

Request for Proposals (RFP)

To : Offerors
From : Institute of International Education, Inc. (IIE)
Subject : Selection for IIE Preferred Partners for Web Design/ Web Hosting Services

RFP Issue Date : July 09, 2026
RFP Closing Date : Aug 10, 2026
RFP Closing Time : 5:00 PM Eastern time (ET)
Performance Period : five (5) years from date of award

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 agreement(s) resulting from this RFP will support IIE’s enterprise technology initiatives across multiple programs and business units.

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. Offerors must carefully review all sections of this RFP, before preparing their proposal.

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 **in writing** via email to the email address listed below, no later than **5:00 pm, Eastern Time, July 23, 2026**. 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 **5:00 pm, Eastern Time, July 30, 2026** on IIE’s website under Subawards and Procurement (<https://www.iie.org/Work-With-Us/Subawards-Procurements>).

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Proposal Submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: jbukke@iie.org

Be sure to include in the subject line: **IIE Preferred Partners – Web Design/ Web Hosting Services (RFP)**. IIE will not accept proposals received by fax.

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RFP SCHEDULE

Event	Date
RFP Distribution to Offerors	July 9, 2026
Offerors Questions Submission Deadline	July 23, 2026
Responses to Offeror's questions	July 30, 2026
Proposal Submission Due Date	Aug 10, 2026
Vendor Shortlisting, Demonstrations, and Interviews	Aug 17, 2026
References will be contacted	Aug 24, 2026
Anticipated decision and selection of Offeror	Aug 31, 2026

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 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 staff in other countries (China, Ethiopia, India, Indonesia, Mexico, Thailand, and Ukraine).

Purpose of Request for Proposal

The purpose of this Request for Proposal ("RFP") is to invite qualified individuals and organizations to submit proposals for providing web design/web hosting services, and related support of IIE's websites and web properties. As Service needs are identified by IIE that are appropriate for vendor development, the Information Technology Department seeks to engage vendors in an efficient and timely manner to deliver solutions that are scalable, cost-effective, compliant and aligned with organizational standards.

This Request for Proposals is issued independently of any specific current project or procurement requirement. Rather, it is intended to establish a pool of pre-qualified vendors who may be engaged at IIE's discretion to support future initiatives across the organization.

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. Preferred vendors are not guaranteed any minimum volume of work, and engagement on an as-needed basis across multiple IIE programs and business units.

SECTION 2: RFP CONDITIONS

IIE reserves the right, in its full discretion, 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 based on initial offers received, without discussions or requests for best and final offers.
- Award more than one contract as it deems necessary, appropriate, or otherwise at its option.

Nothing in this RFP is, or should be, relied on by the 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 considering, preparing and/or 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 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. Nothing set forth herein or in this RFP process or thereafter shall be construed as legal advice. Any Offerors shall consult their own, independent legal counsel as needed.

SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS

Proposals submitted in response to this Request for Proposals (RFP) must be complete, clearly structured, and fully responsive to the requirements outlined below. Offerors are expected to present their capabilities in a concise, professional manner appropriate for enterprise-scale web design, web hosting, website maintenance, and related services.

Offerors may include supplemental materials they believe will support the evaluation of their service offerings; however, all required elements must be explicitly addressed. Offerors are strongly encouraged to comply with these instructions and provide complete information to ensure full consideration during the evaluation

All proposal content must represent the Offeror's original work. Any third-party materials, methodologies, or frameworks must be clearly identified and appropriately cited.

1. Letter of transmittal, one page

The proposal must include a Letter of Transmittal that:

- Summarizes the Offeror's understanding of the RFP scope and objectives
- Confirms commitment to deliver services in a timely, secure, and cost-effective manner
- Identifies individuals authorized to represent and contractually bind the organization
- Is signed by an authorized officer, including title and authority
- Demonstrates executive-level engagement and organizational commitment

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 Offeror and relevant experience in the field that illustrates overall services and capabilities to meet the terms of the RFP
- Years of relevant experience in providing web design, web hosting, website maintenance, and related services.
- Any plans to outsource/subcontract the services or any part thereof (and to whom, if known)

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 and relevance to this RFP	(e) Performance period (date and duration)	(f) Cost for the activity	(g) Name & Contact Info (E-mail <u>and</u> phone)
1							
2							
3							

5. Implementation of the Statement of Work

Offerors must provide a comprehensive response aligned with Attachment A, specifically addressing their approach to delivering Web design, Web hosting, website maintenance and related services. Detailed description of the services being offered and any information relevant to meeting the 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, to 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 or value-added services
- Total cost proposed

SECTION 4: TECHNICAL PROPOSAL INSTRUCTIONS

Proposals are expected to be comprehensive and include the information set forth below. Offerors are also invited to submit any additional information or supplemental material they believe will assist IIE in properly evaluating their service offerings. Please ensure that all responses are clearly organized and directly address the requirements outlined in this section.

