

**REQUEST FOR PROPOSALS  
FOR  
DESIGN, PRODUCTION, AND COPYWRITING SERVICES FOR WEBSITE, NEWSLETTERS,  
ANNUAL REPORT, AND OTHER ADVERTISING & DIGITAL MARKETING SERVICES**

**Issue Date: May 22, 2019  
Due Date: July 1, 2019, 5:00 pm CDT**

**I. OVERVIEW-** The ALABAMA BOARD OF MEDICAL EXAMINERS (“SOLICITING PARTY”) seeks to engage a firm with extensive experience in creative development, graphic design, web and digital media development, broadcast media production, and creation of a comprehensive communication plan to construct clear, professional, and effective communications for the SOLICITING PARTY’s website, newsletters, annual report, and other communications or platforms, such as social media, as identified and built.

**A. PURPOSE-** The purpose of this Request for Proposals (RFP) is to establish minimum requirements, solicit proposals, and gain sufficient information for the SOLICITING PARTY to successfully evaluate the capabilities of the proposers to deliver the desired services of the SOLICITING PARTY.

1. This RFP details the minimum requirements mandated by the SOLICITING PARTY for digital and broadcast marketing, including website design and development services, using a Content Management System (CMS). The SOLICITING PARTY requires an update to the Alabama Board of Medical Examiners’ & Medical Licensure Commission of Alabama’s website ([www.albme.org](http://www.albme.org)). The selected respondent will be responsible for training the SOLICITING PARTY how to update and maintain the updated site that will be hosted by the SOLICITING PARTY. The Vendor will also provide maintenance and support, as requested by the SOLICITING PARTY, after the launch of the site.

2. This RFP details the minimum requirements mandated by the SOLICITING PARTY for graphic design and content development services. Periodically, the SOLICITING PARTY requires graphic design and content development services to complete projects such as the quarterly newsletters, event materials, annual report, logos, banners, posters, other collateral, special publications, email designs, etc.

3. The contract is anticipated to be for a period of three (3) years.

**B. BACKGROUND-** The Alabama Board of Medical Examiners (“Board”) and the Medical Licensure Commission of Alabama are charged with protecting the health and safety of the citizens of the State of Alabama.

**1. DUTIES OF THE BOARD OF MEDICAL EXAMINERS:**

- i. Certify that initial applicants meet the statutory requirements for a license to practice medicine, osteopathy, and assistants to physicians in Alabama.
- ii. Issue Alabama Controlled Substances Certificates and annually renew.
- iii. With the Alabama Board of Nursing, approve applications for collaborative practice in Alabama.
- iv. Investigate and review complaints against practitioners and pursue disciplinary action when appropriate.
- v. Establish and review compliance with continuing medical education requirements for physicians and assistants to physicians.

**2. DUTIES OF THE MEDICAL LICENSURE COMMISSION:**

- i. Issue licenses for physicians to practice medicine and osteopathy in Alabama and annually renew licenses.
- ii. Adjudicate formal charges brought by the Board against physicians and determine appropriate disciplinary resolution.

**II. GENERAL TERMS AND CONDITIONS FOR THIS REQUEST FOR PROPOSALS (“RFP”)-**  
All proposals are subject to these Terms and Conditions.

**A. ELIGIBLE APPLICANTS-**The firm must be a full-service advertising, design, and digital agency with prior experience working with agencies, boards, or commissions of the State of Alabama.

**B. SELECTION OF FIRM-** The SOLICITING PARTY expects to execute a contract for services with the selected Vendor. All respondents will be notified in writing within a reasonable length of time following the selection. The proposal shall become the property of the SOLICITING PARTY. The selected Vendor must execute an agreement specifying that all information received from the SOLICITING PARTY shall remain confidential and shall not be disclosed to any third party without written consent of the SOLICITING PARTY.

**C. MINIMUM QUALIFICATIONS-** Proposals will be accepted from firms meeting the following minimum experience qualifications:

1. The Vendor must have significant digital and broadcast marketing experience including website development and have created online solutions for a variety of customers including professional services, state agencies, boards or commissions, and/or nonprofit organizations.

2. The Vendor must have significant illustration, computer graphics and design experience.

3. The Vendor must possess the qualifications for design, layout, editing, copywriting, photography, videography, photo manipulation, illustration, information graphic production, conceptualization, and production realization.

4. The Vendor must have extensive experience in content management systems, support, and maintenance of websites.

5. The SOLICITING PARTY requires the Vendor to first identify our needs, design a plan, and communicate the plan to us. We expect this project to be a collaborative effort that must meet final approval of the SOLICITING PARTY.

