



# Request for Proposals:

Public Health Learning Navigator Development

**Deadline for Submission:  
5:00 p.m. ET, June 14, 2017**

## The Opportunity

The National Coordinating Center for Public Health Training (NCCPHT) at NNPHI seeks a partner to develop a web-based Public Health Learning Navigator designed to facilitate access to high-quality, easily accessible, well-organized public health training.

## Background

The public health field is experiencing a period of great change and promise. Shrinking budgets are forcing creative online solutions to keep public health knowledge, skills and professional accreditations current. In 2014, the Health Resources and Services Administration (HRSA) funded NNPHI to serve as the NCCPHT, working with ten Regional Public Health Training Centers and 40 Local Performance Sites (together known as the [Public Health Learning Network – PHLN](#)). Their goal is to improve the nation's public health system by strengthening the technical, scientific, managerial, and leadership capabilities of the current and future public health workforce.

Together with its partners, the PHLN aims to ensure that all public health learners have easy access to high-quality training that meets their needs. In support of this aim, NCCPHT partnered with the National Center for Education in Maternal Child Health at Georgetown University to conduct [a rapid and comprehensive environmental scan](#) to develop a complete picture of delivery and dissemination systems for public health training. Researchers examined 70 online public health learning systems, completed an online survey of 90 public health professionals and interviewed 20 leaders from the field. While there exist numerous online repositories for public health training, these systems are not well coordinated, and finding high-quality training remains challenging for the public health workforce.

Therefore, the chief recommendation from the research was to create and launch the Public Health Learning Navigator, a microsite that offers a curated, guided, and individualized experience to help public health learners navigate to high-quality training, tools, and resources they need to support community and population health. The learning navigator should:

- Be searchable to locate curated content that has been vetted for quality.
- Provide standardized course descriptors that include learning objectives, audience, and creation, update and expiration dates.
- Provide an individualized course identification process wherein learners are matched with the most appropriate course work based on self-assessment and/or interacting with a “librarian” specifically tasked with assisting users in finding appropriate content.
- Allow for interactive community-building features that allow and encourage individual users to provide feedback on completed courses.

## Technical Background and Requirements

To provide a more detailed background of NNPHI’s expectations, immediately below is a draft of key system requirements, web functionalities and measures for success. We anticipate refinement of this requirements list as part of the incumbent’s requirements definition process.

### Web Platform / CMS

NNPHI.org was developed on a Wordpress platform. NNPHI prefers the use of Wordpress and requires the following:

- Be staff-friendly functionality that effectively supports content development and approval protocols
- Be easily upgradeable and scalable.
- Allow for flexibility and ease of build and rollout of the initial website, and use flexible and easy-to-customize (not just configure) templates for future design enhancements.
- Provide full documentation of the CMS implementation and any web application customizations including architecture and logic.
- General website functionalities:
  - Potential to integrate with popular CRMS and AMSES within the marketplace.
  - Potential to integrate with Higher Logic and other popular private community software applications
  - Adaptable to current and changing technology
  - Analytics and metrics reporting
  - Maintains site and data security, confidentiality and integrity
  - Takes advantage of strong Search Engine Optimization tools and practices
  - Potential to facilitate user-to-user communication through social media or other tools, integrating with private community software (Higher Logic, etc.)

## General user experience functionalities

- Convey a modern, polished, organized and easy-to-navigate design
- Be visually appealing, supporting a mix of text, photos, graphics and multimedia
- Use a responsive web design keeping mobile behaviors in mind
  - Optimized for a successful user experience across a range of devices, including laptops, tablets and smartphones
  - Renders consistently across multiple browsers
- Load quickly and effectively
- Allow secure means of communicating with NNPHI staff

## Purpose

Through this request for proposals (RFP), NCCPHT seeks support to **develop a web-based Public Health Learning Navigator designed to facilitate access to high-quality, easily accessible, well-organized public health training.**

The successful respondent will complete a three-phase process of prototype development, testing and analysis, and final Learning Navigator development and launch.

### Phase 1: Prototype Development

Initial prototype development will address key needs of the Navigator's primary audience, public health learners both in and outside of governmental public health departments. These needs have been described in the comprehensive report: [Advancing Online Public Training Systems: Challenges and Opportunities](#). The primary goal of the Learning Navigator is to facilitate access to vetted, high-quality public health training. Access to this content may include linking to hosting sites, downloading documents, and opening video and audio preview files. In addition to search and filter functions, access may also be facilitated through a training needs self-assessment and/or training content librarian.

### Phase 2: Prototype testing

The Navigator prototype will be tested for functionality and user experience. The successful respondent will work with NCCPHT to identify appropriate stakeholders for prototype testing, and develop testing protocols and rubrics for assessing user interactions. Analysis of this testing will confirm prototype design and development choices and to identify further development needs.

### Phase 3: Learning Navigator development

Analysis of the prototype will inform the design and development of a final completed Learning Navigator website that meets functionality requirements and usability requirements. Functionality requirements include responsiveness across mobile, tablet and web platforms; use of leading content management system to ensure ease of maintenance; saved information across user sessions; and opportunities for contact with NNPHI. Usability requirements should support

efficiency, intuitiveness and low perceived workload.

