The Gambia, Georgia, Ghana, Guinea, Guinea-Bisau, Guatemala, Guyana, Haiti, Honduras, India, Indonesia, Iraq, Kenya, Kiribati, Dem. Rep. of Korea, Kosovo, Kyrgyz Republic, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Moldova, Mongolia, Morocco, Mozambique, Fed. Sts. of Micronesia, Nepal, Nicaragua, Niger, Nigeria, Pakistan, Papua New Guinea, Paraguay, Philippines, Rwanda, Samoa, São Tomé and Principe, Senegal, Sierra Leone, Singapore, Solomon Islands, Somalia, Sudan, Sri Lanka, Swaziland, Syrian Arab Republic, Tajikistan, Tanzania, Timor-Leste, Togo, Tonga, Turkmenistan, Tuvalu, Uganda, Ukraine, Uzbekistan, Vanuatu, West Bank and Gaza, Rep. of Yemen, Zimbabwe, and Zambia.

4.2 Travel and Shipment

4.2.1 Travel
Travel will not be allowed under any contract resulting from this RFP.

4.2.2 Shipment

Shipment will not be allowed under any contract resulting from this RFP.

5. Proposal Requirements

5.1. Technical Proposal Requirements
Proposals must follow the guidelines below. Applications must be in English. Applications must be digital and in one or more of the following formats: Microsoft Word, PDF, Microsoft Excel, or JPEG. Budgets must be in Microsoft Excel.

A detailed technical proposal of what services and products exactly will be provided to EDC, including a narrative to justify the choices proposed will meet EDC's needs outlined in Section 4 and all technical information. The technical proposal must include information about how the Offeror will meet all of the requirements. If alternative solutions are also proposed, please include the above details for each alternative.

Proposals must include all the following information:

A. Proposal Cover Sheet
The Offeror must include the name of the project (Connecting the Mekong Through Education and Training), the RFP Number that appears on the first page of this RFP, legal name of the Offeror's organization, name and contact information of the contact person who will receive routine correspondence regarding the contents and status of the proposal, and the name and contact information of the Offeror's Authorized Representative (the person who is legally responsible for receiving funds should a contract be awarded in response to this RFP).

B. Description of the Proposed Approach
This must be a narrative proposal. This section of the Proposal is limited to 15 pages.

The Offeror must address the following in their proposal:
1. A list of qualified professional and technical personnel, proposed under the Offeror's proposal. Corresponding CVs must be submitted for each person named as personnel, and the CV must include details of each person's relevant experience and assignments in the past three years.
2. The proposed team structure including:
    a. Identification of the proposed team including key personnel[9];
    b. Name of the primary contact for EDC.
3. A list of the technologies and tools proposed as part of the Offeror's approach to designing the web portal. For existing tools, please define what how will be used.
4. A complete and detailed description of the Offeror's project management approach and recommended plan, including all of the following:
    a. A detailed description of the Offeror's approach or process for achieving the Discovery and Design Deliverables, wherein the selected Offeror(s) will:
        • lead the process to establish complete and final design of the web portal;

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[9] Please refer to Section 3.5.2 for more information on the key personnel positions.

- provide its expertise to ensure the success of the web portal; and
- thoroughly document the plan to drive efficient development.

    b. A description of how progress and issue reporting will be done. This must include, at a minimum, weekly status reports and updates related to the Work plan. The Offeror must include a description of their Change Management tools.

5. Documentation

The Offeror must list all documentation which will be created including but not limited to:

- Design guidelines;
- Technical documents;
- Quality Assurance (QA) test scripts;
- Administrative and content management instructions.

The Offeror must define its approach to Quality Assurance and User Acceptance Testing. EDC must be able to do a full round of QA, which must be allowed for in the Workplan.

C. Capacity Statement: An organizational capacity statement outlining the Offeror's institutional capability in relevant project activities.

D. Past Performance

The Offeror must submit a minimum of 3 examples of its previous work, which must be shared with EDC through a weblink (must consist of a link to a live production site), portfolio, or as a virtual tour. These work samples must demonstrate evidence of:

    a) Solid information architecture expertise with a user-centric focus.

    b) Excellent understanding of web strategy and experience leading Discovery and Design processes.

    c) An ability to create a compelling visual language and style that will unify assets across a variety of media (interactive applications, video, photos, PDFs, online courses).

    d) Experience incorporating interactive content from partners into website design.

    e) Ability to create detailed specifications for developers of assets.

    f) Experience providing content management systems that allow non-technical staff to update/add new content as necessary.

    g) Ability to design for mobile platforms, e.g. smart phones, androids, iPads, etc.

Experience developing interactive content is preferred. Experience working on web portal educational projects, particularly in science education or workforce development, is preferred.