6. The Vendor must be able to custom design websites to fit the needs of the SOLICITING PARTY’s members and staff.

7. The Vendor must provide training and support to the SOLICITING PARTY to ensure that SOLICITING PARTY’s staff is able to maintain and host the websites.

8. The Vendor must provide timely updates according to the latest technological advances.

9. The Vendor must possess the professional staff, hardware, and software to complete the qualifications listed above.

10. All services must be provided by the Vendor and shall not be subcontracted to a third-party vendor without express, written approval from the SOLICITING PARTY.

**D. INQUIRIES REGARDING THIS RFP-** Questions regarding this RFP document or other subjects, seeking additional information and clarification, must be made in writing and submitted via email to the designated contact, sufficiently in advance of the deadline for delivery of proposals to provide time to develop and publish an answer. A question received less than two full business days prior to the deadline may not be acknowledged. Questions and answers will be published to those parties submitting responsive proposals.

Designated Contact: Mr. William Perkins  
Associate Executive Director  
Alabama Board of Medical Examiners  
848 Washington Avenue  
Montgomery, Alabama 36104  
wperkins@albme.org

**E. NONRESPONSIVE PROPOSALS-** Any proposal that does not satisfy requirements of the RFP may be deemed non-responsive and may be disregarded without evaluation. Clarification or supplemental information may be required from any proposer.

**F. CHANGES TO THE RFP; CHANGES TO THE SCHEDULE-** The SOLICITING PARTY reserves the right to change or interpret the RFP prior to the proposal due date. Changes will be communicated to those parties receiving the RFP who have not informed the SOLICITING PARTY's designated contact that a proposal will not be submitted. Changes to the deadline or other scheduled events may be made by the SOLICITING PARTY as it deems to be in its best interest.

**G. REJECTION OF PROPOSALS-** The SOLICITING PARTY reserves the right to reject any and all proposals and cancel this RFP if, in the exercise of its sole discretion, it deems such action to be in its best interest.

**H. EXPENSES OF PROPOSAL-** The SOLICITING PARTY will not compensate a proposer for any expenses incurred in the preparation of a proposal.

**I. THE FINAL TERMS OF THE ENGAGEMENT-** Issuance of this RFP in no way constitutes a commitment by the SOLICITING PARTY to award a contract. The final terms of engagement for the service provider will be set out in a contract which will be effective upon its acceptance by the SOLICITING PARTY as evidenced by the signature thereon of its authorized representative. Provisions of this RFP and the accepted proposal may be incorporated into the terms of the engagement should the SOLICITING PARTY so dictate. Notice is hereby given that there are certain terms standard to commercial contracts in private sector use which the State of Alabama is prevented by law or policy from accepting, including indemnification and holding harmless a party to a contract or third parties, consent to choice of law and venue other than the State of Alabama, methods of dispute resolution other than negotiation and mediation, waivers of subrogation and other rights against third parties, agreement to pay attorney's fees and expenses of litigation, and some provisions limiting damages payable by a vendor, including those limiting damages to the cost of goods or services.

**J. WHERE TO SEND RESPONSES-** Proposals are to be sent to the SOLICITING PARTY at the email address or physical address below:

Mr. William Perkins

Associate Executive Director  
Alabama Board of Medical Examiners  
848 Washington Avenue  
Montgomery, Alabama 36104  
wperkins@albme.org

If the proposals are delivered by courier or mail, respondents must submit their proposal in a sealed wrapper with the following information plainly labeled on the front:

**“PROPOSAL FOR DESIGN, PRODUCTION, AND COPYWRITING SERVICES FOR WEBSITE, NEWSLETTERS, ANNUAL REPORT, AND OTHER ADVERTISING & DIGITAL MARKETING SERVICES”.**

**K. DUE DATE OF THE PROPOSAL-** Proposals must be submitted to William Perkins either electronically or delivered at the address provided above by 5:00pm CDT on July 1, 2019. Please note the deadline for receipt of proposals, as vendors who submit their information beyond this deadline **WILL NOT** be given consideration. Proposals will be opened on July 2, 2019 for review and evaluation. The SOLICITING PARTY reserves the right to extend this deadline by providing notice on the SOLICITING PARTY’s website.

**L. RIGHT OF REJECTION-** The SOLICITING PARTY reserves the right, at its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety. Proposals received which do not meet outlined requirements of this RFP may be considered as “non-responsive.” In this circumstance, the SOLICITING PARTY may reject the proposal as it does not adhere to the terms, conditions, and performance requirements. Respondents must comply with the terms of this RFP as well as applicable state mandated laws and regulations.