## Eligibility

This RFP is open to all agencies that have experience and capacity to effectively meet project deliverables. If necessary, applicants may partner with other persons or companies to ensure access to needed content and technical expertise to fulfill the deliverables. One primary point of contact/fiduciary agent will be required.

## Funding and Timeline

Up to **\$160,000** is available to support the contract with the selected web partner. These funds will be available in phases as described in the scope of work below, with Phase 3 dependent upon successful achievement of Phases 1 and 2 and continued funding from HRSA. The selected web partner will be required to work closely with NCCPHT and be responsive to their guidance to achieve the approved programmatic goals.

**Use of Funds:** Funds may be used for project staff salaries and benefits, consultants, contractual costs, supplies, and other direct costs, and indirect costs. Applicants are advised that the maximum allowable indirect rate at/or below 22% on direct costs and an 8% indirect rate on contractual services.

The project period will begin July 3, 2017. Phases 1 and 2 activities must be completed by November 30, 2017. All activities in the Phase 3 Scope of Work must be implemented by April 30, 2018. Continued engagement beyond Phase 1 and 2 will be dependent upon successful completion of the prototype. However, applicants are advised that neither solicitation nor any contractual agreement stemming from it creates a guarantee of an additional, no-cost extension period beyond November 2017.

## Scope of Work & Deliverables

The selected web partner will work collaboratively with the team (NCCPHT and other stakeholders) to lead the following activities:

1. **Develop a clickable HTML prototype** through which the functionality and usability of the Learning Navigator can be tested with stakeholders prior to final development. The prototype will allow for testing of,
  - a. **Search functions:** Can users locate appropriate training courses through a variety of search strings, including key words and course developer?
  - b. **Course descriptions:** Are users provided with appropriate information (learning objectives, audience, length, creation date) on each course with minimal navigation?
  - c. **Preview functions:** Can users easily access a short preview or example from training courses prior to accessing the full course?

- d. **User experience design:** Does the site's design meet the expectations of NNPHI and PHLN website users? (The current website for NNPHI can be found at [www.nnphi.org](http://www.nnphi.org))

**DELIVERABLE: Functional Learning Navigator Prototype**

- 2. **Prototype testing and analysis** to assess and understand user experience of prototype functions and, in partnership with NCCPHT, develop a list of functional requirements and technical specifications for the final, completed Learning Navigator.

**DELIVERABLE: Learning Navigator prototype assessment and analysis report**

- 3. **Completed web-based Learning Navigator** that meets functional requirements based on prototype testing and analysis, including,
  - a. Project management plan
  - b. User experience design
  - c. Training manuals
  - d. Site map

**DELIVERABLE: Web-based Public Health Learning Navigator with appropriate documentation is completed and launched.**

- 4. **Develop SEO plan with timeline** in collaboration with NCCPHT and the project working groups to facilitate potential users' finding the site.

**DELIVERABLE: Basic SEO plan with timeline**

## How to Apply

### Applicant Questions

For questions regarding this RFP, email [training@nnphi.org](mailto:training@nnphi.org). In the email, please note the name of the RFP in the subject line. Expect responses within 3 business days, if not sooner. All questions and responses will be made available through the [FAQ Link](#). The deadline to submit questions is **5 p.m. ET, May 22, 2017**.

### Application Submission (2 steps)

**Step 1:** Please submit a brief letter of intent to apply to: [training@nnphi.org](mailto:training@nnphi.org) by **5 p.m. ET, May 22, 2017**. You will receive confirmation within 24 hours via email. The letter of intent should be as brief as possible; please include name of applicant and organization.

**Step 2:** Please submit your proposal using the Application Template and Budget Narrative Template, available on subsequent pages. Email your completed application as an email attachment to [training@nnphi.org](mailto:training@nnphi.org) no later than **5 p.m. ET, June 14, 2017**.

After submitting your proposal, if you do not receive a confirmation of receipt within 24 hours, please email [training@nnphi.org](mailto:training@nnphi.org) to ensure receipt. **In fairness to all applicants, NNPHI will not accept any proposals received after the deadline for any reason and will not review incomplete applications.**

## Review and Interview Process

NCCPHT and other members of the selection team will review and score applications based on the selection criteria noted below. **The finalists may be contacted to participate in a brief 30-minute interview on June 26 or 27.** Interview candidates will be asked to share more about their experience with and approach to the project activities. All applicants will be notified of their selection status by **June 28, 2017.**

### Selection Criteria

Applications will be reviewed by an external review panel as well as the project team. Selection will be based on the following criteria (note the point values for each criteria):