E. Draft Workplan

All activities that the Offeror proposes to undertake under this must be included in a draft Workplan. The draft Workplan must detail responsibilities, timeline, and steps to accomplish each deliverable in Section 4.1.2.

5.2 Price Proposal Requirements

All Offerors must submit a cost breakdown for completing the work described in this RFP. In response to this RFP, EDC anticipates issuing a firm fixed price contract. If the Offeror is a US entity, the price proposal must be in US dollars. If the Offeror is a non-US entity, the price proposal must be in local currency and be converted into US dollars. The exchange rate used to cover from local currency to US dollars must be specified and justified. All Offerors must provide a price guarantee that the proposal price remains valid for 120 calendar days.

5.2.1 Total Price Summary
Offerors must provide a price summary as displayed below, as well as a narrative describing how the price was calculated. The total estimated amount for the contract in response to this RFP is approximately $75,000 – $110,000 USD, subject to availability of funds. Revealing the range of EDC's cost estimate for the contract does not mean that Offerors should necessarily strive to meet the maximum amount. The price summary must be submitted in Microsoft Excel format and show all formulas.

The price summary, detailed budget, and all discussion of costs, including the budget notes, must be organized by development phase, consistent with the cost categories specified below. If there is no proposed cost in a particular category, include 0 for that category.

5.2.2 Detailed Budget & Budget Narrative
The detailed budget must be submitted in Microsoft Excel format and show:
- All costs for each deliverable including any and all costs from the categories listed below which are necessary to complete the deliverable; and
- all formulas.

The budget must be submitted in the format provided in Annex F. Offerors may request an Excel copy of the template by emailing Tania Tzelnic by ttzelnic@edc.org. Requests must be received at least two business days before the deadline for submission of proposals stated in Section 2.3, Step No. 3.

The budget narrative must include information about how the amounts for each estimated cost were determined.

The following definitions of types of costs should be utilized in preparing the cost proposal.

Labor: Direct labor costs must be proposed in accordance with the Offeror's personnel policies. For example, costs of long-term and short-term personnel must be broken down by person years, months, days or hours. Offerors must provide supporting documentation for proposed labor upon request.

Consultants: This category is for services rendered by persons who are members of a particular profession or possess a special skill and who are not officers or employees of the Offeror. Costs of consultants must be broken down by person years, months, days or hours.

Other Direct Costs (including materials and supplies): Costs must be broken down by types and units.

Subcontracts: For any proposed subcontract, the Offeror must submit:
- A budget and budget narrative for the proposed subcontract must and the budget must be formatted in accordance with Annex F;
- An Organizational Information and Certification Form, which is included as Annex A to this RFP, completed by the proposed subcontractor;
- A document explaining the work which is proposed to be completed by the proposed subcontractor, how the Offeror will oversee and monitor the proposed subcontractor's work, and the reason why the proposed subcontract is necessary for the efficient achievement of the deliverable.

Fee/Profit: The proposed fee/profit must be supported with rationale based on associated risk factors.

6. Contract Type and Payment
One or more firm fixed price contracts may be awarded in response to this RFP in accordance to the payment schedule outlined below:

Upon Approval of the Deliverable Listed Below	Payment Amount
1. Discovery Document	TBD based on selected Offer
2. Information Architecture Document	TBD based on selected Offer
3. Visual Design Document	TBD based on selected Offer
4. Final Development Workplan	TBD based on selected Offer
5. Development Phase 1 and Launch Phase 1	TBD based on selected Offer
6. Development Phase 2 and Launch Phase 2	TBD based on selected Offer
7. Development Phase 3 and Launch Phase 3 and all deliverables.	TBD based on selected Offer

EDC reserves the right, at its sole discretion, to revise the payment schedule before issuance of a contract. EDC further reserves the right to require the Offeror to provide a performance security or a bank guarantee.

7. Organization Overview and Offeror Certification

In order for their proposal to be considered, the Offeror must complete and submit the Organizational Information and Certification Form, which is included as Annex A to this RFP, and submit all the attachments required by the form.

Annex A—Organizational Information and Certification Form

The Offeror must ensure that this form is duly completed and correctly executed by an authorized officer of the Offeror's company.

A1. Organizational Information
Full legal name of the Offeror's company: _____

Year the Offeror's company was established: _____

Contact information regarding the proposal:
      (a) Individual's full name and title: _____
      (b) Full office address: _____
      (c) Telephone number: _____
      (d) Fax number: _____
      (e) Email address: _____

Offeror's Dun & Bradstreet Number[10]: _____

The Offeror certifies, by checking the applicable box(es), that:

☐ The Offeror is a **non-U.S. entity** and it operates as:
    ☐ a corporation organized under the laws of _____ (country name),
    ☐ an individual,
    ☐ a partnership,
    ☐ a nongovernmental nonprofit organization,
    ☐ a nongovernmental educational institution,
    ☐ a governmental organization,
    ☐ an international organization, or
    ☐ a joint venture.

