

**Work & Family Issues, Inc.**

**Request for Proposal**

October 2016

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### **Summary**

Work & Family Issues, Inc. is accepting proposals to design, develop, host and maintain the company's website. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing website was originally designed and produced in 2001 and modified in 2007 to allow us to make payments at time of registration. The site is maintained with in-house resources and a hosting vendor.

### **Company Background**

Work & Family Issues, Inc. (WFI) is a management solutions company that specializes in non-profits. WFI has been managing The Work-Family Connection Inc. (WFC) a 501c3 not for-profit educational organization. WFI has over 27 years' experience providing administrative support services in before and after school programs, extended day kindergartens, summer camps, enrichment programs, clubs and much more. WFI can help you manage your programs efficiently and effectively without all the burden of the paperwork

WFC programs, operated on school grounds for the convenience of families, include Before and After School Programs, Extended Day Kindergarten, Vacation/Holiday, and Summer Camps.

WFC is known for high standards of excellence. Our programs are licensed and nationally accredited with qualified, nurturing staff. Programs are educational and recreational in nature, providing extended learning opportunities while the students are having FUN!

Parents and caregivers particularly appreciate our flexible pick-up times, days per week and drop-in options.

### **Goals, Purpose & Description**

Work & Family Issues, Inc. currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of Work & Family Issues, Inc. and incorporate the latest web technology. Upon completion of the development of the site, Work & Family Issues, Inc. will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of Work & Family Issues, Inc. The winning bid will engage in a support and maintenance contract with WFI.

In general, we want our website to be in service of our larger vision of our role in the marketplace, which is to help our clients to participate effectively in child (and adult) care services. To be able to provide the tools, resources, and infrastructure to do so, no matter their starting point in the hierarchy of service.

Work & Family Issues, Inc. would like to create a flexible, informative website that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

WFI will maintain ultimate editorial control of content, without burdening the clients or significantly delaying the publishing of new information on the site. Locations (schools) and the Associations will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. State, County, District, School, Association and Admin (WFI).

To be effective, our website must:

- Be easy and intuitive
- Be visually pleasing
- Be informative
- Be safe and secure
- Quickly load and operate
- Be mobile compatible
- Systematize current manual and inefficient WFI business processes with a robust and interactive platform
- Improve inefficiencies, eliminate manual processes, increase capabilities and expand customer base
- Allow use of the platform to be the repository for gaining operational efficiency and improving overall governance and reporting capabilities and increase customer base
- Identify continuous opportunities for improvement, leveraging the platform
- Establish an engagement model and process that allows gathering the necessary information in the most efficient manner and build to implement and maintain on an on-going basis
- Maximize web-based and mobile technologies
- Move to a SaaS based infrastructure
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Increase market share
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

#### **Make it easy**

Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

#### **Make it compelling**

Develop tools to deliver timely, relevant answers to the breadth and depth of member questions.

#### **Make it happen**

Reinforce the WFI's brand and market leadership and give the member incentive to take action.

#### **Scope Specifications & Guidelines**

The scope of this project is to update the existing WFI's website and overhaul its infrastructure to provide a SaaS (cloud based) system including mobile capabilities. *The in-house marketing department will create/provide all of the site copy and provide the successful candidate with the most necessary original and stock photography.* A firm that can handle all site planning, interface design, infrastructure build out, and production with support and maintenance is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

#### **Discovery**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

#### **Design**

Mobile and Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links. Technology architecture buildout.

## Development Guidelines

The website designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical WFI staff to instantly update website content on specific pages.
- Easily Updated – Once the site has been completed and accepted by the WFI, the site content can be maintained by WFI with infrastructure support and enhancements by the winning organization
- Convert substantial amounts of existing content to new website.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. The WFI logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme

The existing and desired requirements will be included and developed as such into the new site and platform. They include the following scope of services.

## Scope of Services

The Scope of the initiative will include existing features and capabilities that currently reside in other systems outside of the existing WFI infrastructure. Details of the identified capabilities will be listed in detail in a requirement document for final approval. Priority to each will be given and assigned a sprint.

Capabilities		
On-line Registration (non-restrictive)	Lesson Plan Management	Child Care Center
Parent / Child Records & Profiles	Mailing List Management	Adult Day Care Center
Calendar Management	Menu Planning	
Wait-List Management	State / District / School / Association Profiles	
Payment Processing	Billing & Invoicing	
Check In / Check Out	Reports	
Parent Portal		
Program Profile		

  

Connections (interfaces)		
Media Alert	CRM	Quick Books
Constant Contact	Marketing Platform	Billing vendor
Accountants		

Project Management – An assigned project manager will be made available to present information and coordinate with WFI staff, including a reasonable number of meetings to present design and development solutions.

