Request for Proposals (RFP)

To: Offerors
From: Institute of International Education, Inc. (IIE)
Subject: Fulbright Scholar Program Website Development and Maintenance

RFP Issue Date: {August 18, 2020}
RFP Closing Date: {September 1, 2020}
RFP Closing Time: {5 PM EDT}
Performance Period: October 1, 2020 – September 30, 2025 (one year with up to 4 option years)

Enclosed is a Request for Proposals (RFP). IIE invites qualified firms and organizations (“Offerors”) to submit a best-value proposal for the requested services. The Contract resulting from this award will be a USG-Funded Subcontractor Agreement serving the below mentioned program.

Offerors are encouraged to read this RFP in its entirety (including any and all attachments), paying specific attention to the instructions and requirements included herein. Issuance of this solicitation does not, in any way, obligate the Institute of International Education (IIE) to award a contract, nor will IIE pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror(s) whose Offer will be the most advantageous to IIE in terms of cost, functionality, and other factors as specified in this RFP.

The required services are described in the “Statement of Work” in Attachment A. IIE encourages your organization to indicate its interest in this RFP by submitting a proposal according to the instructions in “Proposal Preparation Instructions”. Proposals will be evaluated based on the “Evaluation Criteria”.

All proposals are due by the dates and times stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.
Questions: Any questions are to be submitted in writing via email to the email address listed below no later than {5:00 PM, Eastern Daylight Time, August 25} No questions will be entertained if they are received by means other than the specified email address. No oral answers will be provided. Answers to questions IIE deems relevant to this RFP will be published on or about August 27 on IIE’s website under Subawards and Procurement ([https://www.iie.org/Work-With-Us/Subawards-Procurements](https://www.iie.org/Work-With-Us/Subawards-Procurements)).

Athena Fulay, Outreach and Recruitment Manager
Institute of International Education, Inc.
1400 K Street NW, Suite 700
Washington, DC 20005
Email: afulay@iie.org

Proposal Submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: afulay@iie.org. Be sure to include in the subject line: Fulbright Scholar Program Website Maintenance. IIE will not accept proposals received by fax.

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<th>Event</th>
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<tr>
<td>RFP Issued</td>
<td>August 18, 2020</td>
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<tr>
<td>Questions from Offerors</td>
<td>August 25, 2020</td>
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<tr>
<td>Responses to Questions Posted</td>
<td>August 27, 2020</td>
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<tr>
<td>Submission Deadline for Proposals</td>
<td>5 PM Eastern Daylight Time on Tuesday, September 1, 2020</td>
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<td>Semi-Finalists Invited to Deliver Presentation</td>
<td>September 7 – September 11</td>
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<td>Offerors Notified of Decision</td>
<td>On or about September 15, 2020</td>
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<td>Anticipated Start of Work</td>
<td>On or about September 21, 2020</td>
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SECTION 1: BACKGROUND AND PURPOSE
Background: Institute of International Education

The Institute of International Education (“IIE” or the “Institute”) is a New York not-for-profit corporation that is among the world’s largest and most experienced international education and training organizations. Founded in 1919, IIE promotes educational exchange around the world through a wealth of programs and services including Fellowship and Scholarship Management, Higher Education Institutional Development, Emergency Student and Scholar Assistance, and Leadership Development.

For more than 100 years, IIE has promoted educational exchange around the world. The Institute currently implements more than 200 programs benefiting 40,000 participants from 183 countries. Foremost among these programs is the world-renowned Fulbright Program, which IIE has had the honor to administer on behalf of the U.S. Department of State since the program’s inception in 1946. In addition to the U.S. Department of State, program sponsors include: the U.S. Agency for International Development (USAID); World Bank; major philanthropic foundations; private and public corporations; foreign governments; and individuals.

With IIE’s global headquarters in New York City, IIE has offices around the world, including offices in the United States (Washington D.C., Chicago, Houston and San Francisco) and in other countries (China, Egypt, Ethiopia, Hungary, India, Indonesia, Mexico, Russia, Thailand, and Ukraine).

The Fulbright Program

The Fulbright Program, the flagship international educational exchange program sponsored by the U.S. government, is designed to increase mutual understanding between the people of the United States and the people of other countries. The U.S. Congress established the Fulbright Program in 1946, following legislation introduced by the late Senator J. William Fulbright to fund the “promotion of international good will through the exchange of students in the fields of education, cultural and science." The program actively seeks out individuals of achievement and potential who represent the full diversity of their respective societies and selects nominees through open, merit-based competitions. IIE administers the Fulbright Program under the guidance of and in consultation with the U.S. Department of State, Bureau of Educational and Cultural Affairs (ECA).

