Request for Proposals:

ICCE Website

Release date: August 31, 2018

Proposals due: September 24, 2018

Introduction

Purpose of Solicitation: The purpose of this solicitation is to seek proposals from individual and organizational providers who are qualified to build a new free-standing web site for the Colombo Plan's International Centre for Credentialing and Education of Addiction Professionals (ICCE) in order to update the look and feel to be consistent with contemporary standards, perform certain functions, and to broaden awareness of and access to ICCE's initiatives.

Program Background

Research progress in the fields of psychosocial science and neuroscience has underlined the importance of prevention and treatment of substance use disorders (SUDs), and introduced new methods and practices applied at the individual and community levels. Knowledge of identified risk and protective factors that partially determine the likelihood of drug use resulted in development of integrated interventions at the school, family and community levels, while an understanding of the most effective treatments have improved the methods available to practitioners and organizations to reduce the significant health, social, and economic problems associated with SUDs.

Since its founding in February 2009, ICCE, under the Drug Advisory Program (DAP) of the Colombo Plan (CP), has expanded its exam capacity and has credentialed professionals in 46 countries around the world. Because the number of candidates seeking credentialing has grown exponentially, a new website is needed to reach this broader geographic and programmatic range, and to serve as a singular resource for ICCE's stakeholders.

The current ICCE micro site can be found at http://colombo-plan.org/icce/. The Colombo Plan web site can be found at http://www.colombo-plan.org/
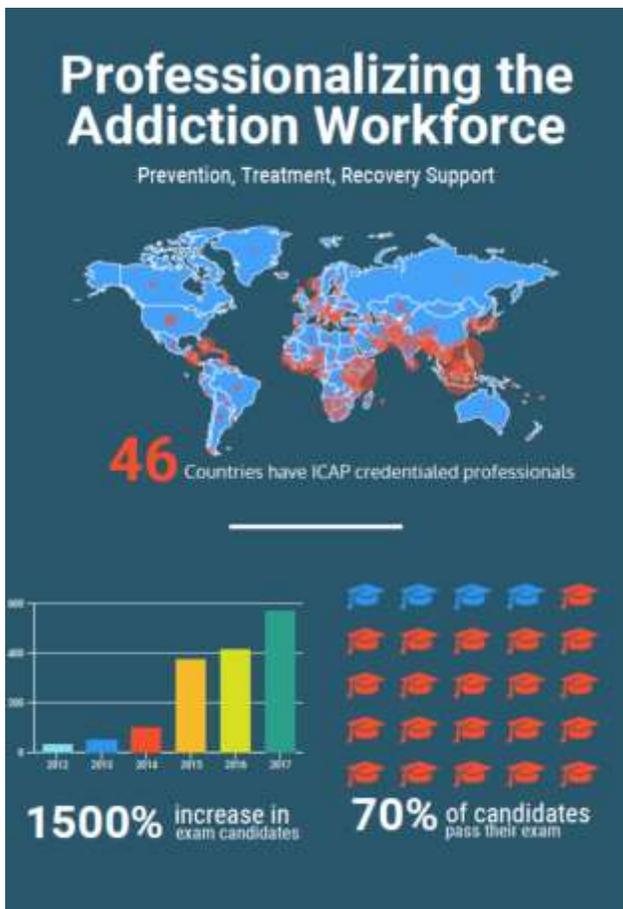
Who We Are

The Colombo Plan for Cooperative Economic and Social Development in Asia and the Pacific promotes the concepts of self-help and mutual help among its member states. Established in 1951 with seven Commonwealth member countries, the membership today has expanded to 27 states. Recognizing the

growing concerns of substance use in the region, the Colombo Plan established the Drug Advisory Programme (DAP) in 1973. The ICCE was established as the DAP's training and credentialing arm in 2009. DAP is the only regional intergovernmental program exclusively aimed at capacity building for drug demand reduction in the Asia and Pacific Region, and now includes all continents except Antarctica. The establishment of ICCE as its training and credentialing arm was a response to the long-standing crisis of inadequate evidence-based programs in the region and the dearth of trained addiction professionals.

ICCE is an integral part of a global initiative funded by the Bureau of International Narcotics and Law Enforcement Affairs (INL), US Department of State. The Colombo Plan, with guidance from INL, embarked on this new initiative to develop, expand, and professionalize the field of drug demand reduction.

Program Scope, Specifications, and Proposal Requirements

Program Scope
This solicitation focuses exclusively on the construction of a website for ICCE which subsequently can be further developed and maintained by ICCE staff and stakeholders, as well as by professional IT support.