☐ The Offeror is a **U.S. entity** and:
  1. it operates as:
    ☐ a corporation incorporated under the laws of the State of _____ (state name),
    ☐ an individual,
    ☐ a partnership,
    ☐ a nongovernmental nonprofit organization,
    ☐ a state or local governmental organization,
    ☐ a private college or university,
    ☐ a public college or university,
    ☐ an international organization, or
    ☐ a joint venture.

  2. its status is (check all that apply; the NAICS code for this procurement is 541511):
    ☐ Small Business (SB) (self-certification)[11]

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[10] *Offerors that currently have a Dun & Bradstreet Number are requested to provide this information. Offerors who are not registered with Dun & Bradstreet may do so at http://fedgov.dnb.com/webform. There is no charge for this registration. A Dun & Bradstreet Number is not required for submission of a proposal, but may be required before a contract is issued. Whether or not an Offeror currently has a Dun & Bradstreet number will not affect the evaluation of the Offeror's proposal.*

☐ Small Disadvantaged Business (SDB) (self-certification)
☐ HUBZone Small Business (self-certification not available), certification issued by _____
☐ Woman Owned Small Business (WOSB) (self-certification)
☐ Veteran Owned Small Business (VOSB) (self-certification)
☐ Service Disabled Veteran Owned Small Business Concern (SDVOSP) (self-certification)
☐ Large Business (LB)
☐ Other Certification, certification: _____

In addition to the above, the Offeror complies with the Small Business Administration's Table of Size Standards. (See www.sba.gov for additional information.)

A2. References

Please list the names, email addresses, phone numbers, and contact people at three organizations to which the Offeror has provided services of a similar or larger size and scope during the last 18 months, whom EDC can call on as references, and a description of the services provided to each organization. It is recommended that the Offeror alert the contacts that their names have been submitted and that they are authorized to provide performance information if requested by EDC.

Reference #1:
Organization Name: _____
Contact Person: _____
Email Address: _____
Telephone Number: _____
Type of Services Provided: _____
Value of the Services Provided: _____
Month and Year During Which Services were Provided: _____

Reference #2:
Organization Name: _____
Contact Person: _____
Email Address: _____
Telephone Number: _____
Type of Services Provided: _____
Value of the Services Provided: _____
Month and Year During Which Services were Provided: _____

Reference #3:
Organization Name: _____
Contact Person: _____
Email Address: _____
Telephone Number: _____
Type of Services Provided: _____

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[11] *Please refer to Annex B for standard definitions of "small business," "small disadvantaged business," etc. Notification: Under 15 U.S.C. 645(d), any person who misrepresents its firm's size status shall (1) be punished by a fine, imprisonment, or both; (2) be subject to administrative remedies; and (3) be ineligible for participation in programs conducted under the authority of the Small Business Act. If you are certified or a member of one of the qualifying groups, please register with Dun & Bradstreet at http://www.dnb.com/us/duns_update/. There is no charge for this registration.*

Value of the Services Provided: _____
Month and Year During Which Services were Provided: _____

A3. Incorporation, Registration, and Litigation

The following documents must be included in your proposal.

Documentation showing the Offeror's current legal incorporation in the country in which it is incorporated:

☐ Attached

A copy of the Offeror's currently active registration in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam, demonstrating that the organization can legally operate in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam, *if the Offeror will complete any work under a contract resulting from this RFP in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam.*

☐ Attached

☐ Offeror certifies that it will not complete any work under a contract resulting from this RFP in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam and further certifies that it can legally operate in the country(ies) in which all work under a contract resulting from this RFP will take place.

Information regarding any current lawsuits, legal proceedings, court cases, or other litigation in which the Offeror, or any of the entities in the collaboration, are involved, regardless of jurisdiction where the litigation resides.

☐ Attached

☐ Offeror certifies that it is not currently involved in any lawsuits, legal proceedings, court cases, or other litigation.

A4. Key Individuals

The names and titles of the Offerors's key individuals are:

(a) the principal officers of the organization's governing body (e.g., chairman, vice chairman, treasurer and secretary of the board of directors or board of trustees): _____
(b) the principal officer and deputy principal officer of the organization (e.g., executive director, deputy director, president, vice president): _____
(c) the program manager(s) for the proposed contract: _____
(d) any other person who will have significant responsibilities for administration of the US Government-financed activities or resources under the proposed delivery of the services: _____

A5. Awareness and Agreement to the Content of this RFP

By signing this form, the Offeror attests to its awareness and agreement to the content of this RFP and all accompanying calendar schedules and terms and provisions contained herein, including but not limited to the payment terms in Section 6.