Purpose of Request for Proposal

The Fulbright Program is seeking a website development company with expertise in development, design, and maintenance of the websites of the Fulbright Scholar programs.

The purpose of this Request for Proposal (“RFP”) is to invite bidders to submit a proposal for a website development company to provide ongoing support, maintain, enhance, and improve the current Fulbright Scholar program websites; and enhance and improve existing functionality that adheres to the stipulations and needs as described in this request for proposal.
The information presented in this RFP is furnished solely for the purpose of assisting the bidder in making its own evaluation of the Scope of Work and does not purport to be all-inclusive or to contain all the information you may require. This RFP is not an offer by IIE to contract, but rather an attempt to establish a common framework for IIE to evaluate potential suppliers. The bidder should make its own investigations, projections and conclusions to verify independently the information contained in this RFP, and to obtain any additional information that it may require, prior to submitting a proposal.

SECTION 2: RFP CONDITIONS

IIE reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as a promise or representation by IIE. IIE does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential and shall return the RFP (without keeping copies) to IIE if the Offeror elects not to submit a proposal, or upon being requested to do so by IIE.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of IIE and will not be returned.

In submitting a proposal, you must agree that your offer shall remain firm for a period of no less than 120 days from the RFP closing date.

Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

The successful Offeror will be obligated to enter into an agreement containing the same or substantially similar terms and conditions found at: https://www.iie.org/Work-With-Us/Subawards-Procurements/Solicitations-for-Goods-and-Services. The terms and conditions may be changed, added to, deleted or modified by IIE prior to awarding the agreement. Other terms and conditions may be negotiated between IIE and the successful Offeror, at IIE’s discretion. State Universities and Agencies should not expect or ask IIE to modify its Terms and Conditions to incorporate any State Regulations or Statutes.

SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS

Proposals are expected to be comprehensive and include the information set forth below. Offerors are also invited to send any additional information or supplemental material they
believe will aid IIE in properly evaluating their service offerings. Please be sure to respond to each of the elements requested and frame your answers in direct response to the information being sought.

Include only your own work and no text copied from sources outside of your organization, unless those sources are adequately cited and credited. In order to be qualified for this RFP, all Offerors are requested to provide the following information, and format their proposal as follows:

1. Letter of transmittal, one page

2. Basic information, one page
   - Legal name, registered address, and “Remit to” mailing address, if different from registered address
   - Name of authorized representative for this RFP, with telephone number(s), and e-mail address
   - General information about your organization and the services it offers

3. Qualifications and Capabilities
   - Brief description of the organization/entity and experience in the field that illustrates overall services and capabilities to meet the terms of the RFP
   - Years of relevant experience
   - Any plans to outsource/subcontract the services or any part thereof

4. Past Performance and Experience

Document and summarize your proven track record of successfully implementing similar activities.

   - Using the table format provided below, please list only the relevant projects you implemented within the past 3 years, a brief description of how each is relevant to the scope of the RFP, and the contact details for each previous client or donor.
   - You must also include three (3) recommendation/appreciation letters and/or certificates.
   - You must include a list of at least 3 but no more than 5 websites that you currently manage. Include the URL for each website.

<table>
<thead>
<tr>
<th>#</th>
<th>(a) Name of Organization</th>
<th>(b) Activity Title</th>
<th>(c) Locations of activity</th>
<th>(d) Synopsis of the activity and relevance to this RFP</th>
<th>(e) Performance period (date and duration)</th>
<th>(f) Cost for the activity</th>
<th>(g) Name &amp; Contact Info (E-mail and phone)</th>
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Institute of International Education • iie.org
809 United Nations Plaza • New York, NY 10017 USA • 212.984.5425
5. Implementation of the Statement of Work

- Detailed description of the services being offered and any information relevant to meeting the technical specifications stated in Attachment A (limit of 5 pages)
- Describe your ideas for potential upgrades, renovations or other projects not specifically mentioned in the scope of work. IIE strongly encourages offerors to be creative and to bring new ideas. (limit 1 page)
- Methodology, and reasoning behind the methodology chosen
- Quality control plan including:
  - A description of internal review procedures that facilitate high-quality standards
  - How quality control will be managed when completing multiple projects for multiple clients
- Exceptions to the RFP, additional or different ideas, in the statement of work and other requirements should be expressly noted

6. Cost Proposal

- Submit a detailed cost proposal, in U.S. dollars, in the recommended format shown in Attachment B
- Include any additional cost items that the Offeror wishes to propose
- Total cost proposed

SECTION 4: TERMS OF PAYMENT

Payment terms for the award shall be approximately net thirty (30) days after satisfactory completion of each deliverable or milestone agreed upon and established in the resulting agreement. Payment shall be made by the Institute of International Education ("IIE") via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.

