



If you have any questions, please email [smeyer@kipp.org](mailto:smeyer@kipp.org). To submit your response, please email [smeyer@kipp.org](mailto:smeyer@kipp.org) and [procurement@kipp.org](mailto:procurement@kipp.org).

## Introduction

The KIPP Foundation is seeking proposals for the design, development and launch of an internal digital resource library. Your firm, among others, is invited to submit a proposal on a competitive basis in the format described in this Request for Proposal (RFP). This RFP establishes requirements and defines responsibilities of the proposing vendor (a.k.a. "Offeror") to design, engineer, provide, install, test, and document this new software system to be referred to herein as the "SYSTEM". The terms "OFFEROR", "PROPOSING VENDOR", and "CONTRACTOR" refer to any vendor responding to this RFP and also the vendor selected for the project described herein.

This RFP in no way constitutes an agreement between the KIPP Foundation and any Offeror. The objective of the RFP is the negotiation, execution and consummation of a definitive agreement between the KIPP Foundation and appropriate Offeror(s) to provide the services described herein. Information contained in the RFP is provided in strict confidence and shall be used only for purposes of responding to this RFP.

## About the KIPP Foundation

In 2000, Doris and Don Fisher created the KIPP Foundation to grow the KIPP charter school network by training outstanding school leaders to open and operate KIPP schools. Since 1994, KIPP has grown from two teachers in a single classroom to over 6,000 teachers serving nearly 100,000 kids in 242 schools across the country. The KIPP Foundation, through its KIPP School Leadership Program, has recruited and trained more than 2,100 KIPP school leaders to open new KIPP schools or succeed founding school leaders.

Beyond recruiting and training new school leaders, the KIPP Foundation is responsible for supporting excellence and sustainability across the network and leading network-wide innovation efforts to leverage our growing scale. The KIPP Foundation provides a variety of supports and services to KIPP schools and regions in areas such as legal support, real estate, technology, finance, corporate governance, operations, communications, marketing, and development.

More information can be found at [KIPP.org](http://KIPP.org).

## Project Description

The KIPP Foundation (aka "the Customer") plans to develop a digital resource library designed to organize and provide access to KIPP curated resources for both the KIPP network (our 28 regions and 242 schools) and our external partners. Through a digital resource library, we seek to solve two needs:

- 1) As a KIPP Foundation team member, I need to quickly and efficiently publish content for KIPP network team members and external partners.
- 2) As a KIPP network team member or external partner, I need to quickly and efficiently locate, review and download KIPP practices, exemplars and training materials.

Over the last decade, KIPP has used a variety of out-of-the-box platforms that include 'social business' features, such as discussion boards, gamification modules and a variety of other peer-to-peer communication features. We have had limited success with these features; thus, our focus is strictly on seamless content storage and sharing.



We have defined two platforms to use for our resource library:

- [Box](#) to store all the content files, ranging from PDFs, to Word Docs, to videos, to Adobe design files. This will allow our content admins to be able to organize their resources in a tiered folder structure that can be easily managed / updated.
- [WordPress](#) to be the 'front-end' website, where users can view the context of specific resources and be linked to the resources themselves (stored on Box). This will allow our content admins to be able to provide context to resources, while also making the majority of website updates on their own, without the need of IT support.

*While we have defined these two platforms, we are open to hearing alternative solutions, if recommended.*

### Additional Project Details

- Current high-level project timeline is the following:
  - Vetting & selection of vendor: Now – late April
  - Start of engagement: Early May
  - Define information Architecture, site design and systems: May – June
  - Migrate content, set up new pages and launch site: July – early December
- KIPP Share is currently hosted on the JiveX platform (Khoros, Inc.). The platform is set to terminate on December 31, 2020; thus, we hope to build and migrate to a new platform by early December 2020.
- During our migration to the new platforms, we DO NOT plan to migrate all content to the new website. We estimate approximately 20-30% of content will migrate to the new site. Our content leaders (30+ individuals) will be making decisions on what files need to move.

### Vendor Responsibilities

We will ask our selected vendor to complete the following tasks (estimated timing in **bold**):

1. Design (**May and June 2020**)
  - Define branding and style guide, leveraging current [KIPP brand standards](#)
  - Global navigation / information architecture (for both WordPress and Box)
  - Page, header, footer, and content 'blocks' that can be reused / adapted across the site
  - Identify plug-ins necessary for the site based on system requirements (see link under "response instructions.")
  - Iterative testing of design components with content admins and end users
2. Technical partnership - set up and support (**May – November 2020**)
  - Partnering with KIPP IT team to build resource library within KIPP's current technical environment
  - Recommending and setting up any new plug-ins and/or integrations based on team needs
  - Setting up testing/staging environment in addition to production environment
  - Document new plug-ins, integrations, permissions, etc.
  - Define, test (proof of concept) and implement a permissions structure that is integrated with OneLogin
3. Resource library implementation and launch (**July – November 2020**)
  - Build webpages and review with content admins and users before launch
  - Download and migrate content files from current platform to Box repository. Additionally, reviewing with content admins and users before launch.
  - Launch of each webpage and Box file structure
  - Document how content admins will manage the resource library (both Box and WordPress)



To reiterate, it is important for the proposed vendor to incorporate review cycles and plan to partner with the KIPP IT team throughout the engagement. We plan to be partnering throughout this effort and not waiting until the end of the engagement for a knowledge transfer.

### Vendor Selection Criteria

When evaluating potential vendors for this project, we will evaluate proposals based on the following criteria:

- Understanding of and ability to meet vendor responsibilities (see above)
- Understanding of and ability to meet our system requirements (link below)
- Design and development process, activities and timeline
- Plan on how to partner with our IT Team and Content Admins
- Examples of similar work
- Experience creating password-protected / SSO websites (internal websites, intranets, portals, etc.)
- Experience working with education-based / non-profit organizations
- Location. Will not consider offshore organizations / resourcing. (Team should be accessible during CT and PT work hours)
- Cost, including any non-profit discounts

### RFP Important Dates

Date	Description
2/28/20	Round 1: RFP Response Due
3/12/20	Decisions on Round 2 Vendors
3/25 & 3/26/20	Round 2: Demo Website + Cost Analysis + Q&A
Early – Mid April	Follow-ups, as needed
4/23/20	Final Decision
Early May	Start of Engagement

### Response Instructions

The Customer requests each proposed vendor to provide a detailed written proposal in response to this RFP by **EOD February 28, 2020**. Please include:

- Responses to [defined system requirements and additional questions](#). Please note any recommendations (e.g. plug-ins), where applicable. **\*\*Please complete all items listed\*\***
- Proposed design and development process, activities and deliverables
- Proposed schedule (aligning with our defined timeline)
- Proposed project team
- Examples of similar work – particularly non-public websites and/or websites that leverage a separate content repository
- 2-3 references we can directly call and talk to (ideally, 1 reference from education-based organization and/or 1 with internal website design)
- Cost estimate AND any non-profit discounts
- Contact information to reach the proposed vendor via email and phone

Please contact [smeyer@kipp.org](mailto:smeyer@kipp.org) if you have any questions about your response. Incomplete responses may not be considered for Round 2.