A6. Compliance With Applicable Laws and Regulations

By signing this form, the Offeror agrees to comply with all applicable U.S. federal laws and regulations including those governing affirmative action, E-Verify, equal employment opportunity, use of human participants in research, disabilities, prohibitions against supporting terrorism, prohibitions on human trafficking and prohibitions against discrimination, and, if the value of the contract resulting from this RFP is $10,000 or more, Executive Order 13496, Notification of Employee Rights Under Federal Labor Laws, see 29 CFR Party 471, Appendix A to Subpart A. Offeror hereby certifies that it is not delinquent on any State or Federal tax. Offeror

will cooperate with EDC in its efforts to comply with all laws, regulations and any award terms and conditions imposed by EDC by the sponsor(s) of this project.

A7. Debarment and Suspension
The Offeror further certifies that their firm (check one):
☐ IS
☐ IS NOT
currently debarred, suspended, or proposed for debarment by any United States federal entity. The undersigned agree to notify EDC of any change in this status, should one occur, until such time as an award has been made under this procurement action.

A8. Proposal Validity
This proposal is submitted in response to an RFP issued by EDC. The undersigned is a duly authorized officer and hereby certifies that:

_____

(Offeror Name)

agrees to be bound by the content of this Technical and Cost Proposal and agrees to comply with the terms, conditions and provisions of the referenced RFP. The proposal shall remain in effect for a period of 120 calendar days as of the Due Date of the RFP.

A9. Authorized Negotiators
Person[s] authorized to negotiate on behalf of this firm for purposes of this RFP are:

Name: _____ Title: _____
Signature: _____ Date: _____
Name: _____ Title: _____
Signature: _____ Date: _____

A10. Signature
Signature of Authorized Officer:
Name: _____ Title: _____
Signature: _____ Date: _____

Annex B—Definitions (U.S. Entities Only)

Small Business (SB)

The Small Business Administration (SBA), for most industries, defines a "small business" either in terms of the **average number of employees** over the past 12 months, or **average annual receipts** over the past three years. In addition, SBA defines a U.S. small business as a concern that: is organized for profit; has a place of business in the US; operates primarily within the U.S. or makes a significant contribution to the U.S. economy through payment of taxes or use of American products, materials or labor; is independently owned and operated; and is not dominant in its field on a national basis. The business may be a **sole proprietorship**, partnership, corporation, or any other legal form. In determining what constitutes a small business, the definition will vary to reflect industry differences, such as size standards (reference NAICS (www.census.gov/eos/www/naics/).

Small Disadvantaged Business (SDB)

A Small Disadvantaged Business (SDB) is a small business that is at least 51 percent owned by one or more individuals who are both socially and economically disadvantaged.

The SBA defines socially disadvantaged groups as those who have been, historically, subjected to "racial or ethnic prejudice or cultural bias" within the larger American culture. Identified groups include: African Americans, Asian Pacific Americans, Hispanic Americans, Native Americans and Subcontinent Asian Americans. Members of other groups may qualify if they can satisfactorily demonstrate that they meet established criteria.

Economically disadvantaged individuals are defined as those for whom impaired access to financial opportunities has hampered the ability to compete in the free enterprise system, in contrast to people in similar businesses who are not identified as socially disadvantaged.

HUBZone Small Business - Historically Underutilized Business Zone

A small business concern that appears on the list of Qualified HUBZones Small Businesses maintained by the US Small Business Administration. To determine if your business is located in a HUBZone, or to apply online, go to The Small Business Administration's HUBZone website https://eweb1sp.sba.gov/hubzone/internet/index.cfm.

Woman-owned Small Business (WOSB)

A small business that is at least 51 percent owned and actively managed by one or more women with either U.S. citizenship or U.S. resident alien status. Learn more at SBA's Office of Women's Business Ownership at http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html.

Veteran-Owned Small Business (VOSB)

A small business concern that is:

i.   At least 51% unconditionally owned by one or more veterans as defined at 38 U.S.C. 101(2) or, in the case of any publicly owned business, at least 51% of the stock of which is unconditionally owned by one or more veterans; and

ii.   The management and daily business operations of which are controlled by one or more veterans.

Learn more at SBA's Office of Veterans Business Development http://www.sba.gov/aboutsba/sbaprograms/ovbd/index.html.

Service Disabled Veteran-Owned Small Business Concern (SDVOSB)

A small business concern that is:

i. At least 51% unconditionally owned by one or more service-disabled veterans or, in the case of any publicly owned business, at least 51% of the stock of which is unconditionally owned by one or more service-disabled veterans, and;
ii. The management and daily business operations of which are controlled by one or more service disabled veterans, or in the case of a service disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.

"Service Disabled Veteran" means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service connected as defined in 38 U.S.C. 101(16). Learn more at the US Dept. of Veteran Affairs http://vabenefits.vba.va.gov/vonapp/main.asp.

NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. For more information go to NAICS at http://www.census.gov/eos/www/naics/.

Annex C—Instructors Illustrative Site Map and Content Listing

Illustrative Site Map – Instructors

Key:

Accessible to all	Registered Users	F2F participants	Shareable
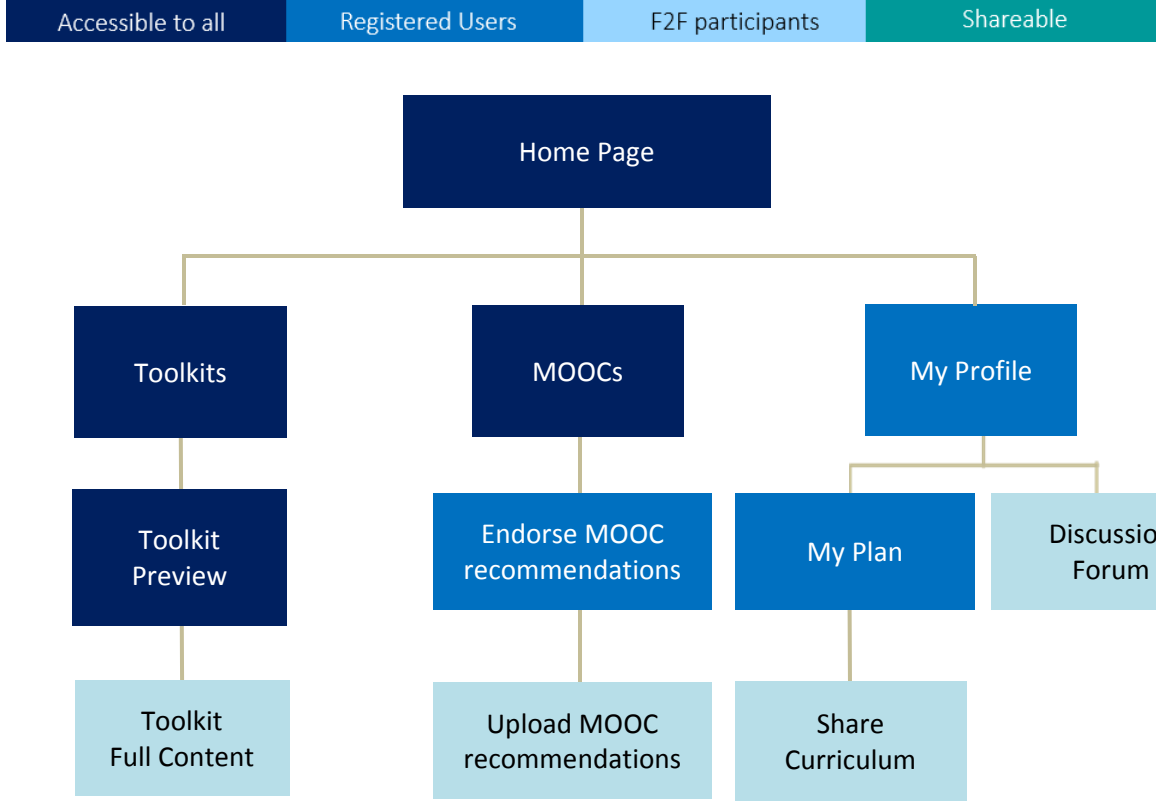
Illustrative Page Content: Instructors

Section	Accessible to:	Type of Content
Home Page	Everyone	News, Featured stories and Videos, Testimonials, FAQs. Users should be provided the option to email Country Coordinators for more information on how to join F2F trainings.
Toolkit – Preview & start guide	Everyone	Outline of curriculum and brief preview of full content. Users will be prompted after the preview page to register to the web portal.
Toolkit – Full content	Face-to-Face participants only	Full content of USAID COMET toolkits. Toolkits are resources provided by the project that contain text, images, video, downloadable PDFs, video links, and links to other online resources. Each toolkit will follow the same content outline.
My Profile	Face-to-Face	Profile pages showcase the instructor's basic info and

