



November 1, 2017

Request for Proposal to Operate the APBS Website

Background

The Association for Positive Behavior Support (APBS) has operated an organizational website through a variety of contracts since 2005. Historically APBS has relied on volunteer work and additional contributions and in-kind resource leveraging in order to accomplish the many tasks associated with the daily operations of the Association. This history included operation of the APBS website, which has been supported through external contracts with various universities. The contract amounts awarded have increased gradually across years. The current contract runs from April 1, 2018 – March 31, 2019.

Structure and Size of the Projected Award

Given the nature of operating a dynamic website, proposals should be written to cover a three year window of time commencing in year one of the awarded contract (April 1, 2019 – March 31, 2020) and ending with the final contracted year (April 1, 2021 - March 31, 2022). The size of the award will be for \$57,000.00 per year over three years (total = \$171,000.00 over three years). The awarded entity will enter in to an annual contract with APBS that is consistent with the language in the funded proposal. Contract renewal from year to year within the awarded time frame will be contingent upon the satisfaction and needs of APBS. It is the intent of APBS to put forth a similar RFP prospectively with the timing of said RFP to facilitate website operations. The funded entity may re-apply for additional 3 year funding cycles in response to any/all RFPs issued by APBS.

Scope of Work Expected by APBS

- 1) Ongoing support and consultation regarding operation of apbs.org website operation (projected 30-40 hours per week).
- 2) Website edits related to modified or new policies (projected at 5-10 hours per week).
- 3) Video support, management, and coordination (Vimeo and web access).
- 4) Self-management systems training for general website content and network pages.
- 5) Continued loading of new content requests and support with self-management process as needed (projected at 5 - 10 hours per week).
- 6) Comprehensive evaluation of utilization of website and network pages.
- 7) Development of workflow for general website and network updates.
- 8) Webinar support (Processing video for posting projected 5 – 10 webinars per year).
- 9) Social Media (Facebook and Twitter) support, including weekly posts and increased



November 1, 2017

video posts.

- 10) Continued support of conference media system.
- 11) Preparation for and onsite support for the APBS conference projected at 100 hours for the annual conference (e.g. presentation and poster session to highlight website functionality and stimulate growth).
- 12) Complete annual design (approved by APBS) of conference page (15-20 pages of content), including graphics and visuals.
- 13) Implementation of Network support plan based on guidance from APBS.
- 14) Ongoing support of Network infrastructure and collaboration (monthly meetings of Network leaders with webinars every other month on Network topics).
- 15) Coordinate and facilitate Website Committee (take and distribute monthly meeting minutes).
- 16) Development of "Marketing" and "How to" video(s) for current and potential new networks (projected 4 videos per year).
- 17) Management, interpretation and reporting of Google Analytics data for apbs.org.
- 18) Management of Website Hosting account, including domain names, subdomains, and secure sockets layer (SSL) certificates. File service request tickets with web hosting provider as necessary.
- 19) Management of Drupal content management system codebase, including security-critical updates to core code and modules (requires experience with sftp and/orssh).
- 20) Site management of apbs.org database, including daily data backups and maintenance.
- 21) Promote accessibility based on Section 508 of the Rehabilitation Act of 1973.
- 22) Coordination and Communication with APBS contacts, Committees, Workgroup.
- 23) Expansion of Site Content, Design Options, and Resources available
- 24) Compliance with General Data Protection Regulations (GDPR)

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Required Technical Proficiencies

- 1) Solid knowledge of HTML, CSS and JavaScript / jQuery.
- 2) The ability to use image and video editing software.
- 3) Familiarity with the PHP programming language.
- 4) Familiarity with the Drupal content management system.
- 5) The ability to perform maintenance and back-ups on MySQL databases.



November 1, 2017

- 6) Knowledge of the Google Analytics platform.
- 7) Experience working with the file-transfer protocol (FTP), secure shell (SSH), and cPanel.
- 8) Knowledge of Section 508 Accessibility Standards (<https://www.section508.gov>)
- 9) A knowledge of responsive website designs and frameworks (i.e. Angular 2, Ruby on Rails) is preferred.

Requirements for the Proposal

The proposal must include the following:

- 1) Cover letter from the proposing entity with relevant contact information for the designated Contracted Entity Leader (Principal Investigator)
- 2) A narrative in twelve point font, single spaced that describes the following:
 - Description of organization submitting the proposal and the organization's capacity to implement the proposal to operate the APBS website
 - Proposed Goals and Implementation Plan
 - Management Structure for Website Operation
 - Listing of Main Deliverables
 - Innovations Included in the Proposal
 - Evaluation Plan
 - Annual Budget for Year One (April 1, 2019 – March 31, 2020)
 - Proposed Budget
 - Budget Justification
- 3) An organizational chart that reflects the management structure for website operation
- 4) A table that clearly depicts plans to address the required functions and subsequent activities by staff employed/contracted by the entity.

Submission of the Proposal

This RFP does not obligate APBS to award a contract or complete the project, and APBS reserves the right to cancel the solicitation if it is considered to be in its best interest. All costs incurred in responding to this RFP will be borne by the responder. Responders' questions regarding this RFP must be submitted electronically to Gretchen Hess via e-mail to gretchen.hess@apbs.org . Proposals are due to be received by 4:00 P.M. EST on Tuesday, November 20, 2018. Proposals should be submitted electronically to Gretchen Hess via e-mail at gretchen.hess@apbs.org .

Review Process

An Evaluation Team will be identified by APBS. APBS reserves the right to alter the composition of the Evaluation Team and their specific responsibilities. The following point scale will be used during the evaluation process:



November 1, 2017

Component	Possible Points
Description of organization submitting the proposal and the organization's capacity to implement the proposal to operate the APBS website	10 Points
Proposed Goals and Implementation Plan	15 Points
Description of Management Structure for Website Operation including: 1) An organizational chart that reflects the management structure for website operation and 2) A table that clearly depicts plans to address the required functions and subsequent activities by staff employed/contracted by the entity.	25 Points
Listing of Main Deliverables	10 Points
Assurances of Required Technical Competencies	10 Points
Innovations Included in the Proposal	10 Points
Evaluation Plan	10 Points
Annual Budget for Year One (April 1, 2019 – March 31, 2020) including: 1) Proposed Budget and 2) Budget Justification.	10 Points
Total Score across all Components	100 Points



November 1, 2017

Following review of the proposal, the following component rating multiplying factor (formula) will be employed:

Component Rating	Point Factor
Excellent	1.0
Good	0.75
Satisfactory	0.5
Poor	0.25
Unacceptable	0.0

The Evaluation Team, based on the results of the evaluation process, will make its recommendation to the Executive Committee of APBS. The successful responder, if any, will be selected approximately 6 weeks after the submission due date.