

TERMS OF REFERENCE- REQUEST FOR PROPOSAL

Assignment/Project Title: Development of Interactive web portal with social media connect, capacity building through digital learning and an online community for UWP Change makers

Assignment Duration: 6 months Development and Annual Maintenance

Assignment Type: Firm

A. BACKGROUND

Up with People (UWP) is an American 501 nonprofit organization. For 57 years, we at UWP have been bringing people together from different mindsets, cultures, ethnicities, and beliefs. UWP's vision is an inclusive and sustainable world where people are equal in dignity and rights. Not only do we serve our mission through the activities of our international touring casts, but many of Up with People's 22,000+ alumni continue to make a positive difference in the world long after their tour has ended. The lessons learned during the Up with People program – to act as global citizens and be positive voices for change – often influence our participants throughout their lifetimes.

B. OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to develop an interactive platform/website for UWP a safe, secure online Community of Practices (CoP) to extend important conversations, make new connections, stay up-to-date on social media and management, digital learning and knowledge sharing through web and mobile platform. Also to cover formative assessments and impact analysis on regular intervals. The integrated solution that enables the UWP community to enjoy a seamless experience virtually.

C. SCOPE OF WORK

As specified under objective (B) above, the firm should design, develop and deploy an integrated solution covering specifically the following components:

1. Development of an interactive portal that is modern, best in class with latest technology; the broader components of the portal includes Information, Communication and Transaction.
 - a. Stratified surveys of the various stakeholders, UWP team, as and when required.
 - b. Content Management System (CMS) to manage the contents.
 - c. Plug-ins for blogs, chats, forums to drive communication and plug-ins for donations
 - d. Regular Maintenance of the portal both infrastructure and content; the overall solution to be hosted in USA.
2. Social Media management includes (but not limited to) regular postings, brand management, response to the posts, etc.
3. Integrate the Community Platform for UWP Changemakers; which is user friendly, easy-to-manage, customizable and Integrable with the interactive portal. Community Manager services to engage with the audience, create content and drive User-Generated content, Moderate and drive overall engagement
4. Digital learning and knowledge sharing through a Learning Management System (LMS) that allows for
 - a. Scheduling and tracking,
 - b. eLearning and mLearning in multiple formats,
 - c. e-portfolio of assignments,
 - d. Formative and Summative Assessments,
 - e. Chat, Forums for various learners and stakeholders for sharing and exchange of knowledge

5. Mobile App for the period of training (approx. 16 weeks duration) that allows learners to stay in touch with the cohort, teachers, see schedules, post photos or activities and content.
6. Impact Assessment tool to measure site metrics, interaction metrics, on the ground impact metrics etc.
7. APIs to move leads from the website into Salesforce.com - for Student's enrollment and Donor connects.

D. OUTPUTS

The firm will produce the following outputs:

1. SRS and work plan schedule to complete assignment within agreed timeline.
2. Interim Output 1: Prototype of the interactive website for approval by UWP.
3. Interim Output 2: Submission and acceptance of UAT for approval by UWP.
4. Interim Output 3: 'Go Live.'
5. SEO and Site analysis to ensure search engine optimization.
6. Provide annual and detailed reports analyzing progress, trends and areas to be improved.
7. Maintenance as per the mutually agreed timelines.
8. Delivery of all source code, facilitating transition, setting-up and ensuring functionality of the web site.

E. INPUTS FROM UWP

- Subject Matter Experts will be provided based on the requirement.
- UWP will provide access to documents, previous graphics such as logos and images.
- Single Point of Contact (SPOC) for all reviews and sign-offs on milestones/deliverables.

