Request for Proposals
Website redesign and implementation

Association of University Centers on Disabilities (AUCD)
1100 Wayne Avenue, Suite 1000
Silver Spring, MD 20910

Quick Facts About the RFP

Proposal deadline: Wednesday, January 4, 2023
Website launch: Fall/Winter 2023

AUCD Project Team

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This RFP aims to provide a fair evaluation for all candidates and provide candidates with the criteria against which they will be judged.

Overview of AUCD

*AUCD is the essential conduit between University centers pursuing research with the disability community and the federal or state legislators that use this research to create a policy that supports an equitable quality of life for those with a disability.*

The Association of University Centers on Disabilities is a membership organization comprised of university-based interdisciplinary programs instituted after the Community Mental Health Act of 1963. AUCD represents three types of research centers that can be found across the United States:

- University Centers for Excellence in Developmental Disabilities Education, Research, and Service (UCEDD), which are funded by the Office on Intellectual Developmental Disabilities (OIDD).
- Leadership Education in Neurodevelopmental and Related Disabilities (LEND) programs which are funded by the Maternal and Child Health Bureau (MCHB).
- Intellectual and Developmental Disabilities Research Centers (IDDRC) which are funded mainly by the National Institute for Child and Development (NICHD).
Our organization supports our network of members by helping them secure federal and state funding, sharing their research with policymakers and the workforce, and creating collaborative opportunities to work with other research centers. (add training trainees?)

This data is only as good as the real-world policy it can inform, which is why AUCD focuses on educating federal and state legislators to ensure they are up to date with the latest research when creating policies that impact the disability community.

We support the research that informs policy creation and workforce development with the end goal of creating an equitable future for the disability community.

**Project Overview**

AUCD seeks to identify a vendor qualified to design and develop the [www.aucd.org](http://www.aucd.org) platform. AUCD also seeks an ongoing partner to manage the entire scoping through launch and an additional roadmap of features for an extended period after launch.

Building the AUCD platform will include redesigning online AUCD properties/ websites and developing the Content Management System (CMS) that allows staff to distribute content through multiple websites that share one domain name.

We are looking for a team with demonstrated experience managing large design and development projects.

**Overview of Current System**

The AUCD owns proprietary software for multiple websites and CMS.

**Current Online Properties Overview**

a. AUCD Main website
c. UCEDD Resource Center: [www.aucd.org/urc/](http://www.aucd.org/urc/)
d. Emerging Leaders Community: [https://www.aucd.org/emergingleaders/home](https://www.aucd.org/emergingleaders/home)
e. AUCD Conference: [www.aucd.org/conference/](http://www.aucd.org/conference/)
f. Public Health is for Everyone [https://www.phetoolkit.org/](https://www.phetoolkit.org/)
g. AUCD for All Gala: [https://aucd4all.org/](https://aucd4all.org/)
h. AUCD Annual Reports
i. National Center on Disability in Public Health: [https://nationalcenterdph.org/](https://nationalcenterdph.org/)
**Current IT Environment Overview**

- Self-hosted traditional CMS
- Windows
- ColdFusion
- Existing CMC include tools that manage integration with other services

**Project Goals**

In re-thinking, redesigning, and re-launching the AUCD platform, we need to:

- Build fast, modern, and scalable cloud application on the Microsoft cloud platform.
- Raise AUCD's profile and increase brand recognition
- Optimize user experiences for mobile devices
- Significantly improve visitor engagement by increasing time spent on site
- Increase e-newsletter signups, donations, and downloads
- Modernization of CMS by replacing ColdFusion with .NET.
- CMS to have good architecture and contain a set of features & functionalities that help efficiently and economically manage content by the AUCD team and minimize the need for development team support.
- Platform integration with the different environments (ColdFusion.)

**Scope of Work**

The next version of our platform represents a significant milestone for our organization. We recently wrapped up a branding project with a DC-based marketing firm. We identified our key audiences through focus groups and interviews and sharpened our voice and positioning statement. We want to take what we have learned from this process and use it to re-imagine our website and create an accessible, user-friendly design that meets the needs of our members, policymakers, partners, and others.

With this vision in mind, we need to upgrade our platform to accommodate our work's diversity better. As www.aucd.org serves as the primary face of our organization, it must reflect our mission and brand, and we will also re-envision how we present and promote ourselves through the site.

We expect the AUCD platform to be a modern non-profit association website with solutions for our third-party services and custom integration to the AUCD proprietary reporting database.

Some of the current websites will be merged into the new one, while some will remain separate per federal contract regulations.

