



REQUEST FOR PROPOSALS (RFP)
for
Website Design & Development

Date Issued: May 5th, 2022

Response Due Date: May 16th, 2022, by 5:00 pm PST

Contact: Send Responses to:
Liliana González, Manager, Research & Innovation
Subject: Website Design & Development RFP – EP
Email: lilianag@shpe.org

Questions: Questions may be directed to Liliana González at
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The RFP is available online at:
<https://www.shpe.org/uploads/images/general/PDF/EP-Request-for-Proposal-Website-Design-and-Development.pdf>

Request for Proposal (RFP) for Website Design & Development

Overview

The Society of Hispanic Professional Engineers (SHPE) invites prospective respondents to submit proposals to design and develop a website as well as a web-based tool for our Equipando Padres program. Proposals must be submitted in accordance with the conditions outlined in this RFP.

Introduction and Background

SHPE is a nonprofit organization serving and advancing Hispanics in STEM. With more than 13,000 students and professional members, SHPE's mission is to change lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development. To accomplish this, SHPE provides a variety of programming services, resources, and events, including hosting the largest Hispanic STEM convention in the nation. For more information, please visit <https://www.shpe.org/>.

SHPE is currently designing a program aimed at assisting the parents of first-generation and low socio-economic status engineering students. This program is sponsored by Raytheon Technologies and partially funded by the United Engineering Foundation. The Equipando Padres program will focus on providing these parents the knowledge and tools to better support their children earning engineering degrees.

Studies show that parent support is critical to student success and college education completion. However, parents of first-generation students are often not able to provide the support needed as they don't have the experience and resources that could best help their children navigate college challenges.

While there are many parent resources out there that focus on basic information and guidance for higher education, few focus on Hispanic families specifically. And fewer still, target the unique challenges of pursuing an engineering career. This is the gap this program seeks to fill.

Equipando Padres is planned to be piloted end of Summer 2022. The pilot will guide the parents of high school students through the process of choosing a college and preparing for college visits. We would like the curriculum content to be put on a website that will guide families through the college selection process, including a scoring tool that will help them rank university choices based on criteria that are most important to them. These criteria will be explained to parents in a series of short videos that will also be part of the website and is expected to be developed by the chosen vendor.

Project Description

SHPE is seeking a website developer to design and develop the Equipando Padres website. This website will house all the Equipando Padres curriculum and tools. Website developer would also build the tools that are to be included in the pilot.

The main goal of this website is to educate and inform the Hispanic parents of first-generation to college students on important college knowledge that they might not have because they didn't go through the college experience themselves.

We foresee the website having the following pages:

1. An "About Equipando Padres" page with program description, purpose, and other general information. This intro page will also direct parents to specific curriculum divided by pre-college vs. college content.
2. We envision having curriculum for both "preparing for college" and "going to college".
 - a. Program is set to pilot end of summer 2022 with three "preparing for college" topics; why college, choosing a college and preparing for college visits.
 - b. Curriculum will be a combination of a series of short videos (currently under development), documents such as short guides or informational flyers, and tools that will help parents with different aspects of the college process.
3. "Join Equipando Padres" page that will guide parents on how to join the Equipando Padres program.
4. "FAQ" page.
5. "Contact Us" page.

As part of the pilot, we also have four tools. More information on these below.

Ranking tool

The purpose of the college ranking tool is to help parents and their students rank the universities they are considering and prompt them to have conversations that would help guide the college selection and application process. For this tool, parents and their students:

1. would first select the universities they would like to rank. If they don't know where to start, the tool would suggest some universities based on questions such as type of university, geographic location, and others.
2. would then be prompted to select what is the most important evaluation criteria. For example, cost, campus environment, and resources.

3. would need to assign weights to each criteria based on how important that specific piece is for the student. This would depend on student's needs, preferences, and what's feasible for both the student and their family.
4. would assign scores to each criteria for each university after researching the institution and/or going in college visits.

After the parents and their students complete all inputs, the tool would calculate totals and rank universities from largest (preferred option) to smallest.

Interactive checklist

The checklist's purpose is to help parents and their students to prepare for college visits. It would give parents a prefilled list they can customize by taking out any items that do not apply to them directly and giving them the option of adding their own. List would also be prioritized, putting most important items towards the top, and any checked items towards bottom.