In summary, the Technical Proposal should address the following areas:

A. General Information

- Market presence and organizational overview
- General information about the organization and services offered relevant to this RFP
- Prior experience delivering web design, web hosting, website maintenance, and related services
- Description of relevant partnerships, alliances, and business relationships (e.g., hosting providers, CMS platforms, cloud providers, accessibility, security, or technology partners)
- Client references for similar web design, web hosting, website support, digital experience, or related engagements demonstrating capabilities relevant to the services described in this RFP.
- Experience delivering AI-enabled websites, intelligent user experiences, and adoption of emerging web technologies.

B. Planning and Technical Approach

- i. Proposed approach to delivering web services.
- ii. Website project management methodology, design process, and hosting approach
- iii. Use of subcontractors or third-party partners, if applicable
- iv. Approach to designing and supporting websites with transactional functionality, secure user access, integrations with enterprise platforms, external systems, payment processors, and identity management solutions.

C. Service Delivery and Support

- i. Website performance monitoring, incident management, reporting, and service level management practices

D. Compliance, Risk, and Controls

- i. Approach to website governance, accessibility compliance, operational controls, and documentation
- ii. Third-party risk management and due diligence processes
- iii. Data security and confidentiality practices

E. Ongoing Support and Continuous Improvement

- i. Approach to corrections, continuous improvement, website optimization, and enhancement of hosting and support services

SECTION 5: 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 6: EVALUATION OF PROPOSALS

Proposals will be evaluated based on responsiveness to the requirements outlined in section 3 and Attachment A.

Criteria	Description	Weight
Financial Stability & Organizational Capability	Financial strength, organizational stability, certifications, compliance posture, and ability to operate as a long-term strategic technology and related services partner.	20
Web Design & Hosting Capability	Demonstrated ability to design, host, maintain, and support secure, scalable, accessible, and user-friendly websites. Evaluation will include technical expertise, design approach, hosting capabilities, security controls, performance optimization, content management solutions, project execution methodology, and ongoing support services.	30
Cost Competitiveness & Pricing Strategy	Transparency and competitiveness of pricing; discounts, cost optimization approach, alternative solutions, and value-added pricing strategies.	15
Website Operations, Maintenance & Support Capability	Ability to provide ongoing website maintenance, hosting management, security monitoring, performance optimization, backup and disaster recovery, accessibility compliance, technical support, and reporting on website performance and service levels.	15
Relevant Experience & Past Performance	Experience delivering similar Web design/Hosting services; strength and relevance of client references.	20
Total		100

IIE reserves the right to:

- Request clarifications or additional information
- Conduct interviews or experience discussions with selected Offerors
- Verify references and past performance
- Negotiate scope, pricing, and terms with one or more Offerors

The evaluation will result in the selection of the Offeror(s) whose proposal(s) are determined to be most advantageous to IIE, considering both qualitative and quantitative factors.

SECTION 7: 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 (IIE) seeks to engage qualified vendors to provide end-to-end **Web Design/ Web Hosting services** and related services.

The selected Offeror(s) shall provide expertise, resources, and services necessary to support the planning, design, implementation, hosting, operation, and continuous improvement of IIE websites and web properties.

Scope of Services

The Offeror shall provide services including, but not limited to, the following:

Website Strategy and Design

- Conduct website planning, stakeholder consultation, requirements analysis, information architecture, and content organization activities.
- Design, redesign, and enhance websites to improve usability, accessibility, navigation, visual consistency, and overall user experience.
- Develop user interface (UI) and user experience (UX) designs that align with IIE branding standards and communication objectives.
- Create design deliverables, including wireframes, prototypes, page layouts, design concepts, style guides, and related documentation.
- Design responsive websites optimized for desktop, tablet, and mobile device accessibility and performance.
- Provide recommendations that support improved website effectiveness, user engagement, content presentation, and accessibility compliance.
- Demonstrate experience designing, implementing, and supporting AI-enabled websites and digital experiences, including but not limited to intelligent search, chat capabilities, personalization, content recommendations, automation, and emerging web technologies. Offerors shall describe their approach to evaluating and adopting new technologies while balancing innovation, security, scalability, maintainability, and organizational objectives.

