National Network of Public Health Institutes

RESPONSES to QUESTIONS
REGARDING REQUEST FOR PROPOSAL(S)
Part One: NNPHI Website
Part Two: NNPHI Web-Based Portal

Applications due January 5th, 2015

General Questions

Is an extension to the January 5th due date possible? *No, NNPHI must receive responses by January 5th. Recognizing the due date is soon after the holidays, NNPHI will understand if some organizations have limited responses to certain portions of the request for proposals.*

Are there any important dates that the proposed solution must meet? *NNPHI seeks to complete its website overhaul (Part One) in calendar year 2015. The Portal (Part Two) will be a multi-year project. NNPHI anticipates some components of the Portal will be completed in calendar year 2015. Beyond that, NNPHI is flexible in terms of dates/deadlines.*

If an organization is responding to both parts of the solicitation, will NNPHI accept a proposal that combines technical and budget for both or must the offer or submit a separate technical and budget for each? *NNPHI requests a separate technical proposal and budget for each of the two parts.*

What is your anticipated budget allocation for each project? *NNPHI anticipates the website will be a project taking a year or less, ideally within a budget range of $15,000 to $20,000 (Part One), but NNPHI will consider proposals below or above this budget range. NNPHI anticipates the Portal (Part Two) will be a multi-year project. For the initial year of the Portal (Part Two), NNPHI anticipates a budget range of $25,000 to $50,000. NNPHI reserves the right to allocate more or less budget to these projects dependent on proposals received and availability of funding.*

What are the capabilities of your internal team? *NNPHI's team includes a President/CEO, Chief Strategy Officer, Communications Strategist, Associate Director for Member Services, and other staff colleagues. NNPHI's internal team has experience in website design, user experience, content development, and content strategy.* **Who are the key stakeholders that must be involved in the design and decision making process? Who will be responsible for discovery/research, information architecture, content strategy, visual design, and development? What are the titles or roles of the stakeholders/decision makers in this process?** *NNPHI's Communications Strategist will serve in a leadership role and as a single point of contact for the organizations/firms NNPHI selects. NNPHI anticipates small committees including NNPHI staff, NNPHI member organizations, and public health training centers will provide feedback and input into decision-making regarding the website and portal, but the NNPHI Communications Strategist will make final decisions. Discovery/research will be a shared responsibility between NNPHI and the vendor; information architecture will be the responsibility of the vendor, content strategy will be a shared responsibility between NNPHI and the vendor; visual design will be responsibility of the vendor (with feedback/approval provided by NNPHI); development will be the responsibility of the vendor.* **Regarding content and data migration, how big of a team can vendors expect**? *NNPHI anticipates vendors can expect a team of several NNPHI staff and interns to assist with content and data migration.* **Will NNPHI be responsible for developing any new content that is required for the new site and/or updating content to reflect the new experience?** *Yes, NNPHI will develop new content for the new website, following consultation with the vendor. For example, NNPHI expects one component of this new content will be developing more concise descriptions of NNPHI reports and NNPHI programs.*

What is your preferred technology stack (e.g. IIS and .Net vs. Apache and PHP)? *At the present time, NNPHI does not have a preferred technology stack. As vendors propose one technology stack over another, NNPHI requests that vendors highlight the interoperability opportunities for the proposed technology stack.*

Do any of the stakeholders have concerns with open source software? *NNPHI and its stakeholders do not have a preference for/against open source software. NNPHI is open to all options, and will be considering total cost of development and ownership. NNPHI is also interested in portability of content in future years (hence the preference for an industry-standard CMS for the website).*

Are there any privacy or security concerns? *NNPHI has limited concerns about privacy/security for nnphi.org but many concerns for the Portal. Several organizations NNPHI serves may not be able to use dropbox.com or google drive for collaborative work due to their host organization's privacy and security regulations. So, whatever technology solutions vendors propose for the Portal will need to be vetted with a group of public health institutes and public health training centers.*