- Reputation and Intangibles [25%]
  - Qualifications and relevant experience of the proposed project management team and staff.
  - Fiscal Stability – Is the organization financially solvent?
  - Availability – Does the project team have the capacity to dedicate resources on our timeline?
  - Track Record – References & History of relative complexity, repeat business, reliable project management
  - Vertical Experience – Understanding of our industry and online learning
  - Quality of work on recently completed projects that are similar in scope to this request.
  - The extent to which the respondent demonstrates an understanding of NCCPHT's needs and delivers a proposal that matches NCCPHT's needs.
- Costs [20%]
  - Reasonableness and affordability of cost of labor rates and of products associated with this request.
- Approach and Timeline [20%]
  - Approach to work is collaborative and incorporates necessary feedback loops.
  - The timeline to complete the deliverables within this request is feasible.
- Design/UX [35%]
  - Design – Responsive design strength via common front-end frameworks

- History – Strong design portfolio and understanding of overall user experience
- Usability – Well executed information architecture and usability

Summary of Milestone Dates	
May 10, 2017	RFP released
May 22, 2017, 5:00 p.m. ET	Deadline to submit questions
May 22, 2016 by 5:00 p.m. ET	Letter of Intent due to <a href="mailto:training@nnphi.org">training@nnphi.org</a>
June 14, 2017 by 5:00 p.m. ET	Proposals due to <a href="mailto:training@nnphi.org">training@nnphi.org</a>
June 26-27, 2017	Virtual Interviews conducted with finalists (as needed)
June 28, 2017	All applicants notified of selection status
Week of July 1, 2017	Project kick-off call
July 1, 2017 – April 30, 2018	Project period

## Notice to Applicants

Please be advised that NNPHI reserves the right to modify the terms of the RFP with reasonable notification to all interested parties. This RFP and any related discussions or evaluations by anyone create no rights or obligations whatsoever. NNPHI may cancel or delay this solicitation at any time at its own discretion. Anything to the contrary notwithstanding, the contract executed by NNPHI and the selected applicant, if any, will be the exclusive statement of rights and obligations extending from this solicitation. Applicants are further advised that all information submitted in response to this solicitation shall remain in the public domain.



## Application Template:

### [Download Application Template in Google Docs](#)

*In no more than ten (10) single-spaced pages, 12 pt. Calibri font, please respond to the questions below. The budget narrative and sample files do not count against the ten- page limit. As a reminder, finalists may be asked to participate in an interview to provide more detail on their capacity to successfully complete this project.*

***Please combine the application and attachments as a single PDF document and submit via email to [training@nnphi.org](mailto:training@nnphi.org) no later than June 14, 2017. Late submissions will not be accepted and incomplete applications will not be reviewed.***

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Legal Name of Organization:

Tax Identification Number:

Contact person for this application:

Email address:

Phone:

- 1) Interest and Capacity: Describe your interest in this work, and provide a brief description of your organization's history, overall capacity, and expertise relevant to this project.
- 2) Demonstration of Experience: Describe and provide links to 1-2 past experiences/projects that *demonstrate* your ability to complete the scope of work as outlined in the specified time-frame. Please include experience related to:
  - a. Design and development of website that
    - i. allows users to find and then link to curated content
    - ii. affords users multiple strategies for engagement
    - iii. demonstrates understanding of industry standard content management systems
  - b. Ability to adhere to all federal government requirements for electronic information security and Section 508 compliance
- 3) Approach to work: If you were awarded a contract to complete this work, what would your approach be? Please include a timeline for project and deliverables and address the following in your response:
  - a. Describe how you would complete the prototype development
  - b. Describe how the findings of the prototype testing will be used to inform final Learning Navigator development.
  - c. Describe your approach to testing the prototype.



- i. How will you engage the Learning Navigator audience in prototype testing?
  - ii. How will you develop testing scenarios and rubrics to measure functionality and usability of the prototype?
- 4) References: At least three letters of reference from previous partners or clients to demonstrate successful project management and collaboration. *The references are not included in page limit.*
- 5) Staffing: Who will be the primary staff person(s) completing the work? List each staff person and describe their qualifications for this work, including experience. *\*Please attach a copy of staff bios to your application. The bios are not included in page limit.*
- 6) Cost Summary Page: Provide a brief budget narrative for up to \$160,000 clearly stating how your organization will use the funds for each phase of the project period. Document additional sources of funding or in-kind support, if any. Note that applicants will be asked to confirm that the funds from NNPHI will not be used to purchase food or for lobbying/advocacy efforts. While the applicant may provide costs in keeping with its standard methods of generating proposals, please include a Cost Summary page with total figures provided for the categories noted below. *The Cost Summary is not included in page limit.*

## Appendix A: Budget Narrative and Cost Summary

Line Item		Quantity	Cost	Notes (include in-kind support)
Personnel: Name, Title & Role (include role for each project phase)	Rate	FTE %	Total	
Fringe Benefits				
Personnel TOTAL				
Consultant Costs				
Contractual Services (describe projected subcontracted services)				
Supplies (office)				
Travel Costs				
Other Expenses				
Telephone				
Printing				
Postage				
Copying				
IT				
Other Direct Costs - (include hardware, hosting, third party software, etc if relevant)				
Total Direct Costs				
Indirect Costs *				
TOTAL BUDGET				