Food and Drug Administration Alumni Association (FDAAA) (the association)
Request for Proposals (RFP)
FDAAA Management and Website Enhancements
Date RFP Opens: 18 February 2019
Date and Time RFP Responses Due: 18 March 2019
Responses must be e-mailed to the Chair, Communications Committee, Mr. Richard Baldwin @
rabaldwin@verizon.net

Questions regarding the RFP can be directed by e-mail to:
Mr. Richard Baldwin
Chair, Communications Committee
FDA Alumni Association
rabaldwin@verizon.net
302-539-7841 (Home – Office)
301-370-0235 (M)

Note: This document has been password protected to prevent unauthorized editing. A companion Word document contains Attachment 3 which describes the recommended format for responding to the RFP and incorporates the deliverables that must be addressed. The companion Word document can be utilized by respondents to create their response to the RFP.

Background and General Expectations:

Discussions within the FDAAA, including the Executive Committee, and Board of Director (BoD) members, reflect a need to examine and employ new tools to enrich membership, enhance participation and to drive increased interest for retirees and associates to join the association.

This RFP addresses the intent of the FDAAA leadership to enhance the capabilities of the present association website, (http://www.fdaaa.org/) either through an upgrade of the present website or the development of a new website.

Thus, this RFP will focus on various aspects of the association's leadership intentions to:
➢ facilitate effective association management,
➢ establish capabilities that enhance member and associate communications and interactions via access to social and programmatic networks,
➢ enhance membership via an engaging and informative association website.

Respondents must address which path they would recommend the association take -- i.e., upgrade, new, or a hybrid approach -- to meet the desired enhancements. The response must describe the rationale, plus pros and cons, including the impact on the costs of the different approaches.

See Attachments 1 & 2, for overviews of the capabilities that need to be developed for the FDAAA website by the respondent.

Attachment 3 describes the format for responding and the deliverables that must be addressed in the response to the RFP.

The association will not reimburse the respondents for the costs associated with the preparation of the responses to this RFP.

This RFP addresses different aspects that make up the total spectrum of desired capabilities of the new FDAAA website:

- **Retention of Electronic Documents**
- **Upgrade / Build FDAAA website**
  - **Initiatives to enhance member and associate communications via access to social and FDA program networks**
  - **Redesign the FDAAA website to be more attractive to FDA alumni and associates**
- **FDAAA Website Maintenance (Maintenance issues are addressed in various sections of this RFP)**
- **Future Enhancements**

Ultimately, the association will utilize the response and dialogue with the successful bidder to create a statement of work / contract that describes the tasks to be performed by the webmaster, including on-going website maintenance and potential future enhancements. **Respondents are welcome to provide a Draft Statement of Work.**

The response to this RFP must include the requested financial information that supports the respondent's plans to achieve the enhancements described in this RFP and the ongoing maintenance of the FDAAA website.

The current website utilizes the Dreamhost platform. Options for other platforms upon which the website could be built include "YourMembership", "WordPress", Amazon Web Services", and others.

The respondent must indicate which platform they recommend or combination of platforms and services they will use to build the desired management capabilities and the upgrade of website. Their explanation must address how their strategy(ies) best meets the needs of the association. Include costs for the different aspects of the management and website upgrades and any anticipated recurring maintenance expenses and /or fees.

The resulting work products produced by the respondent, that the association chooses to implement, and the tasks associated with this RFP or portions of this RFP, will be owned by the FDAAA, such as the website and all corresponding capabilities. The respondent will provide the association with the passwords and other resources that would allow the association to assume responsibility for the website, should the successful respondent opt to not continue the website support or the association chooses to follow another path to support the website.

Specific Tasks associated with FDAAA Management and the Website:

Association Management Enhancement - Retention of Electronic Documents:

The respondent is to create, as the FDAAA webmaster, a capability to facilitate the management of the association that encourages the recording of the historical memory of the association.

This capability focuses on electronic records.

The respondent should focus their response on the creation of the capability to develop this repository of electronic documents. The respondent must provide the rationale and costs associates with this desired capability. The capability would include that ability of the responsible association leadership and committee chairs to initially create their log in credentials. For repeat visits the credentialed members would log into the repository and upload the pertinent documents, thus having the association take on the bulk of populating the repository. The respondent will coordinate log in activities with a database of current leadership and committee chairs so that the log in process is utilized only be authorized association members. This capability would include the ability of appropriate association members to create additional folders, for specific records, as needed.

