Request for Proposals (RFP)

To: Offerors
From: Institute of International Education, Inc. (IIE)
Subject: Fulbright Student Programs Website Maintenance

RFP Issue Date: February 28, 2020
RFP Closing Date: March 13, 2020
RFP Closing Time: 5 PM ET
Performance Period: April 1, 2020-March 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 March 5, 2020 at 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 March 9, 2020 on IIE’s website under Subawards and Procurement at: https://www.iie.org/Work-With-Us/Subawards-Procurements/Solicitations-for-Goods-and-Services.
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) — Fulbright Student Programs Websites” IIE will not accept proposals received by fax.

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RFP SCHEDULE

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<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Distribution to Offerors</td>
<td>February 28, 2020</td>
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<tr>
<td>Offerors Questions Submission Deadline</td>
<td>March 5, 2020 17:00 hours U.S. Eastern Time</td>
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<tr>
<td>Responses to Offeror’s questions</td>
<td>March 9, 2020</td>
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<tr>
<td>Proposal Submission Due Date</td>
<td>March 13, 2020 17:00 hours U.S. Eastern Time</td>
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<tr>
<td>Anticipated decision and selection of Offeror</td>
<td>March 30, 2020</td>
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<tr>
<td>Anticipated commencement date of work</td>
<td>April 1, 2020</td>
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Section 1: Background and Purpose

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, Denver, Houston and San Francisco) and in other countries (China, Egypt, Ethiopia, Hungary, India, Indonesia, Malaysia, 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 student 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 student 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 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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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

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<tr>
<th>Item</th>
<th>Requirement</th>
<th>Maximum Length</th>
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<td>Technical</td>
<td>Considering the Statement of Work in Attachment A, please describe in detail the following:</td>
<td>3 pages</td>
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<td>a) Relevant experience</td>
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<td></td>
<td>b) Prior experience working with IIE</td>
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<td>c) Testimonials / references</td>
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<td></td>
<td>d) Timeframe</td>
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<td>e) 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,</td>
<td>2 pages</td>
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<td>Competitive Advantage</td>
<td>Does the vendor offer something that sets them apart from the others that will be useful to IIE.</td>
<td>2 pages</td>
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<td>reflect a correct understanding of the project requirements, and are consistent with the Offeror’s technical proposal.</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

The Fulbright Student program currently maintains two primary websites, and three “secondary” sites which are updated less frequently, as well as an email account.

- The Fulbright U.S. Student Program - https://us.fulbrightonline.org
- The Fulbright Foreign Student Program – https://foreign.fulbrightonline.org
- The Fulbright Student Program Blog - https://blog.fulbrightonline.org
- The Fulbright Top Producing Institutions - https://topproducing.fulbrightonline.org
- The Student Award Catalog - https://us.fulbrightonline.org/countrycontent
- Fulbrightmail – free email accounts are managed and maintained for current and past grantees, in collaboration with Google G Suite.

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

Joomla and Wordpress are the platforms utilized for the multiple sites.

IIE is seeking website maintenance and development services to ensure that its websites continue to meet the changing needs of its sponsor (U.S. State Department) and its users (prospective grantees, Commissions/U.S. Embassies, Fulbright Program Advisors (FPAs) on U.S. campuses. The major purposes of the websites are to:

- Provide clear and easily understandable information to existing and prospective grantees
- 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. Reports will be emailed when complete.

- Contractor will respond to all maintenance requests from Fulbrightonline.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

B. Development/Design

- Refresh fulbrightonline.org website
  - Update homepage and inner page designs with new CSS templates
- Development of unified Fulbrightonline.org landing page
- Searchable online awards catalog on Fulbright Student website
- Provide and implement designs/templates to make the site more user-friendly and intuitive

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.
**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

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.

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<tr>
<th>Item No.</th>
<th>Description</th>
<th>Quantity</th>
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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.?