Once the website has been completed and accepted by the WFI, the website design and all of its contents, software and architecture become property of the WFI

### **Site Specifications**

WFI encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with the latest mobile and content OS and backwards compatible by 3
- Mobile and Website must not require plug-ins as a default.
- Meets all federal retention Requirements
- Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads in .5 to 1 second or less on the average computer and mobile device

### **Testing**

Testing of site on all applicable platforms to ensure website works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

### **Delivery**

SaaS enabled hosting and Delivery and uploading of site upon production release.

### **Tracking**

Track and measure web visitor behaviour to produce user defined site log reports. Site and mobile statistics

### **Audience**

Stakeholders and audience groups:

- WFI staff (Admins)
- State and County employees
- District employees
- School administrators
- Associations (service providers e.g. YMCA, KinderCare)
- Parents and Families

### **Proposed Timeline**

We would like to begin this project in Nov 2016. We would like to have the main functionality up and running and released for the beginning of the summer enrollment period that begins in Feb 2017. We do not have a specific deadline for completion, but we would like it to take no longer than 8 months for design and development. We recognize that loading content can be a time-consuming process, and would not count that against the schedule.

### **Staff Resources**

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (Association Staff Leadership Team, Board Members) – Heather Turco

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Brian Elliott

Other team members and content stakeholders will include:

- Aurora Pipeling – Final signoff
- Heather Turco
- Deb Kreger
- Christa Claytor

## **Qualifications**

- List the five websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please discuss any planned IPOs, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

## **Proposal Guidelines and Requirements**

This is an open and competitive process

- Proposals received after 12:00pm/noon EST, Monday, November 14, 2016, will not be considered and will be returned unopened.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- If you wish to submit alternate solutions, please do so.
- The price you quote should be inclusive and categorized. It should include a price for the development phase and the on-going support and maintenance. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The WFI will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.
- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## Evaluation Criteria

The following criteria will form the basis upon which the WFI will evaluate proposals. The mandatory criteria must be met and include:

Three (3) copies of your proposal must be received no later than 12:00pm/noon EST, Monday, November 14, 2016. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:  
Aurora Pipeling, CEO  
WFI  
PO Box 1155  
White House Station  
New Jersey, USA 08889

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

## Formats for Proposals

Please use the following as a guideline to format your proposal:

### Length and Font Size:

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Attachment information).

### Title Page:

WFI, Website and Platform Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

### Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

### Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

### Qualifications:

Provide the information requested in Section 12 (10-20 pages).

### Budget and Fees:

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.



# Addendum Terms & Conditions

**Right to Cancel** – WFI reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

**No Award** – Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind.

**Not Liable for Costs** – WFI is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will we be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists.

**Property of the WFI** – Responses to this RFP will become the property of WFI and will form the basis of negotiations of an agreement with the apparent successful vendor.

**Waiver of Irregularities** – WFI reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.

**No Obligation to Buy** – WFI reserves the right to reject any or all proposals at any time without penalty and from contracting with any vendor. The release of this RFP does not convey the initiation of a purchase.

**Withdrawal of Proposals** – Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the vendor must be submitted to the RFP Contact. The vendor may submit another proposal at any time up to the proposal closing date and time.

**Errors in Proposal** – WFI will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

Corrections or amendments due to errors identified in the vendor's Proposal may be accepted if this type of correction or amendment is due to typing, transposition or any other obvious errors. Vendors are liable for all errors or omissions contained in their proposals.

After opening and reading proposals, they will be checked for correctness. If, after the opening and tabulation of proposals, a vendor claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFP contact will review the work sheets and if the RFP Contact is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the vendor may be relieved his/her proposal.

## **Reliance on Written Communication**

Oral communication between WFI and prospective Vendors is unofficial and non-binding on WFI. Vendors may rely only on written information issued by the WFI Coordinator.

## **Incorporation of Documents into Contract**

By submitting a proposal, prospective Vendors acknowledge and accept that the requirements of this RFP and the contents of the Vendor's proposal will be incorporated into any contract entered into as a result of this RFP.

## **Non-Endorsement and Publicity**

WFI's selection, if any, of a successful Vendor does not imply endorsement of the Vendor's capabilities, personnel, products, or services. By submitting a proposal, Vendor agrees to make no reference to WFI, its staff, business partners, or granting agencies in any literature, promotional material, brochures, sales presentation, or the like, regardless of method of distribution, without the prior review and explicit written permission of WFI.