The association does not necessarily know the initial and recurring number and size of records that would be incorporated into this repository. The respondent will describe what capacity, memory and potential documents associated with that memory, they would start with and what scalability exists, along with associated costs.

The respondent will address what they would envision as maintenance needs for this capability and the potential costs.

As a voluntary optional response, the respondent may provide how they would assist the association in converting paper documents for storage into this electronic system. This optional voluntary proposal would need to address the specifics of the conversion and how the security of the converted documents will be managed, along with associated costs and timelines for the accomplishment of the conversions, in an ongoing effort.

Retention of electronic documents provides the association with a long-term memory of what we do, why certain activities evolved, how we operate, who is involved, and when certain activities need to occur. Implementation of this capability will allow appropriate leadership and members to have access to vital and important information. This capability will facilitate smooth transitions of association responsibilities as members take on new responsibilities when an incumbent moves on to other activities. This will allow a seamless, efficient, and effective turnover of responsibilities.

Presently there are limited historical archives, such as annual reports, the association can reference that capture the association's activities and accomplishments over the course of our existence. Records, electronic and hardcopy, are scattered on personal computers and physical files of the various association members. These records are subject to loss, including computer

crashes and alumni moving on in their lives, where the records are not available to the association. This makes our historical record fragmented, and in many cases, incomplete.

This protocol establishes the process to:
- ➢ capture our history
- ➢ clearly define and describe our management practices and expectations
- ➢ enable a smooth transition during leadership and committee transitions
- ➢ allow association responsibilities to be carried out in a seamless, efficient, and effective manner

Responsibilities of the Association in Support of this Electronic Documentation:

The Executive Committee, Board of Directors, Committee Chairs, those in leadership and support roles, such as the Treasurer, Secretary, etc., would create or provide existing electronic documentation that describes the details of their roles and responsibilities. The resulting documentation will be included in the appropriate password-protected file system created consistent with this RFP requirement, on the FDAAA website or Cloud based secure server. Individual passwords will be attached to the responsible owners of the records. The Chair of the Communications Committee and a designee serving as co-administrator will be assigned administrator passwords that will allow them, along with the webmaster, to monitor the records retention system.

The webmaster will establish the following electronic files, with the capability to create sub-files. Access to the files will be by individually-assigned user and passwords.

- ⇒ Board of Directors (Owners: BoD Chair, Vice Chair, and FDAAA Secretary)
- ⇒ Executive Committee (Owners: President, BoD Chair, Vice President, and FDAAA Secretary)
- ⇒ Activities Committee (Owner: Chair)
- ⇒ International Network Committee (Owner: Chair)
- ⇒ Communications Committee (Owner: Chair)
- ⇒ Member Services Committee (Owner: Chair)
- ⇒ Associate Liaison Committee (Owner: Chair)
- ⇒ Member Recruitment Committee (Owner: Chair)
- ⇒ Nominating Committee (Owner: Chair)
- ⇒ Finance Committee (Owners: Chair, Treasurer, Back-up Treasurer)
- ⇒ Awards Committee (Owner: Chair)

(Other files can be created as the need arises. The Communications Committee will monitor the files, consistent with their roles and responsibilities related to the FDAAA web services.)

Examples of what would be stored on the FDAAA website might include:
- ➢ SOPs
- ➢ Documentation of roles and responsibilities
- ➢ Committee members, including roles
- ➢ Minutes of meetings

- ➢ Accomplishments
- ➢ Activities schedule
- ➢ Financial records
- ➢ Award winners, lectures, and scholarship recipients
- ➢ Related information that fully captures the activities of the committee or leadership area
- ➢ Other pertinent documentation, such as Leadership approved decisions affecting the conduct of a committee, such as its composition, change in direction, etc.

Responsibilities and Expectations of the Webmaster to Establish and Maintain this Capability:

With respect to the Retention of Electronic Documents section of this RFP, the respondent will provide the following:

Describe their approach to satisfying this requirement with the rationale and pros / cons thereof, along with initial costs of implementation and anticipated recurring costs, such as maintenance (For the context of this aspect of the RFP, maintenance would include oversight and regularly updating the files, based on the direction of the Communications Chair and co-administrator.) or the assumption of the maintenance responsibility by the association, such as the creation of new files, etc.

The respondent will indicate where the files will be stored (Cloud service or otherwise) and the reasons for using the identified service, including initial and recurring costs. Back-up of the files and how recovery would occur must be addressed.

The respondent will describe a timeline to implement this capability.

