



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS (AMCHP) REQUEST FOR PROPOSALS

March 30, 2022

OVERVIEW

Project Background and Description

The Association of Maternal & Child Health Programs (AMCHP) is soliciting proposals for website maintenance services for its website amchp.org, which uses WordPress CMS, as well as several child sites. The purpose of this request for proposals is to use a competitive process to review vendor services for quality/efficiency assurance, troubleshooting, upgrades, and general support.

AMCHP leads and supports programs nationally to protect and promote the optimal health of women, children, youth, families, and communities. Since being founded in 1944, AMCHP has served as a national resource, partner, and advocate for state public health leaders and others working to improve maternal and child health (MCH) public health systems. AMCHP's members include leaders from the highest levels of state government, such as directors of maternal and child health and children with special health care needs programs, as well as family leaders, community-based organizations, academic institutions, and others who partner with and support state maternal and child health programs. Our members directly serve families nationwide and strive to improve the health of all women, infants, children and adolescents, including those with special health care needs, by administering critical public health education and screening services, and coordinating preventive, primary and specialty care.

AMCHP's website provides critical information and support to its members and to others in the MCH field. Material on the site is open to the public, but some areas are accessible only through member login. These include pages on which users can participate in virtual communities or update membership information.

AMCHP's standard business hours are between 9 am and 6 pm ET, with core hours between 10 am and 3 pm ET. AMCHP has recently expanded our staff to include people working across US time zones. AMCHP will require minimal website maintenance work on weekends or after 6 pm ET, but the proposals should include a plan for responding to urgent and emergent requests, including after-hours pricing and response time estimates.

In addition to the main site, AMCHP also owns several child sites, such as reviewtoaction.org and mchleadtoolkit.org, that support specific grant-funded projects. The child sites use both WordPress and Drupal content management systems, and are managed by external vendors, with AMCHP providing content changes. The winning proposal will have demonstrated experience using WordPress to add, update, and improve the access and use of website content and features, and an ability to translate information between developers and a nontechnical audience. The vendor must be committed to AMCHP's work in supporting the dissemination of information and resources that advance health equity and support authentic community engagement in public health initiatives. The selected vendor will partner closely with AMCHP project staff in coordinating content changes, as well as an external website development firm.

Project Scope

The selected vendor will provide services in a timely manner in response to staff requests and will alert staff to issues to be addressed. Tasks to be covered in proposals include but are not limited to:

1. Perform routine weekly content changes on amchp.org
2. Build new pages and modify existing templates using Divi, ensuring adherence to AMCHP's online style guide
3. Assist acting membership associate with managing MemberPress user database
4. Create or change website contact forms using Gravity Forms
5. Provide technical guidance on information architecture and site design
6. Troubleshoot and resolve issues with website and its plugins
7. Create or update WordPress training documentation and reference materials for staff content champions
8. Support content change requests on child sites and collaborate with host vendors for solutions
9. Identify and collaborate on targets for assessing usability and user satisfaction

Proposal Requirements

Proposals should include fee schedule for services during standard business hours and outside of standard business hours, and response times for urgent and emergent issues. Proposals should include descriptions of the vendor's experience in maintaining and improving sites built on WordPress and / or Drupal; the names and professional qualifications of key personnel who would work with AMCHP; experience with MemberPress; and two references to companies for which the vendor provided such services. Proposals must be submitted via e-mail to cstampfel@amchp.org by close of business on April 25, 2022. Proposals should not exceed 10 pages, not including supporting documents.

Timeline

Description	Date
Request for Proposals (RFP) Issued	March 30, 2022
Questions Due to AMCHP	April 12, 2022
Proposals Due to AMCHP	April 25, 2022
Selected Presentations from Vendors	May 3, 2022
Vendor Selection and Notification, and Agreement initiation	May 17, 2022
Implementation Begins	June 1, 2022

AMCHP CONTACT

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