	participants only	interests. Interests and other profile information will be searchable. This will allow instructors to search for others in similar content areas. Users will be able to interact with one another through discussion forums; EDC is interested in the potential for adding a private messaging system to the web portal that would be restricted to face-to-face instructor participants only.
My plan	Face-to-Face participants only	This dashboard will allow instructors to curate their favorite portal content by creating an individualized content list that the user can rearrange as needed. The goal is to enable instructors to use the 'space' to build curriculum lists. The My plan section will also serve as a platform for instructors to upload their own class materials and include an option to export directly to their students.
Share My Curriculum	Face-to-Face participants only	Instructors will be able to share their curriculum with: 1) Other F2F instructors through discussion forums as attachments to discussion forum posts. 2) USAID COMET for review and official USAID COMET/ASEAN seal of approval/branding. Curriculum submission to the MekongSkills2Work team must be part of the web portal design; all further communications and approvals will take place outside of the portal.
Discussion Forum	Face-to-Face participants only	Instructors will be able to engage in peer coaching and mentoring through discussion forums. To enable this, discussion forums must allow for both closed (invitation only) and open discussion groups. Instructors will also be able to share curriculum, classroom tips, and other best practices.
MOOCs	Everyone	Online course and MOOCs recommendations, tailored by subject areas
Endorse MOOCs	Face-to-Face participants only	Instructors can rate relevant MOOCs
MOOCs	Face-to-Face participants only	Instructors can submit recommendations for MOOCs, tagged by subject area or other indicators

Annex D—Jobseekers Illustrative Site Map and Content Listing

Illustrative Site Map – Jobseekers

Key:

Accessible to all	Registered Users	F2F participants	Shareable

```
                        Home Page
        ┌──────────┬──────────┬──────────┐
   Career       Career      MOOCs      Profile Pages
   pathways      Tips                       │
   ┌────┴────┐                            My Plan
  Quick    Full                             │
  Start/   Content                      Resume Builder
  Preview
```
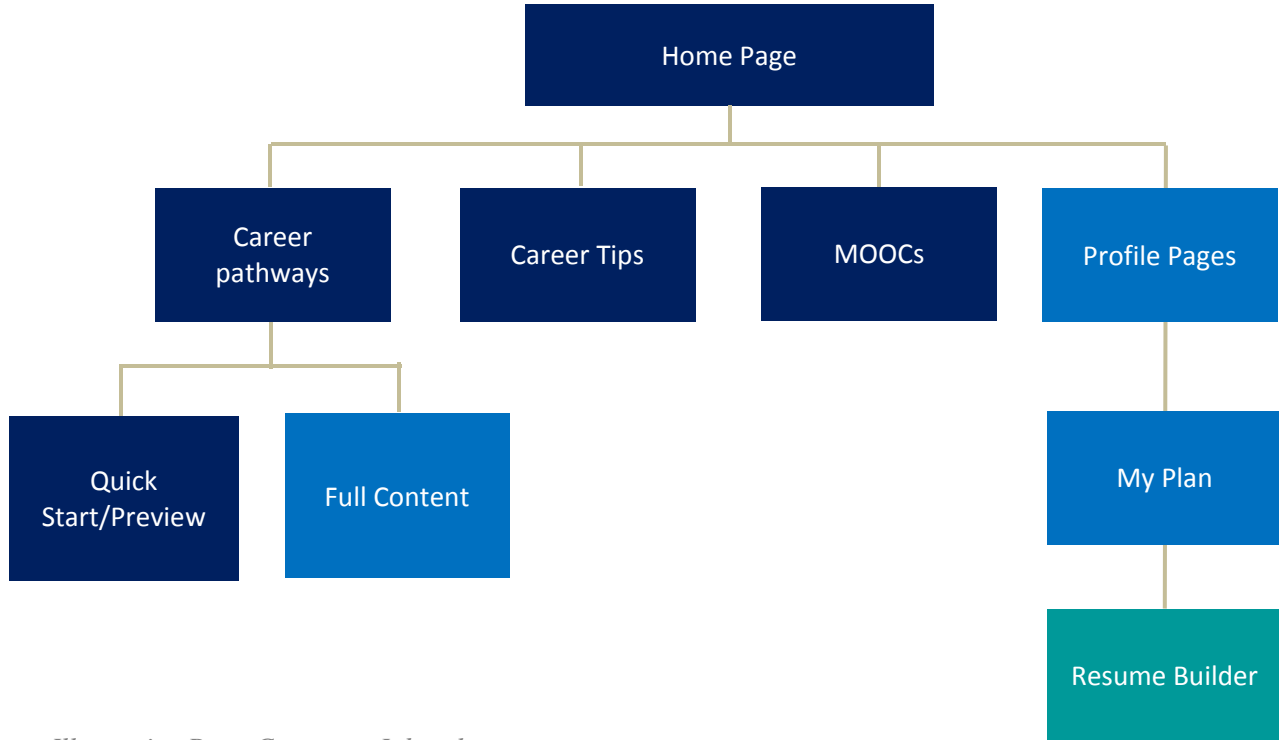
Illustrative Page Content – Jobseekers

Section	Accessible to:	Type of Content
Home Page	Everyone	News, Featured stories and Videos, Testimonials, FAQs.
Career Tips	Everyone	Job searching tips such as interview procedures, CV writing, where to look for jobs, etc.
Career Pathways Preview	Everyone	Outline of career pathways and featured labor market content that consists of text and. Users should be prompted for login if they click for more on any of the preview sections
Career Pathways –	Registered users	Labor market information on STEM + AT industries

