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)

**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**
	+ **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**

**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***
* **General Enhancements (as fully described) in the RFP:**
* *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*
* *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.**