Budget template

Pre-formatted document that can guide parents in creating their budget for college visits. The idea of this tool is helping parents and their children manage their college visit budget by tracking all important details. Parents should be able to customize the template to meet their own budget specifications.

College visit scorecard

A scorecard template that parents and their children can use to keep track of important details after each visit. These scorecards will help them compare universities once they complete all college visits.

Requirements

Language

Website will be primarily in Spanish with English translations. We understand direct translation might not be possible and in some cases two different versions would have to be written.

Opportunities to expand

Pilot will have three topics that apply to pre-college, but website should be designed considering that curriculum will be added to the page as it is developed.

Branding

The website needs to be designed with SHPE's brand and color scheme but doesn't need to look exactly like the organization's website. We would like it to be done in a way that is appealing to our target population.

Access and easiness of use

It is essential that this website is accessible and intuitive, and our target population should be able to navigate it without difficulty from their phone, tablets, and/or computer.

Timeline

The website developer needs to submit a comprehensive overview of the timeline. We would like all materials to be ready by June 30th, 2022, but it can be reconsidered upon advice from the developer.

Contractor requirements

The website developer:

1. is expected to have an initial creative consultation meeting with the SHPE staff overseeing the project.
2. is expected to be in contact with the designated SHPE staff throughout all phases of the project by providing frequent updates, either verbally or by email. This should include weekly check-ins on progress
3. is required to secure all resources needed to complete the project.
4. will be responsible for all project management, leading the work and achieving project goals given scope, time, and budget.
5. has a history of proactively increasing their cultural competency and relevance in their website development philosophy.
6. should have an understanding and interest in supporting the Hispanic/Latinx community to address the issues our community faces in higher education.
7. should have experience developing a website with Spanish and English versions.

All of the above requirements should be accounted for in bids submitted.

Deliverables

1. Functional dual language website with all of the webpage components included above
2. Development of college ranking tool
3. Development of interactive checklist
4. Development of the budget template
5. Development of college visit scorecard
6. Rounds of revisions based on your development cycle

Proposal

Proposals must include:

1. Summary of any relevant experience and website development resources demonstrating your company's ability to meet the requirements stated above.
2. Examples/samples of past projects, preferably of similar size and scope.
3. Proposed vision for the website (broad concepts on the final product).
4. Proposed budget, including a fixed pricing quote for the project as outlined above, plus an hourly rate for any additional work to be added to the scope of work.
5. Proposed schedule for the project, including various stages, milestones, and payments. Please include wireframe approval into the schedule.
6. Three references, preferably past clients, and their respective contact information including name, organization/company, title, phone, and email address.
7. Point of contact information, including name, title, phone, and email address.

Interested parties should submit their response via email no later than 5:00 pm PST on May 16th, 2022. Questions or requests for clarification should be directed to:

Liliana González, Manager, Research & Innovation

Email: lilianag@shpe.org

Phone: (832) 590 – 0186

Statements received after due date and time will be deemed non-responsive and will not be considered.

All proposals shall remain valid for ninety (90) days following the final date for submission. All proposals become the sole property of SHPE and part of its official records without obligation by SHPE.

Selection Criteria

Proposals received will be evaluated by SHPE on the following selection criteria:

- Demonstrated experience in creative website development and dual language sites
- Ability to coordinate resources, equipment, and required staff
- Understanding of the purpose and scope of the website
- Original and creative vision that proves relevant to target audience
- Ability to meet the expected timeline for completing the project
- Cost-effectiveness

RFP Timeline

- May 6th – RFP issued
- May 16th – Due date for responses
- May 30th – Finalists announced

Other Considerations

Proposals will be reviewed by SHPE's Research and Innovation (R&I) Department. Once selected, the respondent must be prepared to begin work with SHPE immediately. Evaluation of the proposals will be under the jurisdiction of SHPE. SHPE will evaluate all proposals submitted and engage in interviews and/or discussions with the respondents deemed most qualified.

After the completion of the RFP process, SHPE will select the respondent that best represents itself as capable of meeting the needs of SHPE. SHPE reserves the right to reject any or all submittals or to waive any minor defects or irregularities in any submittal. SHPE further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals otherwise request additional information from any or all applicants.