Full Content		
My Profile	Registered Users	Job seekers can register for personalized content and receive access to My Plan, full Career Pathways information, and the resume template/builder
My Plan	Registered users	This dashboard will allow Jobseekers to curate their favorite portal content, including MOOCs, favorite industry partners, and news items.
Resume Builder	Registered users. Optional to make public	Job Seekers can fill in templates that will generate resumes. They can add their online qualifications or digital badges into their resume. Jobseekers will then have the option to share their resume on the portal to make it searchable for USAID COMET industry partners
MOOCs	Everyone	Can view all MOOCs recommended by instructors or industry and search for MOOCs by interest. Jobseekers can also "like" or rate a MOOC.

Annex E—Businesses Illustrative Site Map and Content Listing

Illustrative Site Map – Businesses

Key:

Accessible to all	Registered Users	F2F participants	Shareable

```
                          ┌──────────────────┐
                          │    Home Page     │
                          └──────────────────┘
            ┌──────────────┬─────────┴────────┬──────────────┐
  ┌──────────────────┐ ┌──────────────┐ ┌──────────────┐ ┌──────────────┐
  │ Become a partner │ │ Search for Job│ │   Online     │ │ Profile Pages│
  │                  │ │   Seekers     │ │Courses/MOOCs │ │              │
  └──────────────────┘ └──────────────┘ └──────────────┘ └──────────────┘
                              │                 │
                      ┌──────────────┐  ┌──────────────┐
                      │ Send email   │  │ Endorse MOOC │
                      │ blasts to    │  │recommendations│
                      │ Job Seekers  │  └──────────────┘
                      └──────────────┘         │
                                        ┌──────────────┐
                                        │ Upload MOOC  │
                                        │recommendations│
                                        └──────────────┘
```
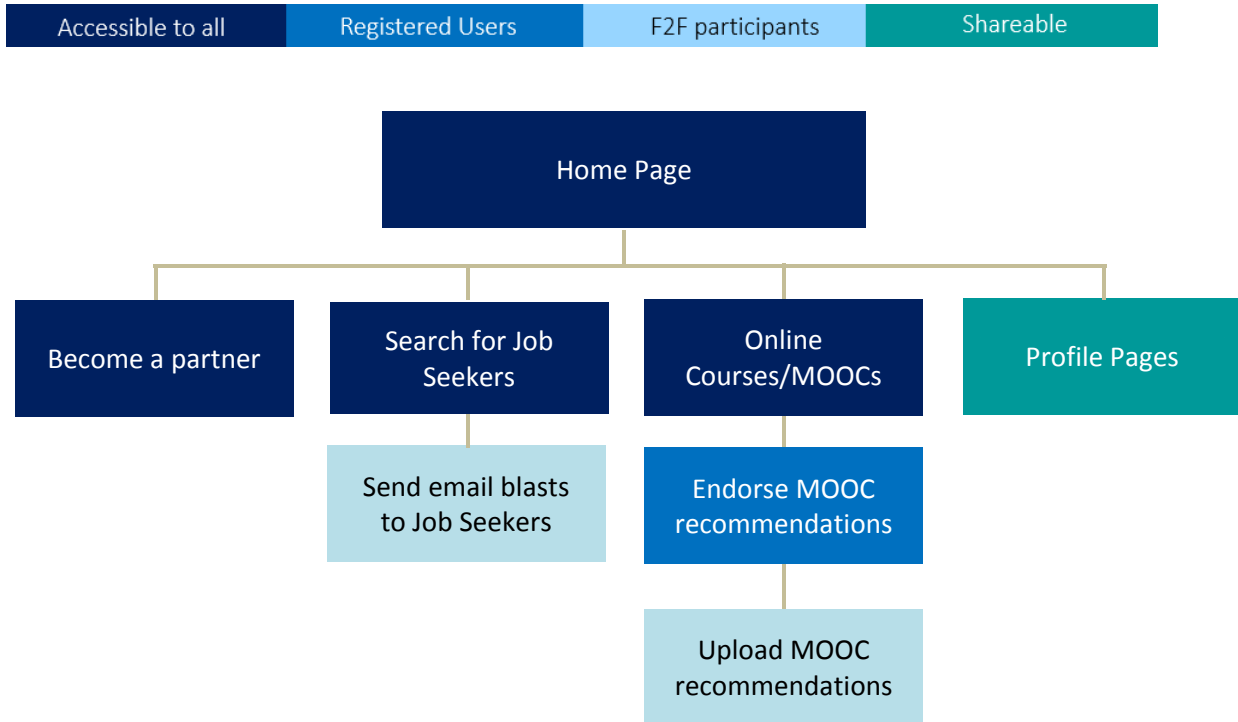
Illustrative Page Content - Businesses