Have you conducted audience research (e.g. user personas) that you're willing to share with us? If no audience research has been conducted, is that within the scope or expectation of these projects? *NNPHI has not conducted audience research (yet) for the forthcoming website redesign. NNPHI anticipates a limited amount of audience research with NNPHI member organizations and/or regional public health training centers will be within the scope of these projects.*

How much of the current website content and functionality are you looking to retain? *NNPHI is expecting a major overhaul of website content and functionality. NNPHI has not yet conducted an audit to determine how much content will need to be transitioned to the new site. NNPHI is not tied to maintaining all the current functionality on the website (e.g., events calendar, eCatalog, etc).*

Is there an incumbent vendor? *The Louisiana Public Health Institute developed NNPHI's existing website. NNPHI reiterates this is an open opportunity.*

The level of integration with the internal systems is not clear, can you elaborate? *NNPHI is not able to elaborate more specifically, at this time, other than to say that NNPHI has a preference for organizations/firms with capacity to leverage opportunities to integrate with existing systems NNPHI is using such as ConstantContact, salesforce.com, etc.*

Do you expect search to be as detailed as searching the contents within a PDF or other documents (complex) or are these high level searches of document titles and descriptions (simpler)? *NNPHI prefers content search options which allow for complex search as opposed to searches limited to titles or tags.*

Please provide further clarification on "…provide regular and frequent updates throughout the entirety of this project". *NNPHI anticipates at least monthly check-in meetings with selected vendors regarding progress on the project. It is possible that during the kick-off phase more frequent updates (e.g., weekly) will be necessary.*

Will you award partial work to a firm that has bid on both the website and the portal? *NNPHI reserves the right to propose partial work to a firm based on elements of the proposal submitted.*

Are you looking for a design plan or do you expect design mock ups to be delivered with this RFP response? *NNPHI is seeking a design plan from vendors highlighting how they would approach the work, and does not require a full design of the website or portal. As noted in the RFP, NNPHI would appreciate references to past websites/portal as examples of work. If organizations/firms have early ideas*

regarding possible designs, NNPHI is open to receiving those ideas (whether as narrative or as mock-ups).

Questions specifically regarding NNPHI Website

Is an industry-standard CMS an absolute 100% requirement to apply for Part 1? *Yes, NNPHI is seeking an industry-standard CMS.*

What is NNPHI's current website platform and technical stack? *NNPHI's current website platform is the Apostrophe, an open source CMS. While this platform has served NNPHI well over the past few years, it has limitations. As noted in the RFP, NNPHI would be interested in transitioning to one of the leading CMS options in this next iteration of www.nnphi.org.*

Do you expect the awarded firm to provide hosting as part of their core services or will they be able to partner with a 3rd party hosting provider? *NNPHI welcomes firms responding to this RFP to provide hosting directly or partner with a 3ʳᵈ party hosting provider. If proposing a 3ʳᵈ party, please note the firm/organization and cost implications for NNPHI.*

Which social media apps do you plan to interface? Is that simply social media icons and links to your social media profiles or are you wanting your social media posts to appear somewhere within the site, like a twitter feed or Facebook feed plugin? *NNPHI is currently using Twitter and LinkedIn, and has its twitter feed on the nnphi.org homepage. NNPHI does not have a specific social media integration in mind, but will work with the selected vendor to determine best options for use of social media throughout the site.*

Is web analytics configuration and reporting in scope? *Yes. NNPHI currently uses GoogleAnalytics and is interested in organizations' experience with that platform as well as other capabilities within CMS or using 3ʳᵈ party platforms.*

Can any recent analytics reports from the NNPHI website be shared? *NNPHI intends to share analytics with the organizations/firms selected. For reference, in calendar year 2014 to date, GoogleAnalytics indicates nnphi.org has received over 50,000 sessions, over 35,000 users, and over 125,000 page views. Historically, the most visited pages have included funding opportunities, career opportunities, and a variety of programmatic pages.*