For this capability the respondent will:
- ➢ *Establish a protocol and process to assure website security, i.e., log in credentialing, privacy protections, etc.*
- ➢ *Establish the capability to identify and prevent / mitigate hacking*
- ➢ *Establish the capability to identify and mitigate abuse of member privileges*
- ➢ *Establish the capability to identify and mitigate inappropriate postings / content*

Search and use of these documents will be available only to leadership, as appropriate for their role(s).

Upgrade / Build FDAAA Website:

Background and Responsibilities of the Association:

Discussions within the FDAAA, including the Executive Committee, and Board of Directors (BoD), reflect a need to develop strategies to enrich membership by fostering increased interest in joining FDAAA. Our Alumni span the full spectrum of FDAers who are fully retired, and those continuing to work or consult, plus our Associates, who are still working at FDA. The

association desires to enhance participation of existing dues-paying members and encourage Alumni and Associates, who are not members, to join the FDAAA.

The various Committee Chairs and Leadership have been alerted to these enhancements of the association's website and have been asked to support the various capabilities.

Initiatives to enhance member and associate communications via access to social and FDA program networks:

The following initiatives are directed at enhancing the FDAAA website to give dues-paying alumni and associate members the opportunity to keep up with current FDA program and personnel happenings, while also fostering pursuit of social connections and professional enrichment.

Within FDA, there are different cultures that can be observed.

From a program management perspective, the Centers tend to be focused on medical product clearance or approvals, and food safety policy, whereas the field, (ORA), tends to be the local face of FDA for inspections, lab services, implementation of medical product and food safety policies, compliance, and enforcement activities.

The association also has membership clusters that tend to fall loosely into three categories:
➢ FDA Alumni who are fully retired. These are members who have retired from the FDA and the workforce, but continue to stay active in their communities,
➢ FDA Alumni who have left FDA, but continue to work or consult in some capacity,
➢ Associates – Those members who currently work at FDA and are interested in supporting the association and maintaining interactions with former FDA employees.

Responsibilities and Expectations of the Webmaster to Upgrade / Build the FDAAA Website:

Redesign the FDAAA website to be more attractive to FDA alumni and associates:

See Attachment 1 & 2, for overviews of the capabilities that need to be developed for the FDAAA website by the respondent.

Website enhancements include:

General Enhancements: *Create a **visually appealing, searchable website** that allows users to quickly find engaging content including: updates FDA HQ and field (ORA) happenings, people and programs, including links, as appropriate, to FDA's website and alerts for regulation and guidance updates, etc., that would be of interest to FDAAA members and associates.*

Note: The Communications Committee will be the main contact for the Webmaster and have the responsibility for the general oversight of website administrative work as well as overall content, functioning, and look of the site. The flow of responsibilities for posting items of interest and

associated information will be managed by the Communications Committee with much of the content being developed by the involved association Committee Chairs and Leadership.

The respondent should suggest mechanisms to assure that the association's mission is achieved in an efficient and cost-effective manner. FDAAA Mission Statement: http://www.fdaaa.org/about.php

Portions of the redesigned website would be open to any visitor. Certain portions, for dues paying members, will be behind the firewall / paywall, in a PW protected section.

As noted previously, management of the various components of the website will be supported by appropriate committees that would help identify and post pertinent activities across all of FDA and for the association.

The website will also offer a "search" feature to allow members access to various articles and areas of interest. The "search" feature will prevent access to confidential documents of the association and material behind the firewall / paywall. When the search feature is used by a non-member, the search feature should alert the non-member that the requested, appropriately accessible, information is available to dues-paying members only and offer the opportunity to join the association.

The webmaster will design the website to provide statistics in an insightful way to the Communications Committee Chair and the Communications Committee FDAAA Website co-administrator, as to what aspects and capabilities users find useful, so that the association can fine tune the website and more effectively meet member needs. The statistics will include the frequency and length of time of visits to various areas of the website both open to the public and behind the firewall for members only, along with other data that might help FDAAA leadership understand member use. Statistics will be provided on a monthly basis and shared, as appropriate, with association leadership.

The capability to send members and subset of members e-mail blasts, invitations to events, and announcements about various activities, etc., is a critical activity. Respondents will present how the association could do this in an efficient and cost-effective manner. This activity will be monitored by the Communications Committee.