Web Hosting and Infrastructure Services

- Provide managed web hosting services utilizing secure, scalable, and reliable hosting environments.
- Support and manage website configurations and application-layer components within hosting environments as required. Hosting arrangements may be provided directly by IIE through approved third-party hosting providers or through vendor-recommended hosting solutions. Offerors should demonstrate experience collaborating with hosting providers to support website deployment, maintenance, performance optimization, troubleshooting, and operational continuity.
- IIE may maintain contractual relationships with preferred hosting providers. The selected Offeror(s) may be expected to coordinate directly with such providers regarding website operations, application-layer support, deployments, troubleshooting, maintenance activities, performance optimization, and service issue resolution.
- Support development, testing, staging, and production environments as required.
- Perform website migrations, hosting transitions, deployment activities, and configuration management services.
- Monitor hosting environments to support availability, reliability, performance, and operational continuity.
- Maintain backup, recovery, disaster recovery, and business continuity capabilities appropriate to the hosted environment.

Website Maintenance and Optimization

- Provide ongoing website maintenance, platform administration, content management support, and routine updates.

- Perform technical troubleshooting, issue resolution, platform enhancements, and operational support services.
- Maintain website performance through monitoring, analysis, optimization, and corrective actions, as necessary.
- Provide search engine optimization (SEO), website analytics, reporting, and performance measurement services.
- Deliver recommendations for continuous improvement intended to enhance website functionality, user experience, accessibility, performance, and operational effectiveness.
- Support websites and web applications that include transactional functionality, secure user access, partner portals, online applications, forms processing, financial transactions, complex relational databases, data-driven architectures, and integrations with internal and external systems. This may include solutions that manage transactional, operational, reporting, or program-related data.
- Demonstrate experience integrating websites with enterprise platforms and external services such as customer relationship management (CRM) systems, identity and access management solutions, payment processing platforms, enterprise data services, APIs, and other business applications. Examples may include Microsoft Dynamics, Okta, Stripe, and comparable technologies.

Security, Accessibility, and Compliance

- Implement and maintain application-level security controls and operational practices designed to protect websites, web applications, user information, and associated information assets. Infrastructure-level security responsibilities may be shared with or managed by the applicable hosting provider.
- Support identity and access management, authentication controls, application security, vulnerability remediation, security updates, incident response coordination, and collaboration with hosting providers regarding security-related matters where applicable.
- Protect confidential, proprietary, and sensitive information in accordance with applicable contractual, legal, and regulatory requirements.
- Ensure compliance with applicable accessibility standards, privacy requirements, security obligations, and industry best practices, including familiarity with Section 508 requirements and conformance to Web Content Accessibility Guidelines (WCAG) 2.1 Level AA or successor standards.
- Maintain appropriate safeguards to support the confidentiality, integrity, availability, and resilience of services provided under any resulting agreement.

Service Delivery Expectations

- Provide qualified personnel with demonstrated experience in website design, web hosting, and website support services.
- Maintain effective communication, project coordination, and stakeholder engagement throughout the delivery of services.
- Apply industry-recognized methodologies, standards, and best practices to ensure quality, reliability, and consistency.
- Deliver services and associated work products in a professional, timely, and cost-effective manner.
- Function as a strategic partner to IIE by providing subject matter expertise, recommendations, and guidance that support the ongoing success of IIE's web presence.

The Offeror shall deliver services that promote a secure, accessible, reliable, maintainable, and professionally designed web presence while supporting IIE's operational, informational, and organizational objectives.

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 that 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.

This RFP is intended to establish a pool of preferred vendors and is not associated with a specific project, Offerors are encouraged to provide standard rate cards, service-based pricing models, or representative pricing structures for commonly requested services. Pricing may include standard rate cards, managed service fees, hosting, maintenance, support, and other relevant pricing models.

Item No.	Categories (Example)	Quantity	Unit (hours/days)	Total Price
1	Web Architect			
2	UX/UI Designer			
3	QA/UAT Specialist			
4				
5				
6				
7				
8				
9				
10				

ATTACHMENT C - ADDITIONAL REQUIREMENTS

Third-Party IT Risk Management Process (TPRM)

An **IT Security Questionnaire** is required prior to signing a contract if the vendor will process IIE proprietary data or Personal Data according to GDPR's definition on behalf of IIE or connect to IIE's network.

- Vendors who can furnish evidence of an **ISO 27001 Certification** are asked to attach such documentation and to provide their up-to-date **System and Organization Controls (SOC) 2 Type 2 Attestation**.
- Vendors who cannot furnish IIE with ISO 27001 Certification evidence will be asked to provide a **SOC 2 Type 2 attestation** and complete a **security assessment that is mapped to the National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)**. NIST is a guidance, based on existing standards, guidelines, and practices for organizations to manage better 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 your organization does not wish to complete this request using the automated OneTrust platform, please visit the "Welcome" screen of the IT Security Questionnaire (using the emailed link from OneTrust) and click "*Complete Offline Using Excel*" to download the **Excel** version of the NIST CSF assessment. Please make sure to upload the completed file to OneTrust using the same path and **submit**.

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.