How far are we to adopt 508 compliance. Strict? Loose? Transitional? Is it valid to redirect a "screen-reader user" to a separate non-styled site for accessibility purposes? Which testing or evaluation tool will they be using (or that we are expected to comply with) in order to validate that the site is 508 compliant? *Given that federal funding partially supports NNPHI's website, NNPHI is interested in whatever solution is chosen being 508 compliant. NNPHI has not yet determined a tool that will be used to test compliance. At present time, NNPHI does not know if redirecting to another site is an acceptable solution. NNPHI will work collaboratively with the vendor to assure 508 compliance but at this point is interested in learning about organization/firms experience developing 508 compliant websites.*

What are the expectations for the microsite? *NNPHI anticipates the microsite for NCCPHT (and possibly other microsites in the future) will be a sub-section of the NNPHI.org site, but also be able to stand*

independently. NNPHI anticipates the microsites will share the same site layout/design, but be branded for NCCPTH or other major NNPHI programs/initiatives. At this time NNPHI is not able to predict the volume of content for the microsite, but is most interested in learning about firms/organizations experience and/or capacity building out websites for organizations that have needs for such microsites.

What is your expectation of "mobile-friendly" means to you (e.g. responsive design or mobile-only)? *NNPHI's current website could be more mobile-friendly. At bare minimum, NNPHI would like the new website to be a more responsive design. NNPHI is open to proposals suggesting a mobile-only site with limited but impressive/elegant functionality for mobile devices.*

There is a login currently on the site. What is behind that? *The logins are for NNPHI staff (who have logins) to maintain or update website content. NNPHI will work with the organization/firm selected to determine how many NNPHI staff will need access to website CMS to update content. NNPHI anticipates the Portal (Part 2) may have a distinct login.*

How many pages exist on the current site? *NNPHI has not yet conducted an audit to determine the number of pages on the existing site, but recognizes there is a substantial volume of content. NNPHI will work with the vendor to conduct an audit in order to make decisions regarding priorities for content migration.*

The NNPHI.org site currently houses hundreds and hundreds of files. Is it safe to assume that these will become resources available for view/download via the new Portal? *Yes, NNPHI anticipates working with the vendor to audit which current files will be managed/maintained in the transition to the new website and the Portal. It is not certain that all file links will be maintained or transitioned.*

Does NNPHI advertise any of the website URLs currently – paid search, etc.? *Not through paid search, but NNPHI has shared many website urls with other organizations over the past several years.*

Video Hosting: Does the project require an on-premise solution or is a 3rd party recommendation (e.g. YouTube) acceptable? *NNPHI welcomes proposals with on-premise solutions and/or 3rd party solutions. NNPHI has utilized YouTube in the past but notes many of its peer national public health organizations are transitioning from YouTube to other more elegant hosted solutions.*

Is any content provided on the site external hosted, e.g. YouTube? *Yes, NNPHI's current website is linked to a small number of videos (e.g., recordings of webinars) hosted on YouTube. NNPHI anticipates these files will come up in the content audit. NNPHI and the organization/firm selected for the website will make a decision about how to migrate such links or handle high priority content in another way.*

Does the current NNPHI website integrate with any external systems? *Not extensively. The current website integrates with an eCatalog (file library) and has a link to sign up for Constant Contact. The current website does yet not integrate with Salesforce.com.*

Questions specifically regarding Portal

Are you open to using non-open source products for Portal solution? *Yes.*

How much custom design (UI + Controls) will be needed in the portal, overall? *It is not yet known.*

Portal needs to be 508 compliant as well? *NNPHI understands the public-facing components of the portal will need to be 508 compliant.*

