

Request for Proposal Food Export Association of the Midwest USA

Background

The Food Export Association of the Midwest USA, is a not-for-profit export association whose primary function is to develop export markets for producers of value-added food and agricultural products. Our members include state agricultural promotion agencies from twelve Midwestern states. More information about Food Export – Midwest is available at www.foodexport.org

Scope of Work

Our organization is seeking proposals for developing an on-line training section to be integrated within the U.S. Agricultural Export Development Council's (USAEDC) current website (www.usaedc.org).

The work includes:

- Consultations/discussions with USAEDC resulting in a detailed scope of work, including description and images from the new on-line training section.
- Providing a training section that will contain downloadable and viewable videos recorded at various USAEDC workshops and other venues. The new section will also include other accessible digital materials related to the video training, such as PowerPoint presentations and Word /PDF documents.
- Building the new on-line training section, administrative section and any necessary sub-sections to provide ease of accessibility.
- Presenting recommendations on the appropriate video size, quality and digital format for the on-line videos.
- Providing recommendations and cost projections for a video stream service that will permit USAEDC to stream and post videos for download in the section.
- Ensuring that the HTML used in the new section is compliant with Section 508 (Web Accessibility) of the Rehabilitation Act of 1973.
- Creating the administrative section so that USAEDC staff can easily upload, categorize and manage the videos and related materials.
- Demonstrating and training USAEDC staff on the administration of the new section(s).
- Recommending a way in which some of the videos can be made accessible to both the general public and the USAEDC members while other videos will have restricted access.
- Incorporating this new section into the current website unified site map, search function, and style sheet.

- Providing a methodology for working with USAEDC's current web designer on the design, development and implementation of the new section(s).
- Providing a full mock-up of the new section prior to launch.
- Testing the new site to ensure it functions according to the scope document and has no errors.
- Testing and verifying browser compatibility of the section, specifically for Internet Explorer 6 and 7, as well as Mozilla Firefox 2.0 and Netscape.
- Assisting with technical glitches that may arise after the website is developed.

The proposal should include a detailed time-line and all costs for undertaking the project including project management fees and any outsourcing which may be necessary.

Qualified candidates for this contract would have experience in:

- Creating an integratable section and sub-sections for an existing website, making necessary database and website code changes;
- Utilizing the appropriate technology to seamlessly integrate these materials into the new section;
- Collaborating with current website developers/managers to weave the new section and sub-sections into the site and to test its functionality.
- Investigating/proposing an appropriate video stream service that will support streaming/posting videos;
- Working with the government regulations as they relate to Section 508 (Web Accessibility) of the Rehabilitation Act of 1973.

Interested parties should provide a brief summary of their experience or resume/CV as well as cite any previous experience on the above items.

The contractor must also be financially and legally capable of entering into and executing a contract for the above stated project. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Complete Mailing Address
3. EIN/TIN/SS number
4. Type of Structure (choose one):
☐ Individual ☐ Corporation ☐ LLC ☐ Partnership ☐ Sole Proprietorship

Food Export – Midwest is not liable for any costs associated with any company's response to this RFP. Food Export – Midwest reserves the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest requires that its contractors may not discriminate on the basis of age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, marital status, political affiliation, military status or membership in the military reserve.

The deadline for proposals is 12:00 noon ET on February 28, 2012.

Faxed or E-Mailed proposals will be accepted. Please forward to:

Annie Durbin, Executive Director, USAEDC by e-mail at adurbin@usaedc.org or by fax at (703) 790-0845.