Request for Proposals (RFP)

To: Offerors
From: Institute of International Education, Inc. (IIE)
Subject: Project GO and Language Training Centers Website Maintenance and Upgrade

RFP Issue Date: April 29, 2020
RFP Closing Date: May 13, 2020
RFP Closing Time: 5 PM EST
Performance Period: June 1, 2020 - May 31, 2021

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 Contract 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 Instruction”. 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 via email to the email address listed below no later than May 5, 17:00 hours U.S. Eastern Time. 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 May 8, 2020 on IIE’s

**Jason Victor**  
Institute of International Education, Inc.  
809 United Nations Plaza  
New York, NY 10017  
Email: jvictor@iie.org

Proposal Submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: jvictor@iie.org. Be sure to include in the subject line: “Request for Proposal (RFP)— *Project GO and Language Training Centers Website Maintenance and Upgrade.*” IIE will not accept proposals received by fax.
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Section 1: Background and Purpose

Language Training Centers
The Language Training Centers (LTC) Program is a Department of Defense (DoD) funded initiative established in 2011 to accelerate the development of foundational or higher-level expertise in strategic languages and regional studies for DoD personnel by leveraging U.S. institutions of higher education to meet the existing and demonstrated training needs of DoD units, offices, or agencies. The LTC initiative currently provides funding to eight institutions of higher education to carry out this mission.

The LTC website can be found at https://dodltc.org.

Project Global Officer
Project Global Officer (Project GO) is an initiative of the Defense Language and National Security Education Office that is administered by the Institute of International Education. Established in 2007, Project GO currently provides funding to 22 institutions of higher education to promote critical language education, study abroad, and intercultural exposure among ROTC students. The program’s goal is to develop future military officers across all the services who possess the necessary linguistic and cross-cultural communication skills required for effective leadership in the 21st century operational environment.

The Project GO website can be found at https://rotcprojectgo.org.

Purpose of Request for Proposal
IIE is seeking a website development company with demonstrated technical expertise in website design, development, and maintenance and hosting to support the Language Training Centers and Project Global Officer programs’ websites.

The purpose of this Request for Proposal (“RFP”) is to invite qualified bidders to submit a proposal to provide ongoing technical support, maintenance, enhancements, hosting, and improvements to the current websites; implement site upgrades from Drupal 7 to Drupal 8; and provide enhancements to 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 IIE 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 may also include recommendation/appreciation letters and certificates.

<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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<tbody>
<tr>
<td>1</td>
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</table>
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
- 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

All proposals will be evaluated by IIE and may also be reviewed by outside evaluators as appropriate. IIE may discuss an application with an applicant if deemed necessary; IIE also reserves the right to make a selection without discussion with any applicants. IIE may reject any or all applications, or cancel the competition, if applications do not sufficiently demonstrate applicants’ ability to meet the stated goals of this RFP.

Any award made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost and management requirements. Evaluation of offers will be based upon the bidder’s responsiveness to the RFP, including the proposal’s format and organization, the bidder’s demonstrated competence, and overall compliance.

Each proposal will be evaluated according to the following criteria:
<table>
<thead>
<tr>
<th>Item</th>
<th>Requirement</th>
<th>Maximum Length</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>Considering the Statement of Work in Attachment A, please describe in detail the following:</td>
<td></td>
<td>60 points</td>
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<tr>
<td></td>
<td>a) Relevant experience</td>
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<td></td>
<td>b) Testimonials / references</td>
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<td></td>
<td>c) Timeframe</td>
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<td></td>
<td>d) Design capabilities (if applicable)</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>30 points</td>
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<tr>
<td>Competitive Advantage</td>
<td>Does the vendor offer something that sets them apart from the others that will be useful to IIE.</td>
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<td>10 points</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>15 pages</td>
<td>100 points</td>
</tr>
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</table>

Pages in excess of the 15 page limit will not be reviewed and evaluated.

Bidders determined by IIE to possess the capacity to compete for this contract will be selected to move into the negotiation phase of this process. Written notification will be sent to these bidders via email. Those bidders not selected for the negotiation phase will also be notified.

**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

The Institute of International Education is seeking to identify a qualified firm that will:
Provide maintenance, support, development, hosting, and security monitoring for the Project GO and LTC websites on an ongoing basis, including any patches and regularly scheduled code updates to Drupal, as well as provide a one-time upgrade for both sites from Drupal 7 to Drupal 8. The website will be hosted by the firm that is selected to perform the work.

