Scope of Services for Website Enhancements/Improvements

Request for Proposal

November 24, 2021
**Project Summary**
CORE Group is issuing a Request for Proposals (RFP) for the redesign of its online COVID-19 Pandemic and Vaccine Resource Library as well as a design update and resource rearrangement for its other CORE Group resource library pages. As an organization focused on bringing the global health community together to share, learn, and improve programming, CORE Group aims to improve the accessibility and availability of existing resources on global health, particularly to promote vaccine confidence in the face of the COVID-19 pandemic. The resource libraries should be user-friendly such that they may be easily navigated, even in areas with low-bandwidth Internet service, and flexible enough to serve a diverse audience in multiple linguistic capacities.

**RFP Sent: November 24, 2021**
**Responses Due: December 10, 2021**
Send any questions and proposals to: Eli Enenbach, Advocacy and Communications Manager, eenenbach@coregroup.org

**Goal for COVID-19 Pandemic and Vaccine Resource Library relaunch: January 31, 2022**
**Goal for update of other resource pages: February 15, 2021**

**CORE Group Overview**
CORE Group is a nonprofit organization based in Washington, DC. We started organically 24 years ago, when a group of child survival experts recognized a need for a forum for collaboration. We have since diversified and grown, and we are now a leader in global community health, working to improve and expand community health practices for populations that are underserved, especially women, children, and adolescents. As a neutral, trusted platform for a coalition of more than 211 members, we work together with the broader global health community to foster collaboration and learning, strengthen technical capacity, develop innovative tools and resources, and scale effective community-focused health approaches for populations whose needs are not sufficiently met by health care systems.

**Our Initiatives**
**Global Health Practitioner Conferences**: Annual conferences that attract about 300 global health experts (including implementers, donors, academics, and more) from around the world.

**Working and Interest Groups**: Teams of individuals from multiple organizations contributing to further development and understanding of a technical or cross-cutting topic, such as nutrition, social and behavior change, and health system strengthening.

**International Community Health Network**: Community of practice that we engage both in-person and virtually through the aforementioned conferences and working groups, webinars, listservs, trainings, workshops, and more.

**Project Implementation**: CORE Group is a partner on multiple grant-funded projects related to maternal child health, polio, immunization, and COVID-19 vaccine confidence. We bring expertise in knowledge management, communications, community health, and civil society engagement to these projects.

**Our Audiences**
**Our primary overall audience is our members**, who consist of public health practitioners, policymakers, consultants, students, and other stakeholders based around the globe. Bandwidth is a continual consideration for field staff in low- and middle-income countries since they need to be able to access our website resources in low-resource settings. Our current website has low- and high-bandwidth viewing options.

**Our secondary audience is global health practitioners around the world, academia, and prospective members** who may have heard of us and want to get more information. They are demographically
similar to the primary audience. They may be accessing our resource libraries because they have been referred by a colleague or a link on a partner website.

**Our tertiary audience is current and prospective donors.** A user-friendly and intuitive resource library design is crucial to establish CORE Group’s priorities of equitable resource distribution and high-quality engagement with our diverse member organizations.

**Our COVID-19 Pandemic and Vaccine Resource Library (name to be confirmed) is intended for all of our audiences in addition to country-level audiences for a specific, time-bound project to transform vaccine hesitancy to confidence:** Ministry of Health representatives, frontline health workers, patient advocacy groups, and community leaders or members who may receive COVID-19 vaccines or be well positioned to spread word of their importance. The priority countries for this project are Uganda, Kenya, and Nigeria or India (TBC).

**Enhancement 1. Improving User-Friendliness of Current Resource Libraries**

Our website houses a general resource library, a COVID-19 Pandemic and Vaccine Resource Library, a Humanitarian-Development Nexus Collaboration Hub, webinars, select case studies/conference reports, and COVID-19 global response coordination (see under our Resources tab). We would like to update the resource libraries’ format so it is more user-friendly across different screens with easier navigation and greater visual appeal (see Annex A). We would like each resource library or hub to have a similar look and feel, though the search parameters for each one may differ based on the size and type of materials in each collection.

