

Request for Proposals (RFP): Web Development & Support Services

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Proposals must be received via email in PDF format no later than **5:00 PM PDT on August 10, 2026**.

1. Executive Summary & Objective

The Washington State Academy of Nutrition and Dietetics (WSAND) and the Oregon Academy of Nutrition and Dietetics (OAND) seek a vendor to develop, launch, and maintain their respective website platforms.

The primary objective is to implement a modern, intuitive, open-source Content Management System (CMS) that enables internal staff to perform routine updates independently. **The final solution must prioritize zero-dependency content management.** The selected vendor will deliver the infrastructure, functional modules, and design framework; **all ongoing content population, migration, and management will be handled exclusively by organization administrators.**

2. Organization Background & Project Scope

Both organizations operate as independent state affiliates of the national Academy of Nutrition and Dietetics. While each website requires distinct regional branding, localized leadership directories, and specific state-level content, their underlying structural modules, e-commerce workflows, and functional requirements are largely identical.

Target Platforms

- **WSAND Platform:** Complete infrastructure replacement for eatrightwashington.org.
- **OAND Platform:** Complete infrastructure replacement for eatrightoregon.org.

Architectural Options

To maximize budget efficiency, vendors must evaluate and propose the most economical development path:

- **Shared Multisite Network:** A single CMS instance managing both domains to streamline updates, plugin licensing, and resource sharing.
- **Independent Standalone Installations:** Two separate CMS instances with cloned functional builds, to be pursued only if it proves more cost-effective than managing a multisite environment.

3. Scope of Work & Functional Requirements

The selected vendor will deliver an end-to-end framework across both domains. Each website must natively feature the following integrated, administrator-managed modules:

A. Event & Conference Hub

- **Centralized Calendar:** A high-visibility events calendar on each homepage displaying webinars, annual conferences, district meetings, and workshops.
- **Conference Sub-Pages:** Dedicated, customizable landing pages for state-specific annual exhibitions and regional symposia.
- **Sponsor Directory:** A static, easily editable page for corporate sponsor recognition.
- **Continuing Professional Education (CPE) Catalog:** A structured digital library for recorded sessions and webinars. Access must support password protection and verification of the user's Academy Member Number.

B. Core E-Commerce, Automated Invoicing, & Career Utilities

- **Payment Gateway Integration:** Direct API integration with the organizations' existing Square ecosystem to enable instant checkout transactions and eliminate manual invoicing. Alternative proposals for Stripe API are acceptable if superior system compatibility is demonstrated.
- **Job Board & Tiered Subscriptions:** Front-end intake forms allowing healthcare organizations to post local career openings. The system must support automated expiration logic for three tiers:
 - 1-Month Single Post
 - 2-Month Single Post

- Yearly Subscription (Unlimited postings within a 12-month cycle)
- **Digital Marketplace:** Secure shopping carts supporting downloadable toolkits, digital cookbooks, and paid webinar or conference recordings.

C. Optional Add-On Feature (A La Carte Line Item)

Please provide separate, itemized pricing for the following feature, which may be implemented immediately or deferred to a later phase based on core budget constraints:

- **Member-Discounted Ticket Pricing:** Dynamic checkout logic synced with user authentication. Logged-in verified members must automatically receive discounted registration rates, while unauthenticated public users are charged standard pricing.

D. Information Architecture & Navigation

Each site must utilize an intuitive, multi-tier drop-down navigation structure organized under the following primary headers:

- **About Us:** Board of Directors, Leadership/Committees, Bylaws & Governance, Mission & Strategic Plan, Contact Us.
- **Membership:** Benefits, Awards.
- **Advocacy:** Legislative Priorities, Public Policy Updates, Licensure Information, Action Alerts.
- **Districts:** Local chapter regional content (with decentralized editing capabilities for Washington only).
- **Students:** Scholarships & Awards, Internships & Match Resources, Mentorship Programs.