Establish Various Social and Professional Communications Capabilities:

The Home page of the FDAAA website will indicate that there are members only capabilities behind the password protected firewall / paywall and that visitors are invited to join the FDAAA, with a statement such as. "…we hope you'll consider joining the FDAAA, as one of our member benefits is access/input into this members-only portion of the site…"

In creating the following capabilities, the respondent will include the process by which confirmed members create their log in credentials, i.e., User ID and Password. The identity of confirmed members would be tied to the association's Membership Directory. Members have the option to join one or more of the Network Capabilities. Once the member has established their

log-in credentials, they will be able to access the websites member only assets behind the firewall / paywall. Note that the respondent must also address how they will prevent unauthorized access to the website, hacking, posting of inappropriate content, etc.

All-Member Network Capability: *Within the password-protected firewall, the FDAAA website would offer an All-Member Network that allows any dues-paying member to interact with the full membership in an informal basis. This would be similar to other social networking applications. The association will establish ground rules and privacy protections to be incorporated into this capability. The respondent will indicate what protections they have found effective. FDAAA will decide which protections to utilize.*

Social Network Capability: *Within the password-protected firewall, the FDAAA website would offer a Social Network that allows members to interact in an informal basis. This would be similar to other social networking applications. The association will establish ground rules and privacy protections to be incorporated into this capability. The respondent will indicate what protections they have found effective. FDAAA will decide which protections to utilize.*

Program Network Capability: *Within the password-protected firewall, the FDAAA website would offer a Program Network that allows for discussion among members of areas of FDA program interest and initiatives. This network would be similar to LinkedIn, RAPS, and FDLI applications. The respondent will propose how they will establish ground rules and privacy protections to be incorporated into this capability. The respondent will indicate what protections they have found effective. FDAAA will decide which protections to utilize.*

Associates Network Capability: *Within the PW protected firewall, the FDAAA website would offer an Associates Network that allows for discussion among associate members of areas of interest to them. This network would be similar to LinkedIn, RAPS, and FDLI applications. The association will establish ground rules and privacy protections to be incorporated into this capability. The respondent will indicate what protections they have found effective. FDAAA will decide which protections to utilize.*

The association would be interested in knowing how we might leverage capabilities and practices within other websites that have analogous membership issues.

Membership Directory: *Using our current directory as the foundation, we want the contractor to propose an easy process for members to update their information and capture additional information regarding: name, address, phone number, preferred email, interests, where the member worked at FDA, skills and expertise, which could lead into the Skill Sets Inventory below.*

Skill Sets Inventory: *Either within the above Program Network or as a side-link, create the capability for members to post their skill sets and for other members to search for skills that match their needs.*

The intent of the enhanced website is to create capabilities where FDA Alumni and Associates will be attracted to join the association as dues-paying members so they can utilize the assets

available, professionally, socially, or both. These enhanced FDAAA website capabilities would be behind the firewall / paywall and only accessible to dues-paying members and associates via login and password. The intent is to incorporate capabilities that foster inclusiveness and sharing.

Potential models include LinkedIn, Facebook Special Interest Groups, RAPS Regulatory Open Forum, which are a few examples of what exists. Others possible models may be found in the association websites noted.

The respondent will recommend what capabilities would work best for the association and how we want to protect privacy, avoid legal conflicts, foster professionalism and participation by members and recruitment of non-members. To the extent that we can appropriately and legally emulate those components that we find valuable, we may be able to mitigate expenses. This needs to be noted by the respondent. The website would indicate that the association reserves the right to remove content that is not consistent with our FDAAA mission. The respondent will indicate the options they propose to enforce this policy.

Professional and social websites that could offer additional ideas:
LinkedIn (Targeted to business professionals)
Facebook (Social Networking and Group Interests)
Regulatory Affairs Professional Society (Regulatory focus)
Food and Drug Law Institute (FDA focus)
Senior Executive Association (Government Executive focus)

Other Website Capabilities: **The association is considering potentially incorporating or upgrading the following capabilities into the website, either by including them within certain functions or as stand-alone functions:**

⇒ **Where Are They Now…?**

A website feature where members can self-post information

(Presently exists on the FDAAA website, but is not routinely maintained, i.e., requires outreach to FDAAA members for participation.)

This feature is described as:

"Where Are They Now?
This page will serve as a library of photos of FDAAA members and their personal and professional updates since leaving the agency. All information submitted for this "Where Are They Now?" section of the website are voluntarily submitted by FDAAA members (See instructions on how to submit your photos and personal updates).
We are requesting that members submit two photographs, one taken during their career with FDA and a current one, hopefully doing something fun. The old picture will be posted both in the FDAAA e-newsletter, FDAAA Update and on this page. Members can then click on the photo to go to a current photo and a brief description

on what the member has done since leaving FDA and what they are up to now. It's a great way to keep up with your old FDA friends and colleagues.
Try it - See if you can identify the FDAAA members below and then find out what he or she is doing now. If you haven't been in contact with that person for some time, take this as an opportunity to reconnect (use the FDAAA Directory for current contact information)."