Is the Evaluation Resource Center (ERC) a part of the purposed portal or an outside system? Could you elaborate on the customizable reporting and data collection in this requirement? *Please note the ERC has not yet been fully scoped regarding needed functionality. NNPHI has recently convened an evaluation workgroup with NNPHI staff and representatives from public health training centers that will provide additional input into this requirement. NNPHI is open to linking to 3rd party systems for this function.*

Can you give us a general scope/size of the documents for Project # 2? *NNPHI estimates there will be thousands of documents in the Portal (rough estimate of 10,000). NNPHI is looking for a method to upload/tag/distribute numerous files and categories of files while also providing connectivity to the public facing website. As noted in an earlier question, it would be ideal to have robust search functionality options within the content of the files, if feasible.*

What are you currently using for an internal workflow/approval process, on paper or otherwise? For Project # 2 would you please provide some more details on what kind of items may need approval? (For instance: data collection referenced previously or in the "Student Matching Process"?) *NNPHI currently uses email for several internal workflow/approval processes such as communications clearance, contracts review and processing, etc. NNPHI intends to include several new approval processes within the Portal related to NNPHI's role as the National Coordinating Center for Public Health Training. NNPHI looks forward to working with the vendor to determine how contracts, communications products, and curricula, among other items, may go through a trackable approval process in the new Portal.*

Please provide some clarification regarding the student matching process. *NNPHI will be working with the public health training centers on the feasibility of leveraging the NNPHI Portal in these matching processes. NNPHI is not yet able to provide the criteria for these matches.*

Please provide some clarification regarding user accounts: Is user lost password (self-service) and profile functionality in scope? *Yes* **Is there a migration needed for user accounts?** *No*

For the resources that are available for view/download via the Portal, will all of them be gated (requiring login) or is it your desire to keep some publicly accessible (not requiring login)? *NNPHI anticipates some of the Portal resources will be gated and some will be publicly accessible.*

How many collaboration spaces are expected and how many users do you expect in each space? Will this just be basic spreadsheets and documents? Are there any other documents (e.g. Publisher, or

PowerPoint style documents) to keep in mind when selecting a solution? What is the level of privacy on these documents? *NNPHI expects there will be many collaboration spaces and will work with the organization/firm to prioritize phasing in based on priorities. In Year 1, NNPHI anticipates several collaboration spaces with staff-only and several collaboration spaces with more extensive participation by NNPHI members (40+) and public health training centers (10). NNPHI anticipates file types will be primarily word documents, spreadsheets, PPTs, and PDFs, but there may be other file types required. NNPHI would appreciate the capability to label or tag files as private or public.*

Can you provide more details about how you envision the "Interactive map on NNPHI members and RPHTCs". *NNPHI expects to publish an interactive map so users may click on locations and obtain basic information about the regional public health training centers and public health institute(s) serving that region/state. NNPHI expects there will be additional opportunities to develop a more robust database of geographic information related to the products and services of public health training centers and public health institutes.*

Does NNPHI have a payment vendor in mind for collecting dues or are they looking for recommendations on this front? *NNPHI has begun using PayPal for collection of dues and registration fees, but is open to suggestions regarding additional third party systems to enable the payment of dues, registration fees, and other e-commerce functions.*

Is it safe to assume that the Portal resources would need to be promoted on the NNPHI.org site ? *NNPHI anticipates it will have direct contact with the organizations/individuals utilizing the Portal, so promotion of the Portal resources may not be a high priority on the NNPHI website. However, NNPHI anticipates some components of the Portal may end up being future content for the NNPHI website and/or other websites/applications (hence, the interest in learning about organizations/firms capabilities in standing up ASPs.)*

Where are these datasets (Pg 5 -Scope of Work -Part Two -9th Bullet – ASP) currently being housed and is there an API to access them? *NNPHI is at the early stages of gathering the referenced datasets. There is not currently an API to access the datasets. Therefore, NNPHI would like to consider the options for exposing some of the high utility datasets to other applications/websites through an API or other mechanism.*