E. Engagement & Administration Tools

- **Decentralized District Editing (WSAND 3 - OAND 1):** Role-Based Access Control (RBAC) allowing designated District Web Managers to securely log in and update their specific regional sub-pages (e.g., local rosters and events) without accessing global site configurations.
- **Visual Marketing Anchors:** Sticky navigation call-to-action (CTA) buttons for "Join Us" and a public "Request a Speaker" intake form, paired with homepage social media feed integrations.

4. Technical, Accessibility, and Design Specifications

- **Modular Design System (Twin Themes):** The websites must leverage a unified layout framework, customized with distinct color palettes, typography accents, and regional media to preserve individual brand identity.
- **Content Management System (CMS):** Build on a user-friendly, open-source platform (e.g., WordPress) explicitly designed for seamless, non-technical administration.
- **Accessibility Compliance:** Strict alignment with Web Content Accessibility Guidelines (WCAG 2.1 AA) across both digital properties.

Design Inspiration & Reference Sites

- **Minnesota Academy of Nutrition and Dietetics (eatrightmn.org):** Referenced for its clean layout, high-visibility event feed, prominent CTAs, and professional multi-tier navigation layout.
- **EDRD Pro (edrdpro.com):** Referenced for its structured "Learning Library" ecosystem, demonstrating clean organization of dense webinar catalogs, courses, and professional board profile pages.

5. Hosting, Maintenance, & Content Responsibilities

Vendors must propose a centralized hosting and support strategy managed under a single agreement:

- **Hosting Infrastructure:** Secure, high-speed hosting providing a minimum 99.9% uptime guarantee, automated SSL certificate provisioning, and active firewall monitoring.
- **Redundant Backups:** Isolated, daily off-site data and database backups.
- **Technical Support Scope:** Ongoing maintenance must include managed hosting, security monitoring, software/plugin/theme updates, daily backups, performance optimization, technical troubleshooting, and emergency support.

Operational Boundaries & Division of Labor

- **Vendor Core Responsibility:** Platform architecture, structural deployment, core configuration, and system maintenance.
- **Organization Core Responsibility: All content management.** Routine website administration—including page text edits, news publishing, event creation, job

board entries, document uploads, copy updates, and image placements—will be performed exclusively by designated WSAND and OAND administrators.

- **Vendor Explicit Exclusion:** Do not budget for or include recurring content management, page population, or data entry services in the standard maintenance proposal.

6. Estimated Project Timeline

To allow sufficient time for development, system integration, and internal admin content placement, the following 10-week roadmap is established. Vendors should confirm their capacity to adhere to this schedule or propose a justified alternative:

- **RFP Distribution:** July 20, 2026
 - **Proposal Submission Deadline:** August 10, 2026
 - **Vendor Selection & Contract Award:** August 31, 2026
 - **Phase 1: Discovery & Architecture Design:** Weeks 1–2 (August 31 – September 14)
 - **Phase 2: Core Development & Twin Theme Configuration:** Weeks 3–6 (September 14 – October 5)
 - **Phase 3: Module Integration & API Gateways (Square/Stripe):** Weeks 7–8 (October 5 – October 16)
 - **Phase 4: Admin Hand-off & Internal Content Population:** Weeks 8–9 (October 19 – October 30)
(Vendor delivers the fully built framework; organization admins independently upload text, media, and records)
 - **Phase 5: Quality Assurance, Testing, & Targeted Launch:** Week 10 (Early November 2026)
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7. Submission Guidelines & Budget Breakdown

Project Budget

The total maximum budget for this dual-platform initiative is **\$15,000**, split by organization as follows:

- **Washington State Academy (WSAND):** \$9,000 maximum allocation.
- **Oregon Academy (OAND):** \$6,000 maximum allocation.

Proposals must include an itemized cost breakdown reflecting these separate limits, explicitly detailing costs for technical implementation, ongoing hosting/technical maintenance packages, and any optional a la carte add-ons.

Submission Instructions

All questions, clarifications, and final proposal submissions must be directed to:

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