

Request for Proposal - Brief

RFP: TXAEYC – Website Redesign	Proposal Due: By 5:00 pm CT on August 10, 2022	TXAEYC – Texas Association for the Education of Young Children
<p>Project Overview:</p> <p>TXAEYC seeks a vendor to create a user-friendly website that provides detailed information about our programs and services built on a platform through which we are easily able to add or modify content. Visitors to our site should be able to navigate to their end destination easily and retrieve valuable information by utilizing website navigation tools and an intuitive site structure. Qualified vendors must have extensive experience in designing websites for similar organizations using best design practices resulting in optimal user experience.</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> • Create a redesigned website that leverages the latest best practices in design, SEO, and performance optimization. • Increase visitors' abilities to easily locate information and resources quickly and intuitively • Provide TXAEYC access to easy-to-use tools for future site optimization and content updates 		
<p>Scope of Work - Brief:</p> <p>TXAEYC faces many challenges regarding our current website design and user experience, both front-facing and behind-the-scenes.</p> <p>This project will result in a fully redesigned website that enhances user experience (front-end and back-end) using best design practices and the adoption of new tools and processes, increasing the utilization of TXAEYC programs and services.</p>		
<p>Current Roadblocks and Barriers to Success</p> <ul style="list-style-type: none"> • Our DNS, IP routing, hosting settings, and FTP access are handled by a third-party IT firm (Potential Roadblock) • We are unsure if our current CMS will create issues with the domain transfer process. (Potential Roadblock) • We need our old site up while work is being done on the new one (Potential Roadblock) • Multiple feedback loops may be necessary throughout the process (Roadblock) • Potential delay in feedback response due to workload on TXAEYC's end (Roadblock) 		

Eligible Bidders Nonprofit or for-profit organizations with experience in website design and creative services.		
Evaluation Criteria <ul style="list-style-type: none"> • Previous website design experience/past performance history • Samples and/or case studies from previous projects • Experience and technical expertise • Projected costs 		
Submission Requirements <ul style="list-style-type: none"> • Proposals must be sent in by 5:00 pm CT on August 10, 2022. • Proposals should not be more than 20 pages. • Include samples and references with your proposal. • A proposed schedule must also be included and clearly expressed. 		
Project Due: November 30, 2022		Budget: \$25,000
Contact: Joel Abreu	Email: joel@texasaeyc.org	Phone #: 9403912190

Request For Proposal (RFP)

**Website Redesign/Renovation
Texas Association for the Education of Young Children
PROPOSALS DUE BY: August 10, 2022**

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Organization Background

Founded in 1966, the Texas Association for the Education of Young Children (TXAEYC) is a professional membership association that works to increase access to high-quality early childhood education and to advance a diverse, well-prepared, and well-compensated early childhood profession. With nearly 3,000 members and 15 local chapters, TXAEYC is the largest membership organization in the state of Texas for early childhood professionals and is committed to providing programs and services that equitably meet the needs of young children, their families, and early childhood professionals. We are an affiliate of the National Association for the Education of Young Children, the Southern Early Childhood Association, and the Associate Degree Early Childhood Teacher Educators.

TXAEYC operates multiple programs aimed at supporting early learning programs and the professionals working within those programs.

- **T.E.A.C.H. Early Childhood® Texas program** provides comprehensive scholarship opportunities statewide for early childhood professionals to earn credentials, and associate and bachelor's degrees. The T.E.A.C.H. program has been operating in Texas since 2011 and has helped over 200 early childhood professionals earn credentials and complete courses toward a degree.
- **Retention and Advancement Incentives to Support Educators (RAISE)** aims to increase the retention of early childhood educators by providing quarterly retention awards. Retention of early childhood professionals is a historical challenge largely attributed to low wages. RAISE provides quarterly retention awards directly to early childhood professionals based on their level of education and years of experience, making a career in early childhood education a viable economic option.
- **Texas Healthy Building Blocks** supports early childhood programs in adopting evidence-based childhood obesity prevention practices and provides recognition to programs when their practices meet best practice indicators.
- **Outdoor Learning Environment (OLE!) Texas** is a statewide initiative that promotes healthful, nature-based outdoor learning spaces at early childcare and education (ECE) programs. A healthful outdoor learning environment helps young children be more physically active while they play, discover, and connect with nature. TXAEYC supports the OLE! Texas statewide initiative by facilitating the Outdoor Learning Environment ECE Network and administering the Outdoor Learning Environment Quality Seal program.
- **Books Beginning at Birth** is a statewide program that provides young children, birth to age 4, and their families access to books and resources to support the development of early literacy skills and foster a love of reading. All families can access an open library of hundreds of high-quality digital children's books accompanied by videos and at-home literacy activities. Young children residing in opportunity zones are eligible to receive free print books sent to their homes or through a partner site in their community.
- **Planning for Individualized Instruction** provides eligible child care programs access to free assessment, curriculum, and professional development to support educators' abilities to utilize assessment data to plan targeted instruction.
- TXAEYC is launching a **Shared Services Alliance** in Fall 2022 which will provide child care centers with access to affordable employer-sponsored benefits such as medical, dental, and vision insurance. Alliance members will receive business coaching