SECTION 5: EVALUATION OF PROPOSALS

<table>
<thead>
<tr>
<th>Item</th>
<th>Requirement</th>
<th>Points Available</th>
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<tr>
<td>1) Technical Approach to Required Elements of Scope of Work</td>
<td>Considering the Statement of Work in Attachment A, please describe in detail the following:</td>
<td>50 points</td>
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<td>a) The steps, in chronological order, that you will take to implement the work. Make sure to describe any innovative approaches or technology you plan to use.</td>
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<td></td>
<td>b) Why you chose the methodology: make sure to mention similar projects you implemented in the past and lessons you learned from them.</td>
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<td>2) Technical Approach to IIE is seeking innovative new ideas regarding how to approach the Fulbright Scholar website.</td>
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<td>15 points</td>
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<td>Proposed Creative Elements</td>
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<td>3) References/Letters of Recommendation/Past Projects</td>
<td>10 points</td>
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<td><strong>Cost Proposal</strong></td>
<td><strong>25 points</strong></td>
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<tr>
<td>Cost Proposal</td>
<td>IIE’s review of the cost proposal shall determine if the overall costs proposed are realistic for the work to be performed, reflect a correct understanding of the project requirements, and are consistent with the Offeror’s technical proposal.</td>
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<td>Total</td>
<td>100 points</td>
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**SECTION 6: ANNUAL RENEWAL:**

Annual Renewal: Selection(s) may be renewed annually, at IIE’s sole discretion, for up to five years before re-competition. IIE reserves the right to exercise any one of the following options:

- Accept the updated proposal if changes are reasonable and within the scope of the original selection;
- Negotiate any updates/changes; or,
- Decide not to renew.
ATTACHMENT A STATEMENT OF WORK

IIE is seeking a full-service website upgrade, maintenance and enhancement service provider.

The Fulbright Scholar program currently maintains two primary websites:

- The Fulbright Scholar Program - https://www.cies.org/
- The Fulbright U.S. Scholar Program Catalog of Awards – https://awards.cies.org/

IIE is seeking to combine the two websites into a single, comprehensive resource for Fulbright Scholar opportunities, audiences and stakeholders. Given time and budgetary constraints, proposals should also include plans to maintain both sites separately.

The primary purpose of the Fulbright Scholar Program website is to recruit potential applicants to the program, and provide the numerous external stakeholders and audiences with a user-friendly resource and repository of documents, program information, and other relevant material.

The primary purpose of the Fulbright U.S. Scholar Program Catalog of Awards is to present detailed information on a range of program and grant opportunities to interested individuals and institutions. As it serves as the primary recruitment tool for the program, it should be both attractive and easy to use for prospective applicants. The catalog should also allow for various levels of administrative access for various stakeholders in over 130 countries to create, edit, and approve content in the system.

This will include website maintenance and development services to ensure that the website continues to meet the changing needs of its sponsor (U.S. State Department) and its users (prospective grantees, Commissions/U.S. Embassies, Fulbright Scholar Liaisons) on U.S. campuses. The major purposes of the website are to:

- Provide clear and easily understandable information to prospective applicants
- Provide password-protected sections and documents for different usergroups based on permissions
- Allow for the ability for Fulbright Commissions/Posts around the world, ECA, and Program Managers to add/edit specific country content

A. Responsibilities of the contractor will include:

- Manage and maintain all domains, including technical support with our webhost and website security company.
● Complete regular repairs as needed to scripting languages, basic HTML, cascading style sheets, broken images, broken links and all other malfunctioning code or components.
● Daily website backups and restore points that will be archived and accessible.
● Complete regular software and plugin updates for all frameworks.
● Quarterly check-up: at the end of each quarter the contractor will check for any broken links, broken images, template distortion, test all contact forms and other interactive elements and provide a report upon request at the end of each quarter. This report should also include site traffic statistics and search engine analysis reports. Monthly reports will be emailed when complete.
● Contractor will respond to all maintenance requests from cies.org within 3 hours on weekdays and 18 hours on weekends, via email, with a confirmation that the request was received and an estimated completion date for each action item in the request
● Maintain the databases which requires basic administration throughout the year including security maintenance and upgrades, troubleshooting, and data repair.
● Maintain Custom-built Site Search Engine by ensuring any content updates and new pages are searchable and respect the multi-level permission access that are in place. A quarterly check-up is required to ensure security and privacy of protected content from public search.
● Ability to maintain and develop API functionality with external sites, including Okta.
● Ensure that all sites are 508 Compliant.
● All websites must utilize mobile-responsive design, please note that accessibility requirements also apply to mobile applications.
● Continue with Google Analytics tracking code for proper website analytics. The code can be adjusted using the configuration in the Google Analytics module.
● Drupal 8 upgrade for the Catalog of Awards

