



REQUEST FOR PROPOSALS

Technology Build of the Interfaith America Learning & Action Hub

Introduction

Interfaith America (IA) invites qualified web development professionals with learning management expertise to submit proposals for the technology build of its proposed dynamic Learning & Action Hub. This online portal, built into Interfaith America's existing website, aims to provide a seamless and personalized experience for IA's diverse audiences by offering easy access to learning resources and programmatic opportunities that align with their specific needs and goals.

Racial Equity Commitment

As a part of our commitment to racial equity, Interfaith America, and the staff who steward our grants look to integrate thought partners with diverse racial backgrounds throughout the process of the project- from creation to outreach, applications, implementation, and feedback. We are intentional about reaching out to new communities and partners, and thinking critically about racial diversity in the applicant and acceptance pools.

Program Overview

Interfaith America has a rich history of promoting religious pluralism through its work in higher education, racial equity, healthcare, corporate consulting, bridgebuilding, democracy, and technology. As IA seeks to expand its reach and impact, it recognizes the need to transform its educational resource management, access, and user interface. Funding has been secured to create the "Learning & Action Hub," a centralized digital portal that will empower users to input their circumstances and goals, resulting in customized learning and action plans. While initially



focused on higher education audiences, the platform should be designed with scalability in mind for future audiences.

In the Spring of 2023, Interfaith America hired 1791 Delegates as consultants to conduct an external audit and landscape analysis, assessing how peer organizations organize and publish their learning resources. They also executed an internal audit of IA's learning resources, reviewing the organization's catalogued materials; learning communications, statistics and feedback; and potential learning pathways for its audiences. In addition, they conducted market research and facilitated focus groups and interviews to gain valuable insights into IA's specific needs. Subsequently, 1791 Delegates delivered a comprehensive discovery brief containing key findings and a set of recommendations for the technological build of the Learning & Action Hub. That discovery brief is attached to this RFP.

The upcoming implementation phase of this project involves onboarding a skilled consultant to implement 1791 Delegates' recommendations *or* suggest and implement a modified (or altogether different) approach. This phase entails *both* the technological build of the Learning & Action Hub portal and also implementation of the processes and systems required to manage the resources and opportunities that will populate the portal's recommendations. The scope of this phase of work will include the design and integration of algorithms, data analytics, and user-friendly interfaces that not only respond to users' specific needs but also adapt to evolving preferences. It will also include collaboration across IA's team, to equip multiple individuals to manage and tag Learning & Action Hub resources, and to leave IA's Learning Team equipped to manage the Learning & Action Hub for the long term.

Scope of Work

IA seeks a firm with expertise to implement the following dimensions of development of the Learning and Action Hub:

1. The build of a dynamic Learning & Action Hub into IA's existing website, tailored to the unique needs of IA's audiences, informed by the 1791 Delegates external survey, internal audit, and discovery brief. This includes:

- a. The user interface
 - b. The filtering technology to match appropriate resources/opportunities with particular users
 - c. The back-end infrastructure and systems to manage IA's library of resources/opportunities
2. Seamless integration with existing systems, including Salesforce, WordPress, and Elementor, as well as development of data capture mechanisms and analytics tools to monitor user engagement and behavior within the Hub itself. This includes tracking the number of downloads, click-through rates, and other relevant user interactions to provide valuable insights for continuous improvement and content optimization.
 3. Creation of an effective system for organizing and tagging resources, ensuring their relevance and discoverability, while continually optimizing content deployment based on user preferences and analytics.
 4. Establishment of a robust sustainability framework for the Hub, enabling IA to independently manage and adapt the platform as needed in the future, including technical setup for long-term scalability and analytics.

Submission Requirements

Qualified web development or technology firms with learning management expertise are invited to submit detailed proposals. Successful submissions must include:

1. A detailed description of your firm and its approach to filtering and algorithm work, emphasizing experience with dynamic platforms for education, learning management systems, and resource management.
2. A comprehensive narrative (two-pages max) highlighting your relevant qualifications, work, and expertise.
3. At least two relevant case studies with client references.
4. Comprehensive bios of the key personnel who will be involved in the project, including their roles, responsibilities, and client history.
5. A summary of how you plan to implement the recommendations outlined in 1791 Delegates' brief, and/or details as to how you would amend 1791 Delegates'



recommendations and deliver on a different solution than the one 1791 Delegates proposed.

6. A proposed budget and timeline for your work, including all applicable fees.

Program Timeline

- RFP Published Date: 10/30/23
- Applications Close: 11/19/23
- Hired firm will be notified by: 12/4/23
- Project Start Date: 12/15/23
- Project End Date: 4/30/23

Please notify Rachel Tingley, Program Manager at Interfaith America, if you plan to submit a response to this RFP: rtingley@interfaithamerica.org

We look forward to your response and the opportunity to collaborate on this exciting project. Thank you for your interest.