and HR support, in addition to access to benefits for their employees, all aimed at increasing the retention and compensation of early childhood educators.

- TXAEYC supports the professional development of early childhood professionals through our **Annual Conference** and **Training Opportunities** that are offered throughout the year. Additionally, many of our Chapters provide conference and training opportunities in their local communities.

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until August 10, 2022, at 5:00 pm CT. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal. Proposals may be submitted via email to joel@texasaeyc.org.

If the individual/organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal.

Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon the selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Texas Association for the Education of Young Children and will include scope, budget, schedule, and other necessary items about the project.

Project Overview

TXAEYC seeks a vendor to create a user-friendly website that provides detailed information about our programs and services built on a platform through which we are easily able to add or modify content. Visitors to our site should be able to navigate to their end destination easily and retrieve valuable information by utilizing website navigation tools and an intuitive site structure. Qualified vendors must have extensive experience in designing websites for similar organizations using best design practices resulting in optimal user experience.

Project Goals

The goals of this project include:

- Create a redesigned website that leverages the latest best practices in design, SEO, and performance optimization

- Increase visitors' abilities to easily locate information and resources quickly and intuitively
- Provide TXAEYC access to easy-to-use tools for future site optimization and content updates

Scope of Work

Our current site poses many challenges for TXAEYC, its members, staff, and interested parties. These include:

- Confusing navigation and outdated website design
- Cumbersome CMS with a buggy interface and poor user experience
- Restricted access to website maintenance, file access, and optimization tools (i.e. FTP server, theme editing, backend HTML/CSS access, plugins)
- Lack of SEO optimization tools
- Unclear "call to action" and next steps for website users
- Lack of unified structure for website copy and program pages
- Difficult to use CMS and website design tools
- Hard to reach support
- Frequent slowdowns and server downtime
- Lack of security
- Unoptimized mobile layout and design

With this project, we are seeking solutions and assistance in tackling the above challenges through:

- Transfer of domain to a reliable hosting service
- A complete redesign of our site
- Utilization of a more user-friendly, dependable, and accessible CMS suite (WordPress)
- Access to an FTP server (cPanel)
- Access to SEO tools
- A complete audit of our site to "weed out" dead pages or links
- Establishing guidelines and requirements for sub-page content (Program, Event pages)
- Developing search tools to aid users in their "customer journey"

The finished website must:

- Allow TXAEYC to easily manipulate the layout and content to allow for changes in the dynamic environment in which we work where things are constantly changing.
- Be aesthetically pleasing, simple for users to navigate, and provide descriptions of all TXAEYC services/programs, along with these additional features:
 - Calendar of events with filter features
 - Job postings
 - Blog

- Resource library
- Online payment options for services and materials
- Video vignettes
- Have a functional login system for members only, including the possibility of electronic voting
- A tool helps visitors identify programs they may be eligible for via a questionnaire
- A tool that allows users to locate the nearest chapter via location services
- Allow users to submit their contact information to be added to our list of potential members to receive regular updates and new developments
- Secure against intrusion
- Designed with consistency across all pages/sections of the website in a design theme that fits the targeted market segment(s)
- Able to migrate current web content & files to the new website
- Developed with the ability to easily change/modify the content with little effort
- Available in English & Spanish
- Optimized for mobile use and compatible with most mobile devices and operating systems.