⇒ **Travel blog**… with graphic pins
A suggestion was made to create the capability to display a dynamic world map where members can post travel photos and thoughts that will fade away after a month, to allow members to follow fun travel routes and experiences.

⇒ **Good reads section or recipe swap** (something fun) Create a website feature that allows for swapping of ideas or recommendations. This could be part of the networking piece of the website or a separate feature. We are interested in suggestions by respondent on what they have seen done successfully to engage and share ideas among members.

⇒ **Tutorials & videos** (FDA substance, consulting how to dos', retirement advice, and FDAAA Oral Histories, etc.

This feature would be where we could post Wiley lecturers, presentations done for FDA by the alumni association and other items. It would need to be included in the search capability previously discussed, including topic, date, keywords, and speaker.

⇒ **Ideas/Feedback board**. We would like the respondent to recommend the best way to seek and receive real time feedback from web users.

⇒ **Provide a "Help", "Search" and "Frequently Asked Questions" capability**

With respect to the Upgrade / Build FDAAA website section of this RFP, the respondent will provide the following:

Describe the recommended approach(s) to satisfying these requirements with the pros / cons thereof, along with initial costs of implementation and anticipated recurring costs, such as maintenance, etc.

Maintenance activities and consequently costs should reflect the level of complexity. Some examples of maintenance include:
➢ **To assure that the website functions properly on a day to day basis, and to deal with potential website interruptions, the respondent is to include proposed mechanisms for backup and recovery of the website in instances where hardware, software, hackers, or other issues cause loss of functionality and content. The respondent must address how they would protect the website against ransomware attacks.**
➢ **Correcting problems that degrade the functioning of the website.**
➢ **Debugging software issues**

- ➢ **Adding or deleting member information. What would be a more streamlined approach to this than what the association is presently performing?**
- ➢ **Assigning passwords as needed. The association would prefer to utilize the features of the web platform so that members can properly identify themselves and create their log in credentials, i.e., user name (e-mail address), and password. A protocol to change passwords must also be included.**
- ➢ **Distributing e-mail messages to members (Note: The association already has a contact list in Constant Contact software that could be used as a roll over to the upgraded website.)**
- ➢ **Addressing issues identified by the Communications Chair and FDAAA Website co-administrator**
- ➢ **Responding to member website questions and suggestions**
- ➢ **Initially provide monthly reports, as noted previously, on web traffic and utilization patterns to help hone website functioning. This reporting requirement may be changed to a quarterly basis if deemed appropriate by the FDAAA leadership.**
- ➢ **Optimize search tools to draw potential members to the site**
- ➢ **Miscellaneous activities**

The respondent must address how they would stratify maintenance activities and costs to make sure the website is fully dynamic, while recognizing we are a lean non-profit organization.

The respondent will describe a timeline to implement these capabilities.

For this capability the respondent will:
- ➢ *Recommend a website platform or alternatives that are nimble and easy to update*
- ➢ *Provide recommendations and ideas on how the respondent would create a visually appealing website, including offering ideas we should consider from other sites. All this must be with an eye to our goal of recruiting new and maintaining current membership*
- ➢ *Establish a protocol and process to assure website security, i.e., log in credentialing, privacy protections, etc., including recommendations as to how to deal with a breach if it does occur*
- ➢ *Establish the capability to identify and prevent / mitigate hacking*
- ➢ *Establish the capability to identify and mitigate abuse of member privileges*
- ➢ *Establish the capability to identify and mitigate inappropriate postings / content*
- ➢ *Establish capabilities that allow members to interact, in an informal basis, with multiple threads, (All Member, Social, FDA Program, and Associates Networks)*
- ➢ *Describe the capability to modify / enhance the attributes and capabilities of the various networks*
- ➢ *Identify timeframes for keeping threads and archiving*

Future Enhancements:

With respect to FDAAA Website Future Enhancements, the respondent will provide the following:

