

Request for Proposal (RFP)

To: Offerors
From: Institute of International Education, Inc. (IIE)
Subject: IIE Scholar Rescue Fund website maintenance

RFP Issue Date: May 12, 2025
RFP Closing Date: June 6, 2025
RFP Closing Time: 5 PM ET
RFP No.: 051225/DO
Performance Period: July 1, 2025—June 30, 2026 (renewable for up to 5 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 **Master Service Agreement for Preferred Vendors** 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.

Selected preferred vendors will be included on IIE’s preferred vendor listing for up to five years, contingent upon successful performance and at IIE’s sole discretion. IIE reserves the right to select additional preferred vendors at anytime. Preferred vendors are not guaranteed work from IIE; however, services may be utilized on a non-mandatory basis.

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 the date and time listed above. 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 the date listed above, on IIE’s website under Solicitations for Goods and Services at: <https://www.iie.org/Work-With-Us/Subawards-Procurements/Solicitations-for-Goods-and-Services>.

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Proposal Submission: Proposals, including any attachments (limited to 6MB), should be sent in PDF format to: schapple@iie.org Include in the subject line: "Request for Proposal (RFP)-IIE Scholar Rescue Fund website." IIE will not accept proposals received by fax.

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RFP SCHEDULE

Event	Date
RFP Distribution to Offerors	May 12, 2025
Offerors Questions Submission Deadline	May 16, 2025
Responses to Offeror's questions	May 23, 2025
Proposal Submission Due Date	June 6, 2025
Anticipated decision and selection of Offeror	June 20, 2025
Anticipated commencement date of work	July 1, 2025

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.

Established in 1919, IIE is a global not-for-profit that creates and implements international education programs, conducts research, and provides life-changing opportunities for students and scholars worldwide. The Institute currently implements more than 200 programs benefiting 28,000 participants each year from more than 180 countries. Protecting threatened scholars has been at the core of IIE’s mission since our founding. In 2020, we marked the 100th anniversary of our first rescue mission, an effort that helped over 600 students and scholars in the crossfire of the Bolshevik Revolution reach safety in Europe and the United States. IIE has conducted rescue work ever since, aiding students and scholars caught up in conflicts and emergencies around the world, from the rise of fascism in Europe through the current political and economic crisis in Venezuela.

The IIE Scholar Rescue Fund (IIE-SRF) was established in 2002 to formalize IIE’s unwavering commitment to protecting the lives, voices, and ideas of threatened scholars. It is the only global program that arranges, funds, and supports fellowships for threatened and displaced scholars at partnering higher education institutions worldwide. Specifically, IIE-SRF offers assistance to scholars from any country and academic discipline who face threats to their personal security or academic careers, helping them escape danger, relocate to a safe country, and quickly re-establish themselves as teachers, researchers, and intellectuals. At the heart of IIE-SRF is the idea that each scholar we support is a beacon of hope in our world.

To date, IIE-SRF has supported more than 1,150 scholars from 62 countries, in partnership with more than 500 higher education institutions in 59 countries around the world.

Purpose of Request for Proposal

The purpose of this Request for Proposal (“RFP”) is to invite qualified individuals and organizations to submit a proposal for the maintenance of the IIE Scholar Rescue Fund website outlined more fully in Attachment A.

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.

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.

#	(a) Name of Organization	(b) Activity Title	(c) Locations of activity	(d) Synopsis of the activity	(e) Performance period (date	(f)	(g) Name & Contact Info
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				and relevance to this RFP	and duration)	Cost for the activity	(E-mail <u>and</u> phone)
1							
2							
3							

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

Requirement	Points Available
Experience: Does the offeror have a record of providing website maintenance and hosting services for non-profit organizations or educational institutions? Can the offeror ensure the website remains up to date with all ADA web accessibility standards and include security and privacy features that meet GDPR requirements?	25 points
Innovation: Does the offeror provide interesting and innovative ideas for ways to refresh sections of the website and better integrate image, video, and other digital content on the website?	25 points
Delivery plan: How quickly can the offeror respond to website design requests? What method will be used when communicating with the IIE-SRF team?	20 points
Cost proposal: Are the overall costs proposed realistic for the work to be performed, reflect a correct understanding of the project requirements, and consistent with the offeror's technical proposal?	20 points



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Competitive advantage: Does the vendor offer something that sets them apart from the others that will be useful to IIE?	10 points
Total	100 points

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

Overview

The Institute of International Education's Scholar Rescue Fund (IIE-SRF) is seeking a vendor to maintain its current website (scholarrescuefund.org) and occasionally provide ad hoc modifications when requested. The website must be in keeping with the Institute's branding and design standards. The website must be responsive and adhere to ADA web accessibility standards.

The scholarrescuefund.org website uses the WordPress content management system.

Website Maintenance Goals:

- Maintain the current content management system (WordPress), including
 - Patches and upgrades to software platforms, as necessary
 - Periodic review of site for additional plug-ins to enhance the site or improve current functionality
- Maintain a cross-browser compatible, mobile-friendly, responsive, and secure website
- Adherence to ADA web accessibility standards, at a minimum to level AA
- Adherence to GDPR requirements
- Provide suggestions for ways to further improve site accessibility
- Preference for hosting the site on WPEngine

Website Design / Innovation Goals:

- Review existing website and suggest new or innovative ways to integrate image, video, and other digital content on the website
- Suggest areas of the website that could be improved or refreshed, along with ideas for what improvements could be made
- On an ad hoc basis, design new webpages, modify existing webpages, or add new elements to webpages that will improve user experience
- Utilize existing design/branding guidelines and color palette for any requested additions or modifications to site

Requested Information

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 website you maintain using the WordPress content management system
- Work location

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



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Solution Parameters

- All work must be developed using WordPress
- Adherence to ADA web accessibility standards

Projected Costs

- Provide an estimate for the monthly maintenance and hosting fees.
- Provide an hourly rate for ad-hoc design projects or upgrades.

Miscellaneous

- 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.

Item No.	Description	Quantity	Unit (hours/days)	Unit Price (USD)	Total Price
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

ATTACHMENT C: ADDITIONAL REQUIREMENTS

IT Security Evaluation

IIE's IT security assessment is based on The NIST (National Institute of Standards and Technology) Cybersecurity Framework v1.1 (CSF) and is carried out through an assessment conducted by OneTrust. NIST is a guidance, based on existing standards, guidelines, and practices for organizations to better manage and reduce cybersecurity risk. The NIST CSF consists of five concurrent and continuous Functions—Identify, Protect, Detect, Respond, Recover. When considered together, these Functions provide a high-level, strategic view of the lifecycle of an organization's cybersecurity risk management.

- If the vendor will send, store or receive Personal Data (any information that can identify a specific individual person, including name, address or email address) on behalf of IIE **an IT Security Evaluation** is required prior to signing a contract. Please note that this includes vendors that will provide a technology solution that sends, stores or receives Personal Data.
- The evaluation may include vendor completion of a security compliance assessment and delivery of security evidence to IIE.

Prohibition on certain telecommunications and video surveillance services or equipment

IIE cannot enter into a contract to procure or obtain equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Public Law 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

Covered equipment and services must not be part of your offer to IIE.