



Request for Proposals

TITLE: Website Development for the Pathways Action Map

ISSUE DATE: June 16, 2020

ISSUING AGENCY: NC Early Childhood Foundation
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For consideration, proposals must be emailed to mmathew@buildthefoundation.org by July 3, 2020 at 5:00 PM EST. If you have any questions, please email the address above. We are accepting proposals from North Carolina-based contractors at this time.

INTRODUCTION TO NC EARLY CHILDHOOD FOUNDATION

The vision of the [North Carolina Early Childhood Foundation \(NCECF\)](#) is that each North Carolina child has a strong foundation for lifelong success and reading proficiency, supported by the nation's best birth-to-eight system. To drive policies and strategies that unleash the potential of each North Carolina child, NCECF brings together those working to promote children's health and development, to support families and communities and to advance high quality birth-to-eight learning. Our work includes:

- Promoting public understanding of and support for policies that promote children's birth-to-eight years for academic and lifelong success.
- Convening and spearheading collaboration to bridge North Carolina's birth-to-five and kindergarten-to-third grade systems.
- Advancing policies that create a stronger North Carolina today and tomorrow by supporting each child's birth-to-eight development.

INTRODUCTION TO NC PATHWAYS TO GRADE-LEVEL READING INITIATIVE

The [Pathways to Grade-Level Reading Initiative \(Pathways\)](#) is committed to working towards its vision where *all North Carolina children, regardless of race, ethnicity or socioeconomic status, are reading on grade-level by the end of third grade, so that they have the greatest opportunity for life success.*

In the first three phases of Pathways (2015-2018), NCECF convened hundreds of cross sector partners to lay out a path that would make this vision possible. Together, we co-created two products: 1) the [Pathways Measures of Success Framework](#), and 2) the [Pathways Action Framework](#). The Frameworks have been recognized by state-level governing bodies (e.g., NC General Assembly) and in key policy reports (e.g., Leandro Commission). They were also used to build the NC Early Childhood Action Plan and have received the strong endorsement of many early childhood partners across the state. The next phase of includes the development of two online tools: 1) the Pathways Data Dashboard to visualize the Measures of Success Framework, and 2) the Pathways Action Map to visualize the Action Framework.



PATHWAYS ACTION MAP

The Pathways Action Map will visualize the Pathways Action Framework, which includes over 40 Actions to improve third grade reading outcomes in North Carolina. The Pathways Action Framework was created using a racial equity lens; as a result, many of the Actions are focused on reducing structural racism in our child and family systems.

- [The full Pathways Action Framework can be found here.](#)
- [A one-page summary of the Framework's Expectation and Action areas can be found here.](#)

The purpose of the Pathways Action Map is to:

- Provide an **online tool** that visualizes the Pathways Action Framework and activities that are happening in each of the prioritized Action areas in North Carolina.
- **Inform key stakeholders** (e.g., policymakers, funders, advocates, service providers, parents and community members) about where North Carolina is on each of the Pathways Actions at state and local levels to help drive advocacy, investment and policymaking where it is most needed.
- **Drive action** by lifting up areas of local innovation, identifying areas of forward momentum to build on, and identifying gaps that need to be addressed.
- Spotlight initiatives that **promote racial equity** and that are led by people of color.
- Complement the use of the **Pathways Data Dashboard**; a new online tool that provides NC data for whole child, birth-to-eight indicators included in the Measures of Success Framework.

NCECF has been collecting information from stakeholders and research about prioritized Pathways Action areas is ready to start building the Pathways Action Map. The first phase of the Pathways Action Map online visualization will take place in the summer of 2020 (July-September). See timeline on page 4.

PURPOSE OF REQUEST FOR PROPOSALS

The purpose of this Request for Proposals (RFP) is to acquire the services of a qualified contractor to design and develop the online visualization of the Pathways Action Map for the NC Pathways to Grade-Level Reading Initiative.

SCOPE OF WORK

The contractor will ensure website development for the Pathways Action Map, including:

Visualize the Pathways Action Map online using Google sites, Tableau Public, or WordPress (to be determined in discussion with NCECF). The website should be high-quality, professional, and appeal to a wide variety of audiences including policymakers, funders, advocates, service providers, parents and community members.



The website should include:

- Top line goal of improving third grade reading proficiency in North Carolina.
- Ability for users to interact with the website and easily move among pages and other links.
- A clear and easy-to-use online visualization of the Expectations, Strategies and Actions areas outlined in the Pathways Action Framework, and additional information on activities happening in each of the Action areas. NCECF will provide a draft visualization of the site (i.e., our initial ideas including the types of pages we are envisioning) and content to include using Excel spreadsheets or some other agreed upon format.
- An interactive landing page that visualizes the Expectations of the Action Framework.
- Content for each of the Pathways Action and activity areas that is divided out on different pages and organized with headings, tables or some other agreed upon format that best tells the “story” for each Action area. The site design should organize a large volume of text into a readable and engaging format. We estimate approximately 150-200 similarly formatted pages with unique content (~4-5 pages for 40 Actions). Content will be provided by NCECF.
- Graphics (e.g., icons, photographs) matched to NCECF’s style to increase visual interest and emphasize focus on children, families and communities. For example, a North Carolina map on each activity page to show where the work is taking place.
- A design that complements and improves on the design of the Pathways Data Dashboard—its companion website. This site is under development and will be released in June. See screen shots [here](#). It is set up with a google site landing page that links to Tableau for the data. We can discuss if this format or another option will work best for the Action Map.
- Ability for users to submit information (e.g., using an online form) for NCECF to consider and potentially add to the Pathways Action Map.
- Ability for NCECF staff to easily make updates.
- Ability to print reports or PDFs of pages, if possible.
- Ability to link to NCECF website and Pathways Data Dashboard.

DELIVERABLES

- A workplan and timeline for accomplishing the work.
- Regular virtual meetings with NCECF as needed during the process.
- Pathways Action Map, as outlined above.

Deliverables are considered final when they are completed to NCECF’s satisfaction.

QUALIFICATIONS

The Contractor must be based in North Carolina and have demonstrated competency in performing services defined in the Scope of Work section of this RFP. The Contractor should provide the name, address, and telephone number of references for three projects completed in the last 1-2 years. If you are a new business, please provide examples of your website development work and three professional references. NCECF is an equal opportunity employer that has made a commitment to diversity and equity. We recognize and honor diversity in race, ethnicity, culture, class, age, abilities, gender and sexual identity, political affiliation and places where people live.



The Contractor must provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Contractor or any of its officers, directors, employees, agents or subcontractors of which the vendor has knowledge, or a statement that there is none. NCECF reserves the right to reject a proposal based on this information.

PROPOSAL REQUIREMENTS

Responses to the RFP must include:

- **Cover letter** – The proposal must include a cover letter signed by the individual authorized to legally bind the contractor. The cover letter must also contain a statement that the person signing the proposal is a legal representative of the contractor and is authorized to bind the contract.
- **Background and experience of the applicant** – Project descriptions and/or work samples that show the experience and skills of the applicant to complete the Scope of Work.
- **Project staffing** – This section must include the proposed staffing to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person, if more than one person will be working on the project.
- **Technical approach** – The proposal should describe the approach the contractor will take to complete work, including a timeline.
- **References** – Two references of clients including name and contact information and the nature of the project.
- **Cost** – Total not-to-exceed cost, representing the maximum of all work to be performed must be clearly indicated.

TIMELINE

June 16	RFP released
July 3	Proposals due
Week of July 6	Contractor selected
Week of July 13	Project orientation
Weeks July 20-Aug 31	Website development
Week of Sept 7	Deliverables due