Describe the reasoning as to why the platform selected for the upgrade / build of the FDAAA website facilitates any future enhancements.
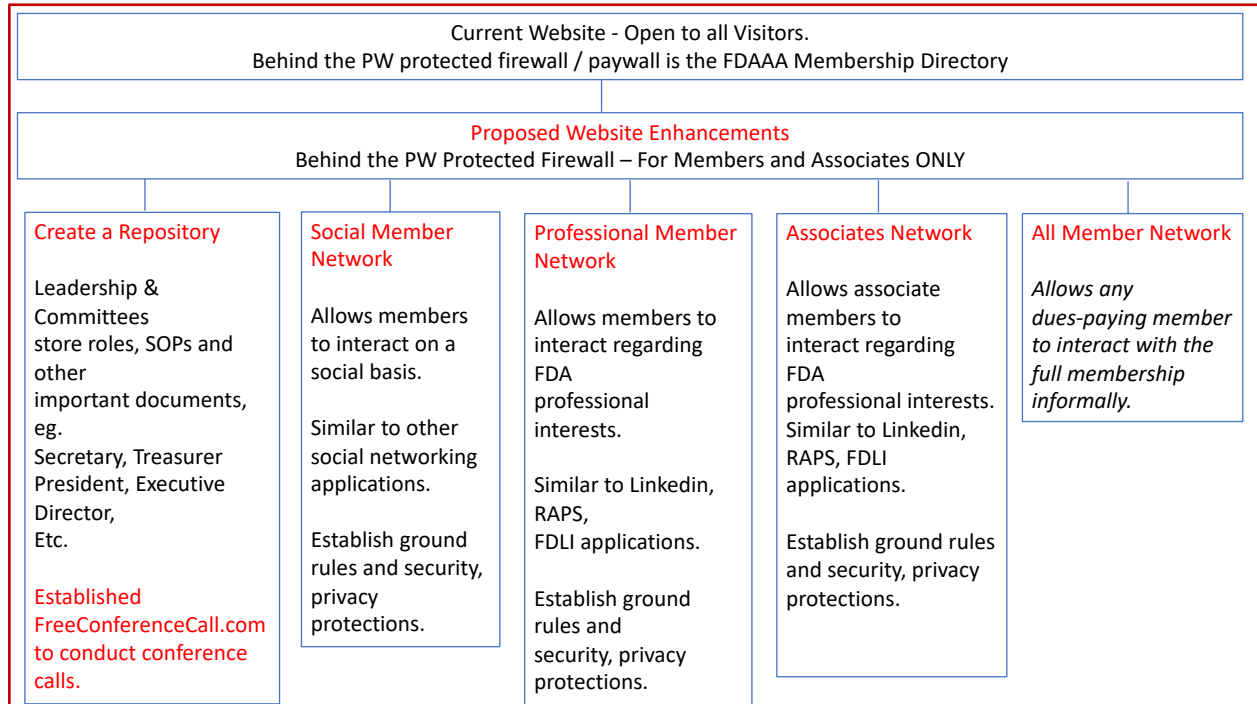
The following examples are not all-inclusive:

➢ *As part of the voluntary optional response noted previously, describe the ability to create searchable electronic copies of paper documents that are important to the FDAAA to be subsequently stored in the appropriate Retention of Documents files. These documents may include historical records of the association and its leadership, Committee Chairs, minutes of meetings, tax and financial documents, etc. Search and use of these documents will be available only to leadership, as appropriate for their role(s).*

   This optional voluntary proposal would need to address the specifics of the conversion and how the security of the converted documents will be managed, along with associated costs and timelines for the accomplishment of the conversions.

➢ **Please discuss if live webinars or podcasts could be hosted by the suggested platform or alternatives.**

➢ **Also, explain additional capabilities of the platform that might be of interest to the FDAAA.**

Attachment 1:

Current Website - Open to all Visitors. Behind the PW protected firewall / paywall is the FDAAA Membership Directory

Proposed Website Enhancements Behind the PW Protected Firewall – For Members and Associates ONLY

Create a Repository	Social Member Network	Professional Member Network	Associates Network	All Member Network
Leadership & Committees store roles, SOPs and other important documents, eg. Secretary, Treasurer President, Executive Director, Etc. Established FreeConferenceCall.com to conduct conference calls.	Allows members to interact on a social basis. Similar to other social networking applications. Establish ground rules and security, privacy protections.	Allows members to interact regarding FDA professional interests. Similar to Linkedin, RAPS, FDLI applications. Establish ground rules and security, privacy protections.	Allows associate members to interact regarding FDA professional interests. Similar to Linkedin, RAPS, FDLI applications. Establish ground rules and security, privacy protections.	*Allows any dues-paying member to interact with the full membership informally.*

Attachment 2: A mock-up of our current website layout along with a depiction of some of the improvements.