B. Development/Design

● Refresh cies.org website
  ● Update homepage and inner page designs with new CSS templates
● Development of unified cies.org landing page
● Searchable online Catalog of Awards for Fulbright U.S. Scholar Program
● Upgrade Catalog of Awards website CMS from Drupal 7 to Drupal 8
● Provide and implement designs/templates to make the site more user-friendly and intuitive
● The website should be developed for and tested in the following major browsers and versions:
  ● Chrome (current)
  ● Firefox (current)
  ● Internet Explorer (11, 12, and Edge)
  ● Safari (current) Excludes Windows-based Safari
  ● Opera (current) Current version of iPhone and Samsung Galaxy, iPad, Surface and Samsung Tabs
● Websites should have a Secure Socket Layer (SSL) certificate applied so all traffic uses https.
● Integrate OKTA so admin users could use shared login to access the catalog of awards.

C. Service level/Response times
• Include a proposed list of service levels and response times; if you would like to propose more than one set of service levels and response times please be sure that the cost differential between the options is clearly shown.

Responsibilities related to the creation and maintenance of the CIES.org portion of the website include technical support, website development for upgrades, site optimization, new modules and/or additional enhancements detailed below:

Web Support
• Provide support services, upgrades, bug fixes, security and software updates and site optimization as needed.
• Other upgrades contingent on cost and available budget:
  o Provide improved solution for photos uploads, and media management.
  o Provide test environment for minor changes, updates and bug fixes.
  o Improve ability to manage data and information related to scholar and liaison directories.

Proposed Enhancements, contingent of cost and available budget:
• Streamline login access on password protected pages and content
• Allow more robust solution for displaying media, including blogs and videos
• Provide better integration and customization of third-party applications (e.g. Slate by Technolutions) with other elements on the site.
• Streamline the update process for the scholar directory. Build a database that pulls directly from a CRM to reduce the amount of errors and outdated information.

Other Desired Features

API integration with existing systems, including Oracle CRM and Slate by Technolutions.
Submit a detailed, budget for the services described in the technical proposal. IIE’s review of the cost proposal shall determine if the overall costs proposed are: realistic for the work to be performed, reflect a correct understanding of the project requirements, and are consistent with the Offeror’s Technical Proposal.

The following is a format may be used as a guide to assist you in the preparation of the cost proposal. You may submit the cost proposal using this form or in the format of your choice (plain sheets, your own form, or a variation of this form). The Offeror may list any cost line items, breaking down all “lump sum” items as much as reasonably possible.

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<tr>
<th>Item No.</th>
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ATTACHMENT C ADDITIONAL REQUIREMENTS (IF REQUESTED)

I. General Information Security questions:

1.1 Does your organization have documented information security policies?

   1. List applicable policies (e.g., Acceptable use, Incident response, etc.)
   2. How often are the policies reviewed and updated?
   3. How often are these policies distributed?

1.2 Does your staff have information security training? If so, how often?

   a) Describe what is covered in the training

1.3 Is your staff (including temporaries, contractors, and your outsourced vendors) required to sign a confidentiality agreement?

1.4 Do your third-party contracts contain language describing responsibilities regarding information protection requirements?

1.5 Describe the screening process for all staff (employees, contractors, vendors, and third-parties)?

1.6 What are your procedures regarding staff terminations/separations?

   a) Detail how these procedures prevent unauthorized access to our data.

1.7 Please describe your Access Control Policy:

   1. Do you maintain an inventory of our assets and are they clearly identified?
   2. What are your procedures with regards to the handling and storage of information assets?
   3. Describe the process by which your staff (including temporaries, contractors, and your outsourced vendors) would be granted access to our data.
   4. Describe the physical security mechanisms that prevent unauthorized access to our data?

(i) What exterior security is provided (i.e. gates, security cameras, etc.)?

   5. Describe how our data that is move to/removed from your premises authorized and controlled? (e.g., backup tapes, document storage boxes, etc.)
6. Describe your account and password restrictions along with reset requirements for your systems that manage our information assets.

7. Do you conduct periodic checks on users’ accesses to ensure their access match their responsibilities?

1.8 What processes and standards do you follow for incident management (including possible breaches)?
   
a) Has a dedicated Information Security Response Team been established?

1.9 What processes and standards do you follow for change management?

1.10 How do you protect our data from environmental hazards such as fire, water, etc.?