Project GO Website Description

The Project GO website is designed to provide information on Project GO to potential participants and others interested in the program. The site’s main function is to provide a searchable database of summer programs open to any ROTC student in the nation. Information on each program is entered into the program database by one of 22 institutions selected as grantees.

In addition to the information that is publicly viewable on the Project GO website by any external visitor, there is also a “Resources” section available to users with log-ins (institutional users), and an Annual Meeting section that is only accessible via direct link.

The Resources section of the site houses documents and videos that are useful to our institutional users, including recordings of webinars and trainings, the Project GO handbook, and announcements shared with all Project GO institutions.

The Annual Meeting section of the site shares information about the meeting (agenda, hotel information, etc.) with our institutional partners, and records and tracks annual meeting registrations.

The Project GO website has two primary user roles, as follows:

Administrator – Administrators have the largest set of available permissions in the system, including the ability to create, read, edit, and delete all content and settings in the site. There are seven active users with administrator accounts.

Institution – Institutional users have the ability to create and edit their own content in the Programs and Resources sections of the website. They may not delete or publish their own content, and they have no permissions to edit content created by other users. They have access to read all content that is publicly available, as well as all content in the Resources and Annual Meeting sections of the website. There are currently 22 Project GO institutions, each of which has 1-2 active institutional users who create and edit content on the site.
Additionally, there are three other user roles for the Project GO website that are currently not in use (annual meeting registration, publisher, and viewer).

The Project GO website runs on the Drupal platform for backend use by IIE staff and 22 institutional grantees to maintain program pages and add content on the site.

For reference, interested vendors should review the current site at https://www.rotcprojectgo.org/.

**LTC Website Description**

The LTC website’s main function is to provide information on the program and its participants, as well as to serve as a conduit for making program-related announcements. The site’s main function is to provide a searchable database of LTC courses and languages currently offered by the eight LTC institutions. Information on the institutions and courses is entered into the program database by one of 5-6 IIE staff members, but may someday function more like the Project GO website, where the institution and course data is entered into the site by representatives from the institutions selected as grantees.

In addition to the information viewable on the LTC website by any external visitor, there is also a “Resources” section available to users with log-ins (institutional users), and an Annual Meeting part of the site that is only accessible with a direct link.

The Resources section of the site houses documents and videos that are useful to our institutional users, including copies of LTC RFPs, copies of annual meeting presentations, website user guides, and other information that may be useful to LTC partner institutions.

The Annual Meeting section of the site shares information about the meeting (agenda, hotel information, etc.) with our institutional partners, and records and tracks annual meeting registrations.

The LTC website has two primary user types, as follows:

**Administrator** – Administrators have the largest set of available permissions in the system, including the ability to create, read, edit, and delete all content and settings in the site. There are seven active users with administrator accounts.

**Institution** – Institutional users have the ability to create and edit their own content in the Programs and Resources sections of the website. They may not delete or publish their own content (content must be reviewed before publishing), and they have no permissions to edit content created by other users. They have read access to all content that is publicly available, as well as all content in the Resources and Annual Meeting sections of the website. There are currently 8 LTC institutions, each of which has 1-2 institutional users of the website. At this
time, LTC website institutional users of the site are not actively creating or editing content on
the site.

Additionally, there are two other user roles of the LTC website that are currently not in use
(publisher and viewer).

The current LTC website runs on the Drupal platform for backend use by IIE staff to maintain
program pages and add content on the site.

For reference, interested vendors should review the current site at https://www.dodltc.org/.

The remainder of this RFP provides additional information that will allow a bidder to
understand the scope of the effort and develop a proposal in the format desired by IIE.

A. ONGOING MAINTENANCE, SUPPORT, DEVELOPMENT, HOSTING, SECURITY MONITORING

I. Hosting, maintenance, and other technical requirements
   a. The vendor shall maintain the current content management system.
   b. The vendor shall propose how to work with the existing CMS consistent with
      best practices in the field, including, but not limited to:
      i. Providing security reviews, preventive maintenance, back up, and
         recovery for the website, including all associated databases, and site
         optimization as needed.

II. Monitoring
   a. Antivirus/Anti Spam Software, monitoring for DoS (denial of service attacks)
   b. Web Server Monitoring (Health, Logs)
   c. Hardware Monitoring (CPU, RAM, Disks)
   d. Location of hosting facility where the servers will be hosted.