FDAAA Home Page Mock up

FDAAA Website Banner with Logo and Motto

Home
About FDAAA
FDAAA Leadership
Activities
Publications and Reports
FDAAA / FDA James Benson
Scholarship Award
FDAAA Awards
History of FDA
FDAAA Ambassador Program
Contact Us

Membership Forms (Including FDAAA Application)

Volunteer Needs - Opportunities

Current FDAAA Activities and upcoming
events

FDA Activities of Interest

The following website links lead to PW protected
capabilities behind the firewall.

Access All-Member Network

Access Social Network Group

Access FDA Program Network Group Regulatory Exchange

Access FDA Associates Network

Access Membership Directory

Access Member Resources

Access Records Retention

Access FDAAA SOPs & Protocols

Attachment 3: This attachment describes the recommended format for responding to the RFP and incorporates the deliverables that must be addressed.

Create FDAAA capabilities to enhance management practices:

➢ **Retention of Electronic Documents**

Since the association does not necessarily know the initial and recurring number and size of records that would be incorporated into this repository, the respondent will describe what capacity, memory and potential documents associated with that memory, they would start with and what scalability exists, along with associated costs.

Describe your approach to satisfy this requirement with the rationale and pros / cons thereof, along with initial costs of implementation.

The respondent will indicate where the files will be stored (Cloud service or otherwise) and the reasons for using the identified service, including initial and recurring costs. Back-up of the files and how recovery would occur must be addressed.

The respondent will describe a timeline to implement this capability.

For this capability the respondent will address how they will:
➢ **Establish a protocol and process to assure website security, i.e., log in credentialing, privacy protections, etc.**
➢ **Establish the capability to identify and prevent / mitigate hacking**
➢ **Establish the capability to identify and mitigate abuse of member privileges**
➢ **Establish the capability to identify and mitigate inappropriate postings / content**

Search and use of these documents will be available only to leadership, as appropriate for their role(s).

The respondent will address what they would envision as maintenance needs for this capability and the potential costs.

Describe anticipated recurring costs. (For the context of this aspect of the RFP, maintenance would include oversight and regularly updating the files, based on the direction of the Communications Chair and co-administrator.) or the assumption of the maintenance responsibility by the association, including the creation of new files, etc.

As a voluntary optional response, the respondent may provide how they would assist the association in converting paper documents for storage into the Retention of Electronic Documents system, including making the documents searchable for use by appropriate Leadership, Committee Chairs, etc.

This optional voluntary proposal would need to address the specifics of the conversion and how the security of the converted documents will be managed, along with associated costs and timelines for the accomplishment of the conversions, in an ongoing effort. These documents may include historical records of the association and its leadership, Committee Chairs, minutes of meetings, tax and financial documents, etc.

- ➤ **Upgrade / Build FDAAA website**
    - o **Initiatives to enhance member and associate communications via access to social and FDA program networks**
    - o **Redesign the FDAAA website to be more attractive to FDA alumni and associates**

Consistent with the expectations previously described in the RFP, the respondent will describe the costs and timeline to implement each of the following desired capabilities.

Respondents must address which path they would recommend the association take -- i.e., upgrade, new, or a hybrid approach -- to meet the desired enhancements.

Within the context of how the respondent will accomplish the various tasks and capabilities, please address the following, as appropriate:
- ⇒ *Recommend a website platform or alternatives that are nimble and easy to update*
- ⇒ *Provide recommendations and ideas on how the respondent would create a visually appealing website, including offering ideas we should consider from other sites. All this must be with an eye to our goal of recruiting new and maintaining current membership*
- ⇒ *Establish a protocol and process to assure website security, i.e., log in credentialing, privacy protections, etc., including recommendations as to how to deal with a breach if it does occur*
- ⇒ *Establish the capability to identify and prevent / mitigate hacking*
- ⇒ *Establish the capability to identify and mitigate abuse of member privileges*
- ⇒ *Establish the capability to identify and mitigate inappropriate postings / content*
- ⇒ *Establish capabilities that allow members to interact, in an informal basis, with multiple threads, (All Member, Social, FDA Program, and Associates Networks)*
- ⇒ *Describe the capability to modify / enhance the attributes and capabilities of the various networks*
- ⇒ *Identify timeframes for keeping threads and archiving*