Currently, the limited category selection options make it difficult for viewers to find resources that span multiple fields of study. In addition, linkage and navigation among our resource libraries are not intuitive.

**See Desired Functionality for Update of Resource Libraries outlined in Table 1.**

**Enhancement 2. Redesigning COVID-19 Pandemic and Vaccine Resource Library**

The COVID-19 Pandemic and Vaccine Resource Library is more time-sensitive than the rest of the overall resource libraries update, due to the nature of the pandemic response. It is also tied to a time-bound, grant-funded project to promote COVID-19 vaccine confidence, and we have specific ideas in mind about what we are seeking. *We recently added COVID-19 vaccine resources to an existing COVID-19 response resource library, and would like to better integrate the new resources for the grant-funded project to this page, with restructured search parameters related to the new content for easier navigation.* See below and the annexes to this RFP, which contain search categories for the resources we have assembled (Annex B) and an illustrative visualization with a general idea of what this resource library might look like based on needs we have identified (Annex C).

**COVID-19 Pandemic and Vaccine Resource Library Objectives**

1. Enable website visitors to find relevant information through an accessible, mobile-friendly, and user-friendly layout created on our existing WordPress website
2. Highlight country-specific and high-impact resources

The languages in which the materials are written would be set up as search parameters. We anticipate having materials in up to 30 languages.

**See details of redesign outlined in Table 1.**
Enhancement 3. Optional Functionalities (Two Options)
We would like to include the following, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.

- A. Establish linkage among resource libraries to foster interdisciplinary collaboration (this could look like showing the search results from the resource library at hand and another section of “Resources from elsewhere on the site,” for example)
- B. Searchability of COVID-19 Pandemic and Vaccine Resource Library in different languages (i.e., by writing search terms in other languages; with 3 additional languages besides English)

Table 1. Scope of Work
The scope of work covers our desired updates to the resource libraries on our WordPress website, www.coregroup.org. It reflects an illustrative, estimated number of hours of work per update. We anticipate the breakdown of hours per task may vary based on the final contract.

<table>
<thead>
<tr>
<th>Item</th>
<th>Low Estimate</th>
<th>High Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update the resource libraries’ format so it is more user-friendly across different screens with easier navigation and greater visual appeal (see Annex A)</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Consistent branding and design across existing resource pages</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Ensure templates in WordPress allow for easy content management on the updated pages by CORE Group Staff</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Ensure mobile-friendly design and 508 compliance of updated pages for people living with disabilities</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Ability for CORE Group staff to easily create new resource hubs/libraries for different technical areas and new categories within hubs, as needed</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Redesign COVID-19 Pandemic and Vaccine Resource Library with a multiple-choice selection of resource types or categories, clean and focused design that matches CORE Group branding and colors, low-bandwidth option for visitors in low-resource settings. Concise categorization and layout of resources on landing page including but not limited to predetermined categories developed through our background work (see Annexes B and C).</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Optional: Searchability of COVID-19 Pandemic and Vaccine Resource Library in different languages (i.e., by writing search terms in other languages; with 3 additional languages besides English)</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Optional: Establish linkage among resource libraries to foster interdisciplinary collaboration (this could look like showing the search results from the resource library at hand and</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Budget Details
Our budget for this project is US$3,000–5,000 for the update of the existing resource libraries and US$3,000–5,000 for the creation of the COVID-19 Pandemic and Vaccine Resource Library. Hours per task may vary among developers; our total budget for this combined project is US$10,000 maximum. Proposals must fall within this range, or will not be considered. We anticipate the launch of our COVID-19 Pandemic and Vaccine Resource Library to be January 31, 2022 and the general resource libraries update to be February 15, 2022. All invoices for this project must be billed within one month of the completion date for each phase.

