



Request for Proposal  
for AEPS-3 Web-Based Application

Issued by: Monica Belle  
Implementation Manager

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# 1 Project Overview

Brookes Publishing (“Brookes”) is issuing this Request for Proposal (RFP) in order to select and contract with a company (“vendor”) to develop a user-friendly web-based application with responsive design to accompany the third edition of [Assessment, Evaluation, Programming System for Infants and Children \(AEPS-3\)](#), which will publish in November 2021. The target go-live date for the web-based application is January 2022.

The AEPS assessment tool and curriculum have been in use for more than 40 years, with previous editions publishing in 1993 and 2002. Thousands of education professionals working with young children rely on AEPS for assessment, goal development, and lesson planning. Originally used in print format only, the initial web-based application, *AEPSinteractive*, released in 2006. *AEPSinteractive* supports AEPS users throughout the assessment and intervention process, from entering assessment data to generating scores to running reports to planning interventions and next steps. As we release the completely revised version of AEPS, we want to provide a fully updated and enhanced web-based application to support our user base. This new web-based application will fulfill a critical role for users, allowing them to efficiently and effectively assess children, collaborate with colleagues, meet federal and state data reporting mandates, and successfully communicate with families.

The current web-based application has a dedicated, satisfied user base, and it is expected that the chosen vendor will be able to adapt existing code and business logic and integrate with the existing legacy system while developing an innovative new platform to support AEPS-3.

We are seeking proposals from highly qualified, experienced software development companies to design, develop, and implement this web-based application, with the goal of creating an improved experience for user. The chosen vendor must have experience in managing software projects, and proven expertise with best practices regarding:

- web-based and mobile application design
- responsive design
- JAVA, Ruby on Rails, or similar programming language
- database design, architecture, and optimization using MySQL
- graphic design, user experience, and usability testing
- information architecture
- web-based application development and deployment
- social media integration
- HIPAA/FERPA compliance
- 508 compliance
- online assessment experience a plus

# 2 Company Overview

For more than 40 years, Brookes Publishing Co. (“Brookes”) has published educational books, assessments, and web-based products that enable its customers to make a real difference in the lives of the children and families they serve. The company’s unwavering commitment to forward-thinking approaches, evidence-based best practice, and relevant, useful content has helped it become one of the most highly respected and reliable publishers internationally in the fields of early education and care, special and inclusive education, and related areas.

Brookes’s curriculum-based assessments, including *AEPS*®, broke new ground by showing how to assess and teach young children in natural environments. *Ages & Stages Questionnaires*®, today’s

most widely used developmental and social-emotional screeners, was at the forefront of the movement to universal screening.

Brookes launched web-based applications to support AEPSinteractive (AEPSi; [www.aepsi.com](http://www.aepsi.com)) in 2006 and ASQ Online ([www.asqonline.com](http://www.asqonline.com)) in 2009. Robust online systems for these leading products are used widely by professionals in early childhood settings to streamline assessment administration, data analysis, and decision-making about next steps.

Today, Brookes sells 600+ products worldwide in early childhood, early intervention, social-emotional development, literacy, learning disabilities, autism, behavior, special education, developmental disabilities, and communication and language. The company continues to make significant investments to develop online products and bring the latest technologies and services to customers.

### **3 Project Objectives and Goals**

The primary objectives and goals are to develop a web-based application that is central to the daily work of AEPS users. The application will streamline, strengthen, and enrich the assessment and intervention process and enable professionals to better focus on ensuring improved outcomes for all children in their care.

The web-based application will deliver a smooth transition to the new AEPS-3 assessment and curriculum for the existing user base, ideally providing a way for users to concurrently use both the old and new versions for a period of time up to 3 years. While the current user base is very satisfied with system functionality, we want the new application to improve on a few pain points—lack of online access by families, difficulty using on mobile devices, and dated design.

The new web-based application should be:

- intuitive, engaging, and easy to use.
- built using responsive design. The web-based application should automatically detect the screen resolution of any device and respond with a view of the site that is optimized for that screen. This will ensure that all users can view our site, no matter what device they are using.
- supported by all modern browsers. The web-based application should be supported by modern internet browsers, including Chrome, Internet Explorer, Mozilla, and Safari.
- compliant with World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA compliance) and Section 508 of the Rehabilitation Act of 1973.
- compliant with HIPAA and FERPA. The vendor should have experience and the capacity to employ the appropriate physical and technical safeguards to protect user and child data, ensure their confidentiality and correct use, and meet HIPAA Protected Health Information (PHI)/electronic Protected Health Information (ePHI) regulations.
- flexible and scalable. The application should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost.
- able to leverage existing architecture and codebase. It is expected that the codebase from the current web-based application will be used to support development of the new system.
- readily integrated with other AEPS-3 online resources for a cohesive customer experience. The web-based application should connect with a company FTP site, as well as new web-based training materials, including an online introductory course and online scoring certification test. In addition, the legacy system may support completion of AEPS 2e

assessments of children for up to three years, and a method to make cross-utilization of the new and legacy systems seamless is required.

## 4 Project Timeframe and Schedule

The proposed timeline and schedule for the project is below:

Milestone	Date
Brookes issues RFP	August 6, 2021
Vendors submit questions	August 10, 2021
Brookes posts responses to questions	August 12, 2021
Vendors submit RFP response/proposal	September 3, 2021
Interviews and presentations by vendors	September 7 and 8, 2021
Evaluation of RFP submissions	September 10, 2021
Notification to selected vendor	September 14, 2021
Initial meeting and planning	September 16, 2021
Completion of contract	September 21, 2021
Project kickoff	September 21, 2021
Phase 1 Go-live	February 14, 2022
Phase 2 Go-live	May 31, 2022

If you interested in responding to this RFP, email Monica Belle at [mbelle@brookespublishing.com](mailto:mbelle@brookespublishing.com) for a copy of the full RFP.

Vendors can submit questions regarding the proposal by emailing Monica Belle at [mbelle@brookespublishing.com](mailto:mbelle@brookespublishing.com). Questions are due by 5:00 PM EST August 10. Answers to all questions will be provided via email by 2:00 PM EST August 12.