

National Indian Health Board



FINAL: DEADLINE EXTENDED TO OCTOBER 29, 2021

Request for Proposals September 17, 2021

1. Objective

To secure the services of a website design firm or consultant to redesign the National Indian Health Board's website (www.nihb.org).

2. Background

The National Indian Health Board (NIHB) is a 501(c)(3) non-profit organization based in Washington, D.C. Established by the Tribes in 1972, NIHB advocates as the united voice of federally recognized American Indian and Alaska Native Tribes to reinforce Tribal sovereignty, strengthen Tribal health systems, secure resources, and build capacity to achieve the highest level of health and well-being for our People. NIHB works on a wide variety of health and public health issues to meet the needs of Indian Country.

The NIHB website is a popular hub for information and communication in Indian Country. It houses a wide array of information, and is accessed by different constituents for different purposes. The site's audiences include: elected Tribal officials, Tribal health administrators and practitioners, Tribal public health professionals, legal and policy specialists, governmental agencies, social justice advocates, The site houses information and resources on different advocacy and legislative topics, an organization-produced newsfeed and alerts, knowledge products, social marketing materials, conference materials, and a series of pages for many different public health topical areas. In May 2020, NIHB launched a COVID-19 response website as a subset of the NIHB website which has attracted a new audience with new content; this site is consistently updated and has maintained a steady stream of visitors.

However, the website has an outdated appearance and flow patterns. In addition, the website has outdated material, has pages and information embedded too deeply under layers of different pages (making it difficult to find), reflects updates provided by different staff over the years that now communicates differing tones, feelings, appearances, and priorities.

3. Service/Work Requirements

Scope of Service

To secure the services of a website management and design firm or consultant to redesign the National Indian Health Board's website (www.nihb.org). The redesign should update and

standardize the visual design, layout, and flow, and increase opportunities for consumer engagement, while still communicating the depth and importance of the work of the National Indian Health Board (NIHB).

Requirements

- Conducting an audit of the existing site to determine popularity of topical areas, priority features, outdated content, and gaps in existing web content.
- Confer with NIHB staff to ensure that all website needs are identified and included in the plans for the website redesign
- Create dynamic, forward thinking and creative web look and design that honors the purpose of the organization and it both dynamic and utilitarian
- Develop sitemap for initial review, and incorporate an auto-generated site map
- Work with NIHB staff to review and revise content at all stages of development based upon wireframe mockups of the new sites/pages
- Introduce elements to facilitate real-time consumer interaction and engagement
- Incorporate updated web design elements and layouts and align them with web content and maintain cultural appeal of the site to the NIHB audience
- Incorporate and intuitive and user-friendly navigation and flow system
- Integrate NIHB social media platforms and content
- Assure a mobile-friendly and optimized design
- Assure interconnectivity with NIHB app(s)
- Develop a site migration plan
- Create a robust and easy to use Content Management System (CMS), and train relevant staff on the operation and maintenance of the system/website
- Create a system for NIHB staff to easily update portions of the website
- Work with selected parties to review and test the site during the Beta testing phase
- Continuous technical assistance and monitoring for all steps of application creation
- Create video content platform for inclusion in website
- Create chat room capability through the site and through an NIHB APP
- Membership portal
- Portal for donations
- Create a plan to evaluate the effectiveness of the redesigned website
- Participate in national launch activities, to the extent appropriate and possible

Expectations

- Open communication about needs and abilities to accomplish tasks
- Ability to manage multiple tasks with optimal customer service
- Ability to provide all requested services and materials needed
- Ability to provide professional advice on guidance to best suit NIHB's needs
- Clear and accurate communication with NIHB staff
- Ability to effectively adapt to changing situations and meet shifting and evolving needs of NIHB, and application needs.

4. Terms and Conditions

The following terms and conditions will be in place for this contractual agreement, and additional language providing more detail will be included in the final contract.

Payment

This contract will be a performance-based contract. A set payment scheduled will be created in the final contract, and each payment will be attached to the completion of key milestone or deliverables. The consultant will invoice NIHB upon the completion of each milestone.

Ownership

NIHB shall be the sole owner of all right, title, and interest, including copyright, in the any materials, products or deliverables created by consultant, this includes, but is not limited to, content, art, design, and code. Any deliverable that is subject to copyright protection shall be deemed a work made for hire.

Independent Consultant Status

Consultant's relationship with NIHB will be that of an independent consultant, and the consultant will not act or represent Consultant to be acting in the capacity of an employee, agent, partner or joint venturer of NIHB for any purpose whatsoever and shall not have the authority to bind NIHB to any contractual or monetary obligations.

Sub-contracting

The consultant will have the ability to sub-contract with third parties in order to complete the scope of work.

5. Budget

NIHB has budgeted \$150,000 for this redesign project. NIHB is interested in seeing how firms and consultants can achieve the requirements contained herein within this figure, but will entertain proposals at different price points, including those that contain options for cost savings.

6. Key Dates

- October 29, 2021: Proposals due to NIHB
- November 12, 2021: Firms/Consultants notified of final selection
- November 19, 2021: Contract executed
- November 22, 2021: Work Begins
- May 1, 2022: Launch new website

7. Submission Details

Submission

Responses to the RFP should be submitted via e-mail to Stacy A. Bohlen, NIHB's CEO via e-mail at sbohlen@nihb.org. The subject line must simply state "Company Name **NIHB Website Proposal.**"

Deadline

If you wish to submit a proposal in response to this RFP to the National Indian Health Board, please send it no later than **October 29, 2021 by 5:00 PM Eastern Time**. Responses received after this deadline will not be considered.

Complete Proposal

The following items are **required** as part of a complete proposal:

- Contact information for firm and primary point of contact
- Narrative, including:
 - Description of your firm, staff, history, and experience.
 - Description of experience working with Tribes or Tribal organizations.
 - Statement of work, complete with activities, responsible parties and timelines.
 - Description of how you will work with NIHB staff to fulfill the requirements and expectations stated herein
- Resume(s) for primary staff highlighting relevant experience
- Examples of similar work/website redesigns completed
- A budget that clearly spells out the total amount proposed, as well as how the total amount is divided across clear milestones/deliverables.

8. Point of Contact

Questions regarding the RFP may be directed to Stacy A. Bohlen, Chief Executive Officer, at sbohlen@nihb.org