Proposal Requirements
Please include the following in your proposal response:

☐ Overview of your company
☐ Overview of how you will meet our objectives
☐ Outline of your website design & development strategy
☐ Proposed website timeline from kickoff to launch
☐ Details about your team
☐ Recent design & development examples
☐ References
☐ Any key differentiators about you
☐ Pricing with elements line-itemed for the COVID-19 Pandemic and Vaccine Resource Library, revamping the updated existing resource libraries, and optional elements (i.e., à la carte pricing for each Enhancement), as well as total budget. Please note we may do sections in a phased approach.
☐ Terms & conditions

RFP & Project Timeline Details
RFP Sent: 11/24/2021
Responses Due: 12/10/2021
Finalists Selected & Contacted: 12/15–16/2021
Winner Selected & Contacted: 12/17/2021
Project Kick-off: 12/20/2021
COVID-19 Pandemic and Vaccine Resource Library Relaunch Target Date: 01/31/2022

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

Please submit your proposal or any questions to Eli Enenbach at eenenbach@coregroup.org

Please see Annexes A, B, and C.
ANNEX A: ILLUSTRATIVE EXAMPLE OF EXISTING RESOURCE LIBRARY UPDATE (GENERAL IDEA)

Current format of search functions and resources (varies across resource libraries):

We'd like to update the search format so it’s more user-friendly, and so that the resources appear in a consistent, more appealing format.

Another example of how resources currently appear:

In the webinar library, one click on a resource currently yields an intermediary blurb with no image that requires another click to reach the main page with the webinar:
Instead, we’d like the resource libraries to show resources as horizontal boxes with a thumbnail image, small blurb, and possibly relevant tags so users can see more information to begin with, along the general lines of the below. Users should be able to click each horizontal box to go directly to its corresponding webinar/resource page.

ANNEX B: SEARCH RUBRIC FOR NEW COVID-19 PANDEMIC AND VACCINE RESOURCE LIBRARY

**Priority Area**

- All Resources
- Vaccine Confidence
- Combating Misinformation
- Vaccine Equity
- Vaccine Distribution

**Subtopic**

- Preparedness and Response
- Humanitarian and Conflict Settings
- Mass Media Communication
- Social and Behavior Change Communication (SBCC)
- Risk Communication and Community Engagement (RCCE)
- Reproductive, Maternal, Child, and Adolescent Health (RMCAH)
- Nutrition
- Financing
- General Disease Information (including clinical characteristics)
- Mental Health

**Material Type**

- Toolkits, Posters, and Infographics
- Live Dashboards and Trackers
- Videos and Animations
- Resource Libraries
- Reports
- Guides, Manuals, and Protocols
- Research Articles
- Digital Health Tools/Telehealth/Apps
- Factsheets & FAQs
- Podcasts
- Multilateral Frameworks
- Statements, Briefs, and Notes
- Trainings/Courses

Language [Languages that resources are written in; these are examples, but options will need to be added and modified by CORE Group staff as content is uploaded. We anticipate up to 30 languages.]
- English
- French
- Spanish
- Arabic
- Other

Geographic Focus [CORE staff may also need to modify this based on available content]
- Africa
- Asia
- Middle East
- Europe
- North America
- Latin America and the Caribbean
- Other

Source Type
- Journal
- Nonprofit organization (NGO)/Civil society organization (CSO)
- Professional Association
- World Health Organization and Regional Offices [for example, PAHO]
- UN Agency/Organization
- Ministry of Health
- Academic or Research Institution
- Foundation
- Other
ANNEX C: ILLUSTRATIVE VISUALIZATION OF FORMAT (GENERAL IDEA)

COVID-19 Pandemic & Vaccine Resource Library

CORE Group's COVID-19 Vaccine Patient Education: Addressing Vaccine Hesitancy project aims to design and implement activities that further an overall understanding of vaccination campaigns to address the current pandemic.

Below you will find a curated collection of vaccine resources along with our priority areas as an organization.

Search

Filter By

Subtopic

Material Type

Language

Geographic

Source Type

Submit A Resource!