Section	Accessible to:	Type of Content
Home Page	Everyone	News, Featured stories and Videos, Testimonials, FAQs Featured partners (logos of MLC partners only)
Become a partner	Everyone	Information on how to join the MS2W Network as an on-the-ground partner. This will include a listing of benefits to partners, and information sheets on work-based learning, skills gaps. Partner industries will also have their logos featured on this page
Search for Jobseekers	Businesses registered online	Dashboard for industries to be able to search and save information regarding jobseekers. The page will contain drop-down menus to filter jobseekers by competencies, qualifications, and

		education, etc. Jobseekers will also have the option to keep their profile private.
Send Email Blasts to Jobseekers	Face-to-Face Partner businesses	Only partner businesses will be able to send email blasts to jobseekers that meet their requirements
My Profile	For registered users, but shareable publicly	Businesses will have profile pages that are public. That page will list the Business' name, description, contact information, and additional content such as videos, announcements, etc. Corporate pages will be a single template – not themeable to each company, other than showing an uploaded logo. Content will be searchable and some select content will be featured on the Home Page
MOOCs	Everyone	View MOOCs and follow links (URL + concise description of uploaded content)
Endorse MOOCs	Businesses registered online	Industries can rate relevant MOOCs. These ratings should be shown their profile page, with "endorsed by" links show on the MOOC listing itself and providing a link back to the company.
Upload MOOCs	Face-to-Face Partner businesses	Industries can upload/add their own MOOC recommendations to the web portal. These should show both in the MOOC listing itself as well as linking back to the company profile page.

Annex F—Budget Template

Labor Costs				
Deliverable	Hours	Rate	Total	
Discovery Document				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Information Architecture Document				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Visual Design Document				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Final Development Workplan				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Development Phase 1 and Launch Phase 1				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Development Phase 2 and Launch Phase 2				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Development Phase 3 and Launch Phase 3				
Role 1			$	-
Role 2			$	-
Role x			$	-
Subtotal for Deliverable	0			$0
Labor Total	**0**			**$0**

Consultant Costs			
Deliverable	Hours	Rate	Total
Discovery Document			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Information Architecture Document			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Visual Design Document			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Final Development Workplan			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Development Phase 1 and Launch Phase 1			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Development Phase 2 and Launch Phase 2			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Development Phase 3 and Launch Phase 3			
Role 1			$ -
Role 2			$ -
Role x			$ -
Subtotal for Deliverable	0		$0
Consultants Total	**0**		**$0**

Other Direct Costs			
Deliverable	Units	Rate	Total
Discovery Document			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Information Architecture Document			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Visual Design Document			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Final Development Workplan			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Development Phase 1 and Launch Phase 1			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Development Phase 2 and Launch Phase 2			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Development Phase 3 and Launch Phase 3			
Item 1			$ -
Item 2			$ -
Item x			$ -
Subtotal for Deliverable	0		$0
Other Direct Costs Total	**0**		**$0**

Subcontract Costs			
Deliverable			Total
Discovery Document			$0
Information Architecture Document			$0
Visual Design Document			$0
Final Development Workplan			$0
Development Phase 1 and Launch Phase 1			$0
Development Phase 2 and Launch Phase 2			$0
Development Phase 3 and Launch Phase 3			$0
Subcontracts Total			**$0**
Fee/Profit			
Deliverable			Total
Discovery Document			$0
Information Architecture Document			$0
Visual Design Document			$0
Final Development Workplan			$0
Development Phase 1 and Launch Phase 1			$0
Development Phase 2 and Launch Phase 2			$0
Development Phase 3 and Launch Phase 3			$0
Fee/Profit Total			**$0**
Total			
Deliverable			Total
Discovery Document			$0
Information Architecture Document			$0
Visual Design Document			$0
Final Development Workplan			$0
Development Phase 1 and Launch Phase 1			$0
Development Phase 2 and Launch Phase 2			$0
Development Phase 3 and Launch Phase 3			$0
Grand Total			**$0**

Annex G—Glossary of Terms

Definitions:

F2F	Face-to-Face
Instructors	The USAID COMET project term that encompasses both teachers at TVET institutions and faculty at universities
MOOC	Massive Open Online Courses such as those found on Coursera or EdX
Toolkits	Curricula provided by USAID COMET. To see our current curriculum toolkits go to mekongskills2work.org/toolkits.
Web portal	The online presence for *Mekongskills2work.org* which includes the following assets: text, images, video, links to external URLs and/or APIs, project-generated content including toolkits (all project-generated assets will include: text, images, video, and URL links), and interactive applications such as discussion boards and lists of user-driven favorited content and other features such as templates that reflect user-inputted data.