



Request for Proposal

WEBSITE TECHNOLOGY ASSESSMENT

Sarah Cline, Executive VP of Development & Communications
THE VILLAGES | 3833 N. MERIDIAN STREET | INDIANAPOLIS, IN | 46208

Agency Summary

The Villages of Indiana is among the state's largest, licensed, and accredited, non-profit foster care and family services agencies with over 16 offices throughout Indiana. Established in 1978 through an initiative of the Lilly Endowment, The Villages professional team provides foster care licensing and placement, adoption and post-adoption services, and wrap-around family support programs. In 2023, The Villages team served over 10,000 individuals, statewide, through more than 10 programs, which include Indiana Healthy Families, Kinship Care, and Older Youth Services. The Villages is also the umbrella agency for Prevent Child Abuse Indiana, the state-chartered chapter of Prevent Child Abuse America, and owns and operates a Paths to Quality Level 4 childcare center on the Southwest side of Indianapolis.

The Villages' mission is to support families and communities to build brighter futures for children, youth, and those who care for them, with a vision that every child, youth, and family will flourish in safe, nurturing environments. To support our mission and vision through a diverse array of programs, The Villages currently owns and operates four websites to reach the community, statewide. These websites include www.villageskids.org (the full agency website); www.pcain.org (specifically for Prevent Child Abuse Indiana); www.childrensvillagekids.org (specifically for Children's Village Childcare Center); and launched in January 2024 www.villagesadoption.org (specifically for Mother-Centered Adoption Program).

Historically The Villages has worked with contracted vendors to support the design, layouts, updates, some form/plugin building, etc. to make each website visually appealing and user-friendly. However, beyond these functions, there has not been an internal or external expert who has led strategy, implementation, and oversight regarding the complexity and knowledge needed to oversee each website's hosting/domain/security/maintenance/solutions and anything else that may be pertinent to maintaining the integrity, reducing risk, and owning and operating a website.

Project Summary and Priorities

The Villages of Indiana is accepting proposals to assess the current state of The Villages' four websites as it relates to technological maturity and identification of success/gaps. It is a goal of The Villages, upon completion of an assessment, to understand what, if any, website, and data technology gaps are present and determine a strategy to support efficient and ongoing practices for each website.

The websites to be reviewed include: www.villageskids.org; www.pcain.org; www.childrensvillagekids.org; and www.villagesadoption.org.

The Villages' priority would be to understand the following topics in the list provided below and their importance to website ownership. However, The Villages recognizes that this may not be an exhaustive list of what should be reviewed/recommended based on the scope of owning and operating websites.

- Gap Analysis for each Website – focused on the technical components
 - Hosting/Domain
 - Data/Website Security
 - SSL Certificates
 - Forms, Plug-ins
 - Daily, Monthly, Quarterly, Annual Maintenance
 - Data Management and Analysis
 - User Identification and Permissions
 - Website overall Health
 - Immediate Needs
- Technology and Data Workflows
 - Identification/Review
 - Problem/Solution
 - Data Analysis

- Problem Solving and Technology Strategy
 - Immediate vs. Planned
- Best Practice for Website Ownership

The Villages prefers a vendor/partner with PowerBI, PowerPlatform and or Power Pages experience and/or expertise. Including recommendations on how this can be integrated within the technological components of The Villages' websites and data workflows.

The Villages is looking for a vendor/partner who has established non-profit clients, and who can manage the greatest impact, while working within a confined budget. The Villages is looking for a partner willing to work with multiple Villages' representatives to truly understand the complexity of the historical components of the website technology, the perceived areas of expertise and gaps, and how data is used to support the program and service delivery.

A maximum of three months to complete the assessment from contract signature to scheduling presentation of findings and recommendations is important to The Villages. Vendors may propose a different timeline within their proposal, if necessary, however please include an explanation if changing the proposed timeline.

Strong communication is a priority. The chosen vendor/partner should plan to communicate findings and recommendations to the agency leadership team in writing and through in-person/hybrid presentation at completion of assessment.

This is not a design and marketing RFP.

Contract Terms

The Villages will negotiate contract terms upon selection. All contracts are subject to review by The Villages leadership team and legal counsel. This bid will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Projected Timeline

February 13, 2024 | *RFP Announced and Accepting Submissions*

March 20, 2024 5:00pm EST | *Deadline for Submission of Questions for a Guaranteed Response*

**Please submit any questions to Sarah Cline SCline@villages.org or 317-979-8766.*

April 8, 2024 5:00pm EST | *RFP Submissions Due*

April 23, 2024 | *Selection of Vendor/Partner Finalized*

**All vendors who submit an RFP will be notified with an acceptance or decline by April 23rd.*

May 1, 2024 | *Begin Assessment*

Proposal Guidelines and Requirements

The purpose of this RFP is to provide a fair evaluation for all candidates.

This is an open and competitive process. The Villages has researched and worked with different agencies who have also received an invitation to submit.

Websites to be addressed in this RFP are (www.villageskids.org; www.pcain.org; www.childrensvillagekids.org; www.villagesadoption.org)

The proposal must contain the signature of an authorized officer or agent of the company submitting the proposal.

Include pricing and description information for the scope of work proposed. Please include any additional relevant information.

If the execution of work to be performed requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified, and the work they will perform must be defined. Subcontractor Name and Location (City & State) will suffice. The Villages will not refuse a proposal based upon the use of subcontractors, but it is not preferred.

Please limit the Proposal Application response to no more than four (4) pages maximum and a minimum of 12pt font.

Submit final proposals, to The Villages’ Executive VP of Development & Communications, Sarah Cline, at SCline@villages.org or by mail/drop off to 3833 N. Meridian Street, Indianapolis, IN 46208. Proposals must be received by 5pm EST on April 8, 2024 – NOT postmarked on this date. Proposals received after 5:00pm EST on Monday, April 8, 2024, will not be considered.

Proposal Application –

****The following format is not a requirement for submission. If providing a different format, please ensure you have answered all the questions listed below within the final proposal submission.***

Business Name and Mailing Address	
Contact Name and Title	
Contact Phone Number Email Address	
Executive Summary <i>(Who are you? Why do you think you/your business would be a great fit for this project?)</i>	

Business Background

(Share expertise, why we should choose you over other vendors, relevant experience, non-profit partners, communication style, etc.)

Proposed Scope of Work & Deliverables

(What is your typical process when beginning work with a new partner? How would you propose to complete this assessment? What data/systems will you need access to from The Villages? Will you need to schedule interviews with key staff? How will you track, manage, and communicate progress? What is your expected deliverable(s)? How do you propose to communicate findings?)

(Include the pricing and description of each recommendation. Include total price of assessment.)

Proposed Timeline

(Include from agreement to final assessment written and meeting presentation.)

Comments/Additional Details

(Feel free to provide any relevant materials/information to support your RFP. Not required.)

This proposal has been approved by an authorized officer or agent of the above vendor.

Approving Officer Name & Title

Date

Contact Signature



3833 N. Meridian Street | Indianapolis, IN | 46208

www.VillagesKids.org