*Subsites remaining separate and keeping the same design (Federally-funded sites)*
- UCEDD Resource Center: www.aucd.org/urc/
- Emerging Leaders Community: https://www.aucd.org/emergingleaders/home
- Public Health is for Everyone: https://www.phetoolkit.org

In the current platform – needs a new design

- AUCD Conference: www.aucd.org/conference/

Stand alone sites that needs merged into the new platform

- National Center on Disability in Public Health: https://nationalcenterdph.org/

Stand alone sites that doesn’t need a new design – links into new platform (for discovery purposes)

- AUCD for All Gala: https://aucd4all.org/
- Annual Report site: https://aucdannualreport.org

Content Management System must have, but is not limited to, the following functionalities:

- a. Creating and editing content (easily create, edit, publish, disseminate, and find content)
- b. User and role-based administration (control over who can access content and features)
- c. Security (authentication mechanisms)
- d. Workflows (track the details of the content from authoring, editing, and approval to publication)
- e. Flexibility, scalability, and performance (scalable enough to grow, supporting APIs)
- f. Embedded content (subscription forms etc.; through the CSM or build-in to the page)
- g. Integrated with popular social media platforms (Facebook, Twitter, and Instagram)

Required Skills

- Proven records of delivery on time and within budget
- Experience using the .NET framework to develop web application
- Experience designing for Web accessibility
- Experience designing responsive web design (website adjusts smoothly to various screen sizes)
- Knowledge of HTML/CSS;
- Proven knowledge and expert use of ARIA (Accessible Rich Internet Applications)
- Experience and expertise in the following technologies: ColdFusion, SQL/MySql

AUCD’s Audiences

The Member
They either work at a UCEDD, LEND, or IDDRC and are deeply familiar with AUCD, its value propositions, and the network it has cultivated over the decades with the disability community and the various research groups that support it. They may or may not have a disability, but they are deeply initiated into the community from an academic standpoint.

**The Policy Maker**
Whether it's state or federal law, this policy wonk is heavily involved in creating laws, regulations, and funding that directly impact the disability community. They may not be well-versed in the community's needs, which is why they seek qualified representatives to serve as experts in policy creation and how to properly allocate grants or funds to best serve the disability community.

**The Community Advocate**
They advocate and champion the disability community and have a disability themselves. They are advocates for their rights and the rights of people who face similar systemic barriers and marginalization. They understand the general landscape of organizations that support and advocate for their community but are unfamiliar with leaders in disability-related research, including AUCD.

**The Supporter**
They have a close connection to a person with a disability, likely a friend or family member. They support causes for the disability community with their voices and wallet but are unfamiliar with the vast landscape of organizations that support this community. They're ready and willing to learn more and lend their support.

**AUCD Staff**
They are designated staff members who will be managing online content using CMS. They will spend time creating, entering, and formatting the content with minimal technical knowledge.

**Proposal Submission Guidelines**
Proposals are due by Wednesday, January 4, 2023, 5:00 p.m. ET.

**Schedule and Process**

<table>
<thead>
<tr>
<th>Date</th>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 9, 2022</td>
<td>RFP issued</td>
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<tr>
<td>December 22, 2022</td>
<td>Notify AUCD of intent to bid</td>
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<tr>
<td>January 4, 2022</td>
<td>Proposal submission deadline (received electronically)</td>
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<tr>
<td>January 18, 2022</td>
<td>Finalist selection and notification to vendors</td>
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<tr>
<td>January 24 – February 3</td>
<td>Vendor finalist presentations to the AUCD team</td>
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<tr>
<td>February 10, 2023</td>
<td>Final vendor selected</td>
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<tr>
<td>March 1, 2023</td>
<td>Targeted project start date</td>
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<tr>
<td>Fall/Winter 2023</td>
<td>Website launch</td>
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Proposal Guidelines and Requirements

In order to evaluate vendors, the following should be included in proposals:

1. **Company background/history**
   a. Overview of experience, services, and capabilities lined up with the required skills for the project
   b. Contact information

2. **Vendors proposed solution**
   a. Basic summary of the solution
   b. Availability/Timeline

3. **Proposed budget**
   a. List of deliverables
   i. CMS
   ii. Design Integration
   iii. Setting up and services
   b. An estimated cost for hosting a website in the cloud in the first year

4. **References**
   a. Examples of previous work specifically relevant to this project
   b. Client references will be requested from finalists

Contact Information

For more information about this RFP and to submit a proposal, please contact:

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