F. TERMS AND CONDITIONS

1. **Duration:** Development Period - 6 months from date of contract signing, and annual maintenance for a mutually agreed period.
2. **Contract type:** The contract type is lump sum inclusive of reimbursable expenditure.
3. **Payment Schedule**

S. No.	Deliverable	Due Date	Payment Percentage of Lump Sum price
1.	Contract Signing	On Contract Signing	20%
2.	Deliverable 1: SRS and work plan schedule	2 weeks from contract signing	15%
3.	Deliverable 2: Approved Prototype of the interactive website	10 weeks from contract signing	15%
4.	Deliverable 3: Approved UAT	20 weeks from contract signing	15%
5.	Deliverable 4: 'Go Live'	22 weeks from contract signing	15%

S. No.	Deliverable	Due Date	Payment Percentage of Lump Sum price
6.	Deliverable 5: Delivery of all source code	24 weeks from contract signing	10%
7.	Deliverable 6: Annual Maintenance and Reports	TBD	10%

G. INTELLECTUAL PROPERTY RIGHTS

The final product will be the property of the UWP. The firm shall not use the product for their own publicity purposes, nor license the product to be used by others, without the written consent of the UWP.

While sharing the final source codes with UWP, the firm shall submit an undertaking stating that the UWP will have all the user rights (Copyrights) for all the materials, solutions, software, video and audio or any such materials which are developed as part of this project. This may include development files as well.

H. REPORTING

Firm will report to the UWP SPOC(s). Coordination with other members of the team will be undertaken as required. Firm will schedule a weekly meeting with UWP to discuss progress and get issues resolved.

I. CONSULTANCY REQUIREMENTS

A) FIRM'S EXPERIENCE

Item/No	Qualification Criteria	Mandatory Requirement
1	General Experience	The firm shall have a minimum of seven years of experience in the design and implementation of interactive platform / information and/or knowledge management and/or Community of Practices (CoP) system or similar platforms.
2	Specific Experience	<ul style="list-style-type: none"> The firm should have successfully completed at least three projects of similar nature, scope and complexity. The firm should have successfully complete interactive platform / Community of Practices (CoP) design and implementation for an organization with at least 2000 users The firm shall have experience in providing training on the development and/or usage of similar systems

B) STAFFING COMPOSITION AND QUALIFICATION REQUIREMENT

Item/No	Staff	Qualification Requirement
1	Community of Practices Specialist - System Developer (Team Leader)	<ul style="list-style-type: none"> Minimum of Post-Graduation (PG) Degree in System Development, development communication, information science, or other related field with IT/Software development background. Minimum of eight years' experience in developing and/or managing interactive platform / Community of Practices projects and drafting CoP products.

		<ul style="list-style-type: none"> Participated and completed at least three interactive platform / CoP projects in the last 6 years.
2	Community of Practices system analyst	<ul style="list-style-type: none"> Minimum of B.Sc. Degree in Computer Science, Software Engineering, or Information Management System, Information Science or other related fields. Minimum of five years' experience as information system analyst and software development Participated and completed at least one interactive platform / Community of Practices information system implementation in the last five years.
3	Database expert	<ul style="list-style-type: none"> Minimum of B.Sc. Degree in Computer Science, Software Engineering, or Information Management System, Information Science or other related fields. Minimum of six years' experience in database development and/or management Participated in at least two similar information management system implementations in the last five years.
4	Institutional development specialist	<ul style="list-style-type: none"> Minimum of B.Sc. Degree in Business Administration, Management, Economics or other related fields. Minimum of three years' experience as business process analyst and proven experience of establishing interactive platform / Community of Practices (CoP) team or department Experience in at least two institutional structure development projects related to Community of Practices (CoP) system development.

J. METHOD OF SELECTION: QUALITY AND COST BASED SELECTION (80:20)

The weightages given to the Technical Score, Presentation Score and Price Score are:

- Technical Score = 40%
- Presentation Score = 40%
- Price Score = 20%

Where Price Score will be calculated as follows:

Price Score of a proposal = $100 \times (\text{Price of Lowest Proposal} / \text{Price of the proposal under consideration})$

The formula for determining the final score is the following:

Final Score = 40% of Technical Score + 40% of Presentation Score + 20% of Price Score

K. SUBMISSION OF BID DOCUMENTS

The offers (financial and technical) must be submitted to UWP by email only at pworcester@upwithpeople.org before 14th November 2022 at 9 AM pst, addressed to Chief Operations Officer, UWP. Any request for additional technical information should be addressed to the same.