Additionally:

- All software and licensing requirements should be included as part of this project
- The site should be searchable with keyword searches based on on-site content
- Prominent display of TXAEYC logo, company mission, vision, and strategy throughout all pages of the website is required
- The site should be compatible with all current web browsing technology and easily upgradeable
- You must have the ability to work closely with TXAEYC staff on the coordination of project tasks and resources
- A complete testing process on web site and database to ensure functionality is required

Proposal Deadline

All proposals in response to this RFP are due no later than 5:00 pm CT on August 10, 2022. If additional information or discussions are needed with any bidders during this time frame, the bidder(s) will be notified.

The selection decision for the winning bidder will be made by the close of business on August 31st.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Notifications to bidders who were not selected will be completed by August 31st.

Questions about this RFP should be submitted via email to joel@texasaeyc.org by August 9th. A prompt response to any questions will be provided.

Target Deliverable Schedule

Final Project Due: November 30, 2022

The expected project completion date is November 30, 2022. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

Existing Roadblocks or Technical Issues

- Our DNS, IP routing, hosting settings, and FTP access are handled by a third-party IT firm (Potential roadblock)
- We are unsure with our current CMS will create issues with the domain transfer process (Potential roadblock)
- We need our old site up while work is being done on the new one (Potential roadblock)
- Multiple feedback loops may be necessary throughout the process (Roadblock)
- Potential delay in feedback response due to workload on TXAEYC's end (Roadblock)

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be divided as either one-time/non-recurring costs (NRC) or recurring costs (RC) for ongoing website support/services performed for the organization. Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning - NRC

Site Development - NRC

Site Testing - NRC

Site Deployment - NRC

Site Ongoing Support/Services - RC

NOTE: All costs and fees must be clearly described in each proposal.

Evaluation Metrics

TXAEYC will evaluate bidders and proposals based on the following criteria:

- Previous website design experience/past performance history
 - Bidders will be evaluated on examples of their work pertaining to website design and development
- Experience with WordPress, HTML, CSS, JavaScript, and MySQL usage
- Samples and/or case studies from previous projects
 - Bidders will be required to provide examples of previous work
- Projected costs
 - Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

- Experience and technical expertise
 - Bidders must provide descriptions and documentation of staff technical expertise and experience

The following rubric will be used:

#	Criteria	Scoring Range
1	Bidder's capacity, qualifications, and experience	
1.1	Evaluate and provide a score on the bidder's key staffing profile that will be responsible for the performance of the services requested	1-10
1.2	Evaluate and provide a score on the bidder's previous experience and provided examples of work	1-10
1.3	Evaluate and provide a score on the bidder's experience and know-how with key website design concepts, languages, and tools	1-10
Subtotal		3-30
2	Quality of project proposal	
2.1	Evaluate and provide a score on the extent the bidder's proposal provides an effective overview of the respondent's approach to meeting the requirements contained in the scope of work	1-10
2.2	Evaluate and provide a score on the extent the bidder's understanding and technical experience are demonstrated within the proposal	1-10
2.3	Evaluate and provide a score on the extent to which the bidder has followed the requirements highlighted within the "RFP Requirements section"	1-10
Subtotal		3-30
3	Proposed budget and justification, cost-effectiveness	
3.1	Evaluate and provide a score on the extent to which the bidder's proposed budget for their solution(s) aligns with the scope of this project	1-10
Subtotal		1-10
Total		7-70

RFP Requirements

Proposals must be no more than 20 pages and include the following:

- Executive Summary (1 page)
- Description/examples of previous projects of similar scope and lessons learned from prior experience that apply to this project, including foreseeable challenges and solutions related to this project. If available, provide testimonials or metrics that demonstrate successful past projects
- Explain your process of working with clients and how you manage the process for providing final deliverables

- Describe your process for communicating with clients, incorporating client feedback, and ensuring that project deadlines are met
- Describe your agency's process for creating designs based on best practices and optimized user experience

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Proposals must be sent in by 5:00 pm CT on August 10, 2022
- Include samples and references with your proposal
- Proposals should not be more than 20 pages. Failure to comply with this guideline will result in an automatic rejection
- A proposed schedule must also be included and clearly expressed

What We're Looking for in Potential Vendors

An ideal vendor for TXAEYC must be communicative, highly experienced, organized, and readily available when needed. Frequent check-in meetings must be something the vendor is willing to participate in. The vendor would need to be willing to receive detailed feedback and adaptable to possible pivots in design choices.

We are ideally looking for contractors with previous non-profit/for-profit clientele and successful projects.

Contact Information

For questions or concerns connected to this RFP, please reach out to Joel Abreu at Joel@texasaeyc.org