Objectives and Target Audiences: The proposed ICCE website will have the following objectives and target audiences:

ICCE PROPOSED WEBSITE **OBJECTIVES**	1. Increase awareness of ICCE and its initiatives among beneficiaries and potential funding sources as part of a branding strategy 2. Stand as a portal for exam requirements/applications, database on credentialed professionals, downloadable publications and other resources 3. Promote the image of ICCE as a leading provider of professional credentialing in the field of global drug demand reduction
ICCE PROPOSED WEBSITE **TARGET AUDIENCE**	1. Individuals seeking credentials & certification 2. ISSUP members 3. Beneficiary Organizations and individuals 4. ICCE Focal Point Agencies/ Government Partners 5. Current and Potential funding sources 6. Media

Key Functionalities: In line with these objectives and to reach the targeted audiences, the proposed website will include the following key functionalities:
1. Ease of use and enabled for group access (not solo administration)
2. Simple and clean aesthetics, easy-to-navigate layout
3. Links to Current Social Media Accounts (Facebook, Twitter, LinkedIn)
4. Site Capacity for Large Downloadable materials (PDF documents, scanned documents)

5. Seamless links to Colombo Plan website and microsite for DAP
6. Destination for requirements and online exam applications
7. Database to track credentialed professionals continuing education needs
8. Dashboard to track credentialing and website metrics

Technical Requirements:
1. Enabled for group administration (not solo webmaster but adjusted admin access levels)

2. Website source code will be made available and accessible to ICCE

3. Proposed site to be on the Internet (no need for intra-/extra- net)

4. Windows Server preference

5. Adapted to common web browsers, including Internet Explorer, Chrome, Firefox and Safari, and for the primary mobile platforms (iOS and Android). Enabled for audio-video plug-ins.

6. Responsive web design (web site optimized for variety of devices; i.e. smartphones, PCs, desktops, tablets)

7. Provision of support and maintenance assistance

8. A six-month digital marketing plan (search engine optimization (SEO), banner advertising, social media campaign)

Site Content

HOME	1. Graphic Slider— ICCE key milestones 2. Media Box— ICCE video or other audiovisual presentation 3. Articles/photos on recent activities/events 4. Calendar of Exams and other Activities 5. Links to Colombo Plan Secretariat, DAP, ISSUP, and ICUDDR websites.

ABOUT ICCE	1. History and Overview
	2. Vision, Mission, Goals
	3. Leadership
	   a. Current ICCE Director's Profile
	   b. Organizational Structure
	   c. Staff Member Profiles
	   d. ICCE Commission members

WHAT WE DO	1. ICCE as Pioneer (Solutions and Milestones) 2. ICCE Initiatives 3. Credentialing (including link to ICCE credentialing portal) 4. List and link to Description of Developed Curricula

OUR PARTNERS	1. ICCE member countries 2. Other partner organizations
RESOURCES & PUBLICATIONS	1. ICCE Newsletter 2. ICCE White Papers 3. Annual Reports 4. Commission Meeting Documentations 5. Survey Studies 6. Administrative Forms
CURRICULA AND EXAMINATIONS	1. Curricular series 2. Eligibility and Criteria for ICCE examinations 3. Examinations schedules 4. How to Apply
CREDENTIALED PROFESSIONALS	1. Log-in capacity to access database 2. Information for renewal of credential 3. Link to ISSUP
GET INVOLVED	1. Schedule of Initiatives - Overview 2. Training and Credentialing Opportunities – Overview 3. Opportunities to work with ICCE 4. Contact Details

STATIC FOOTER	1. Quick Links
	    a. Organizational Structure
	    b. Training Opportunities
	    c. Examinations
	    d. Downloadables
	    e. Careers
	    f. ISSUP
	    g. ICUDDR
	2. Legal and Privacy Policy
	3. Search box
	4. Contact Us
	5. Social Media Links (Facebook, Twitter, LinkedIn)

Mandatory Proposal and Project Components

Narrative

In the proposal's narrative portion, applicants should include:

- ▪ Understanding: Demonstrate a clear understanding of the nature of the ICCE, its mission, stakeholders and relationship to the Colombo Plan, and its current site. Demonstrate an understanding of how effective website design and navigation can be used to effectively reach and engage ICCE stakeholders. Applicants may propose different content and navigation than what is outlined above ("Site Content") and explain why it would be more effective.

- ▪ Technical Approach: Provide a detailed sequential outline/discussion of how the applicant proposes to execute the project. The discussion should include proposed methods for collaboration with ICCE staff, usability testing, and various methods for evaluation and review in the development process.

- ▪ Applicant History and Capabilities: Provide information about the applicant and its history and the applicant's demonstrated capabilities, with discussion of similar and/or related work. At least three examples of prior work should be attached as appendices (not included under the page limit) with URL of each site currently in operation.

- ▪ Key Personnel: Discuss personnel assigned to this project, with resumes attached as appendices (not included under the page limit).

- ▪ References: Provide names and contact information for at least three references whose websites are currently in operation.