- ➤ <u>**General Enhancements (as fully described) in the RFP:**</u>
    - o *Create a **<u>visually appealing, searchable website</u>** that allows users to quickly find engaging content including: updates FDA HQ and field (ORA) happenings, people and programs, including links, as appropriate, to FDA's website and alerts for regulation and guidance updates, etc., that would be of interest to FDAAA members and associates*

- *The website will also offer a "search" feature to allow members access to various articles and areas of interest.*
- *The webmaster will design the website to provide statistics in an insightful way to the Communications Committee Chair and the Communications Committee FDAAA Website co-administrator, as to what aspects and capabilities users find useful, so that the association can fine tune the website and more effectively meet member needs.*
- *The capability to send members and subset of members e-mail blasts, invitations to events, and announcements about various activities, etc., is a critical activity.*

➤ **Establish Various Social and Professional Communications Capabilities:**
  - **All-Member Network Capability**
  - **Social Network Capability**
  - **Program Network Capability**
  - **Associates Network Capability**
  - **Membership Directory**
  - **Skill Sets Inventory**

The association would be interested in knowing how we might leverage capabilities and practices within other websites that have analogous membership issues and capabilities.

➤ **Other Website Capabilities: The association is considering potentially incorporating the following capabilities into the website, either by including them within certain functions or as stand-alone functions:**

  - Where Are They Now…?
  - Travel blog… with graphic pins
  - Good reads section or recipe swap (something fun)
  - Tutorials & videos (FDA substance, consulting how to dos', retirement advice, and FDAAA Oral Histories, etc.
  - Ideas/Feedback board. We would like the respondent to recommend the best way to seek and receive real time feedback from web users.
  - Provide a "Help", "Search" and "Frequently Asked Questions" capability

Describe the recommended approach(s) to satisfying these requirements with the pros / cons thereof, along with initial costs of implementation and anticipated recurring costs, such as maintenance, etc.

➤ **Future Enhancements**

Describe the reasoning as to why the platform selected for the upgrade / build of the FDAAA website facilitates any future enhancements.

The following examples are not all-inclusive:

- *As part of the voluntary optional response noted previously, describe the ability to create searchable electronic copies of paper documents that are important to the FDAAA to be subsequently stored in the appropriate Retention of Documents files. These documents may include historical records of the association and its leadership, Committee Chairs, minutes of meetings, tax and financial documents, etc. Search and use of these documents will be available only to leadership, as appropriate for their role(s).*

  This optional voluntary proposal would need to address the specifics of the conversion and how the security of the converted documents will be managed, along with associated costs and timelines for the accomplishment of the conversions.

- **Please discuss if live webinars or podcasts could be hosted by the suggested platform or alternatives.**

- **Also, explain additional capabilities of the platform that might be of interest to the FDAAA.**

➢ **Include a Draft Statement of Work**

Maintenance:

➢ **FDAAA Website Maintenance (Maintenance issues are addressed in various sections of this RFP)**

Describe the recommended approach(s) to satisfying these requirements with the pros / cons thereof, along with initial costs of implementation and anticipated recurring costs, such as maintenance, etc.

Maintenance activities and consequently costs should reflect the level of complexity. Some examples of maintenance include:
➢ **To assure that the website functions properly on a day to day basis, and to deal with potential website interruptions, the respondent is to include proposed mechanisms for backup and recovery of the website in instances where hardware, software, hackers, or other issues cause loss of functionality and content. The respondent must address how they would protect the website against ransomware attacks.**
➢ **Correcting problems that degrade the functioning of the website**
➢ **Debugging software issues**
➢ **Adding or deleting member information. What would be a more streamlined approach to this than what the association is presently performing?**
➢ **Assigning passwords as needed. The association would prefer to utilize the features of the web platform so that members can properly identify themselves and create their log in credentials, i.e., user name (e-mail address), and password. A protocol to change passwords must also be included.**

- ➢ **Distributing e-mail messages to members (Note: The association already has a contact list in Constant Contact software that could be used as a roll over to the upgraded website.)**
- ➢ **Addressing issues identified by the Communications Chair and FDAAA Website co-administrator**
- ➢ **Responding to member website questions and suggestions**
- ➢ **Initially provide monthly reports, as noted previously, on web traffic and utilization patterns to help hone website functioning. This reporting requirement may be changed to a quarterly basis if deemed appropriate by the FDAAA leadership.**
- ➢ **Optimize search tools to draw potential members to the site**
- ➢ **Miscellaneous activities**

The respondent must address how they would stratify maintenance activities and costs to make sure the website is fully dynamic, while recognizing we are a lean non-profit organization.