III. Disaster recovery
   a. Remote reboot service
   b. Offsite backup (critical if disaster strikes the datacenter)
   c. Location of disaster recovery site and how the backup media will be obtained

IV. Support:
   a. Provide 24×7 x 365 technical support
   b. Provide a copy of your Service Level Agreement, (SLA)
   c. Maintenance support for Web and Databases
   d. Common web server applications such as SQL and PHP
   e. Hardware and software upgrades, as required to maintain operations
   f. Provide a copy of your support model and associated costs after completion of
      the project for troubleshooting and correcting bugs, errors, and other problems
      with the website and CMS

V. Ensure compatibility with:
   a. Section 508 of the Federal Rehabilitation Act which states that Federal agencies
      must ensure that public access to information for people with disabilities is
      comparable to access available to others.
   b. All major browsers, for current site and any changes.
c. Common, commercially available software and hardware and that it meets current IT and security best practices.

VI. Access:
   a. Allow access to root directory remotely by IIE and vendor
   b. Provide ability to install and administer programs (such as SQL, PHP)
   c. Provide password protected ftp access from dynamic IP addresses to upload files to server.

VII. Install:
   a. Patches and upgrades to software platforms, as necessary.
   b. Periodic review of site for additional plug-ins to enhance the site or improve current functionality. A plan for changes to the site needs to be noted in the budget, such as the hourly rate or other method.

B. DRUPAL UPGRADE

I. LTC Website
   a. A one-time upgrade from Drupal 7 to Drupal 8 for the entire LTC website with a target completion within 2020 federal fiscal year.

II. Project GO Website
   a. A one-time upgrade from Drupal 7 to Drupal 8 for the entire Project GO website with a target completion within the 2021 federal fiscal year.

Please be sure that your response includes, but is not limited to, the following items:

Company Details:
- Brief overview of company regarding the design of full higher education/international education/non-profit website projects
- Size and composition of non-profit organization customer base
- Examples of recent projects and experience with non-profit organizations
- Examples of managed websites using the Drupal content management system

Solution Details
- Description of how your firm would propose to achieve IIE’s desired objectives
- Description of the process used to develop page templates with consistent design
- Description of ongoing customer service options
- Describe how company can meet IIE’s stated goals in the phased approach outlined above

Solution Parameters
- All work must be developed using the Drupal platform
- Adherence to ADA web accessibility standards

Projected Costs
- For budgeting purposes, a range of total costs, including the firm’s fees and any and all additional expenses
- Proposals shall include budgets incorporating the following line-items:
  - Hosting
o Maintenance and Support
  ▪ The budget should be for a fixed price for a set number of hours each month for each site.
o Upgrade from Drupal 7 to Drupal 8 for LTC website
o Upgrade from Drupal 7 to Drupal 8 for Project GO website
o Additional functionality – include a budget cost or plan for additional functionality that IIE may need in the future, such as new plug-ins and enhancements.

Miscellaneous
• Please provide an approximate timeframe to complete the project given the proposed work
• What resources from IIE are necessary to complete the project?

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.
**Attachment B: Cost Proposal Template**

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, but it is recommended that the Offeror follow the major categories listed below, breaking down all “lump sum” items as much as reasonably possible.

At a minimum, please include the following elements in the cost proposal:

- Proposed ceiling for the one-time activities and tasks including a description of the assumptions that are included
- Monthly hosting fees
- Fixed hourly rate for different tasks
- Budget for an initial period of performance of one year (12 months)

Offerors may propose other amounts, rates and fees as needed. The cost proposal must include all costs and fees that the offeror proposes to include in the resulting contract.

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Description</th>
<th>Quantity</th>
<th>Unit (hours/days/months/other)</th>
<th>Unit Price (USD)</th>
<th>Total Price</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Hosting – LTC Website</td>
<td>12</td>
<td>months</td>
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</tr>
<tr>
<td>2</td>
<td>Hosting – PGO Website</td>
<td>12</td>
<td>months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Maintenance – LTC Website</td>
<td>120</td>
<td>hours per year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Maintenance – PGO Website</td>
<td>120</td>
<td>hours per year</td>
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<td>5</td>
<td>Drupal Upgrade – LTC Website</td>
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<td>6</td>
<td>Drupal Upgrade – PGO Website</td>
<td>1</td>
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<td>7</td>
<td>Enhancements/Plug-ins – LTC Website</td>
<td>1</td>
<td>Provide Your Rate Sheet</td>
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<td>8</td>
<td>Enhancements/Plug-ins – PGO Website</td>
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<td>Provide Your Rate Sheet</td>
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Attachment C: General Information Security questions

I. General Information Security questions:

1.1 Does your organization have documented information security policies?
   1. List applicable polices (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.?