The narrative portion of the proposal should be no more than 15 pages, with 1-inch margins and line spacing of at least 1.5. It should be presented in a 12-point font, either Times New Roman or another font with similar size and readability.

Timeline

Applicants should outline a precise timeline for all key activities/tasks, including mid-point evaluations and consultation with ICCE staff, and showing clear beginnings and endings. The timeline should highlight key decision points in the development process, as well as contingencies that could accelerate or delay the project.

Budget Details

ICCE anticipates awarding one grant to an individual or organization. Awarded applicants will be paid on a milestone basis consistent with a contract with ICCE. Budgets should be reasonable and demonstrate the

validity of costs for each proposed activity. Applicants may use any appropriate budget form and format that clearly communicates in significant detail the intended uses of funds.

Proposals

Proposals and Submission Instructions

The proposal narrative, budget and timeline must be complete, clear and concise. It is the sole responsibility of the applicant to ensure that its proposal is complete, meets minimum threshold requirements and is properly submitted to DAP. The proposal must demonstrate firm commitments from proposed partners, if any.

The following items must be submitted to DAP and received by September 24, 2018 as part of a proposal package: *• Two electronic copies of the Proposal Package (narrative, timeline and budget), one copy in Microsoft Word format and one copy in PDF file format. Please save attachments with the file name of your organization and the name of the attachment.* Electronic proposals should be emailed to RFPResponse@ColomboPlan.org

Proposal Timeframe and Evaluation Process

	Due Date
Request for Proposals, posted to website	8/31/18
Submission of Written Questions	9/7/18
Final Questions and Answers Posted to Web Site	9/12/18
Full Proposal (due by midnight EDT)	9/24/18
Anticipated decision & selection of vendor	10/1/18
Estimated Contract Start Date	10/8/18
Mid contract review	10/29/18
Final website due	11/30/18

This RFP will be posted to the **Colombo Plan website under *Job Vacancies***

By September 5, 2018 applicants may submit questions which reference this solicitation to **RFPResponse@ColomboPlan.org,** which will be posted to the **Colombo Plan website under *Job Vacancies*.** Answers to questions will be posted at the same location no later than September 10, 2018. Only answers posted on the website should be treated as DAP's official response to any question.

Any changes to the RFP will be posted on the website. Applicants are responsible for checking the website to assure that their proposals are responsive to the latest version.

Completed proposals must be received by ICCE no later than midnight EDT, September 24, 2018. Only complete, timely responses will be considered.

Selection Criteria

Proposals will be evaluated using the following criteria:

Criteria	
Minimum	- The applicant's history indicates sufficient resources to complete the project. - The proposal is complete and responsive to the solicitation proposal requirements. - The proposal includes all required attachments. - The clarity, specificity, and consistency of the proposal are sufficient to be deemed credible. - Demonstrated history of efficiency and accuracy in project execution.
Program Components	- Evidence of a clear understanding of the ICCE, its mission and stakeholders, and the use of design and navigation to inform and engage multiple stakeholders. - Inclusion of a credible detailed timeline. - Qualifications of proposed project staff. - Applicant's prior experience in converting curricula to online formats. - Applicant references.
Finance/Budget	- A budget and associated narrative that is appropriate for an NGO. Reasonableness of the budget relative to the narrative. Cost-effectiveness compared with other similar proposals. - If 501c3, copy of IRS determination letter (where applicable) - DUNS number (where applicable) 2017 Financial Statement

Contractual Requirements: Upon selection of an applicant, DAP and the selected applicant will execute a contract, which will set forth the respective roles and responsibilities of the parties.

Disclaimer and Waiver Authority: This RFP does not commit DAP to award any funds, pay any costs incurred in preparing a proposal, or procure or contract for services or supplies. DAP reserves the right to accept or reject any or all proposals received, waive minor irregularities in submittal requirements, modify the anticipated timeline, request modification of the proposal, negotiate with all qualified applicants, cancel or modify the RFP in part or in its entirety, or change the proposal guidelines, when it is in its best interests. This RFP has been distributed electronically using DAP's website. It is the responsibility of applicants to check the website for any addenda or modifications. DAP accepts no liability and will provide no accommodation to applicants who submit a proposal based on an out-of-date RFP document.

Proposal Checklist: Please use the following checklist to ensure that all required materials are part of the proposal prior to submission. It is the sole responsibility of the applicant to ensure that the proposal is complete and properly submitted. At its discretion, DAP may request supplemental materials from the applicant and such materials must be submitted within ten (10) days of the request or the Proposal may be rejected without further review. The following must be included in the proposal:

- Cover Letter
- Proposal Narrative, with appropriate appendices, including resumes of project staff, and indications of commitments from proposed partners
- Proposed Timeline
- Proposed Budget, with appropriate appendices, including:
    - IRS determination letter, if appropriate
    - DUNS number, if appropriate
    - 2017 Financial Statement
- Work Examples (3)
- Client References (3)