**Respondents may not restrict the rights of the SOLICITING PARTY or otherwise qualify their proposal.** If they attempt to do so, the SOLICITING PARTY may determine the proposal to be a “non-responsive” counteroffer, and the proposal may be rejected.

The SOLICITING PARTY reserves the right, at its sole discretion, to waive variances in Respondent’s qualifications provided such action is in the best interest of the SOLICITING PARTY. Should the SOLICITING PARTY waive minor variances in proposals, such waiver does not modify the RFP requirements or excuse the Respondent from full compliance to said RFP. Notwithstanding any minor variance, the SOLICITING PARTY may hold any Respondent to strict adherence and compliance with the RFP.

**M. DISCLOSURE OF PROPOSAL CONTENTS-** All proposals and other materials submitted in response to this RFP procurement process become the property of the SOLICITING PARTY. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed price/cost information, shall be held in confidence during the evaluation process. Upon the completion of the evaluation of proposals, the proposals and associated materials may be subject to disclosure under open records laws. By submitting a proposal, the Respondent acknowledges and accepts that the **full** contents of the proposal and associated materials may become open to public inspection should same be required by law.

**N. RFP AMENDMENT AND CANCELLATION-** The SOLICITING PARTY reserves the unilateral right to amend this RFP in writing at any time. The SOLICITING PARTY also reserves the right to cancel or reissue the RFP at its sole discretion. If an amendment is issued it shall be

provided on SOLICITING PARTY's website. Vendors should then respond to the issued RFP along with associated exhibits, attachments, and amendments.

**O. CONFLICT OF INTEREST AND PROPOSAL RESTRICTIONS-** By submitting a proposal, Respondent certifies that no amount shall be paid directly or indirectly to an employee or official of the State of Alabama as wages, compensation, or gifts in exchange for acting as an officer, agent, employee, subcontractor, or consultant to the Respondent in connection with the procurement under this RFP. Act 2001-955 requires an Alabama Disclosure Statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the state of Alabama in excess of \$5,000. See Vendor Disclosure Statement Information and Instructions on the Alabama Attorney General's website at <http://ago.alabama.gov/Page-Vendor-Disclosure-Statement-Information-and-Instructions>. Notwithstanding this restriction, nothing in this RFP shall be construed to prohibit a state agency or other governmental entity from making a proposal, being considered for award, or being awarded a contract under this RFP.

**P. DELIVERY OF SERVICES-** The following preliminary schedule outlines the initial period or service dates of the requested services:

1. Quarterly Newsletter- initial newsletters under the proposal will be the third quarter 2019 newsletter – produced in October 2019; quarterly thereafter.
2. Annual Report- initial annual report will be due January 2020 for the year ending 9/30/19; annually thereafter.
3. Website Redesign and Content Development- schedule will be developed collaboratively with the selected vendor, as many factors must be considered such as renewal of license season, etc.
4. Other Media Services- schedule will be developed collaboratively with the selected vendor.

**III. REQUIREMENTS – WEBSITE DESIGN SERVICES-** The Vendor is responsible for designing and developing an external website using CMS software for the SOLICITING PARTY and providing the content code to the SOLICITING PARTY. The site will be hosted by the SOLICITING PARTY. The Vendor will also provide training, maintenance, and support plus any future updates if requirements change.

1. The Vendor must be able to provide a project plan for updating the website to include a CMS software implementation project plan.
2. The Vendor must be able to maintain a consistent look and easy navigation for the website. The site must have an attractive mix of text, photos, and graphics.
3. The website must provide for high-speed upload/download response times for both low and high-speed computers.
4. The website must meet Americans with Disabilities Act standards.
5. The website must be compatible with current versions of commonly used internet browsers and mobile devices.
6. At the request of the SOLICITING PARTY, information currently on the website must be included.
7. The site must be designed for continuous usage.

8. The Vendor must work with the SOLICITING PARTY to determine website content information and a navigation framework.
9. The Vendor must provide design mock ups of any potentially modified website pages.
10. The Vendor must maintain search engines on the website.
11. The Vendor must provide a secured login box on the main pages of the website in cooperation with the SOLICITING PARTY's Information Technology Division.
12. The Vendor must create a user-friendly mobile capability site for the website.
13. The Vendor must provide training for the SOLICITING PARTY's staff on how to use any new features of the website.
14. The Vendor must provide continued maintenance and support after the website has been updated and launched.

#### **IV. REQUIREMENTS – INFORMATION TECHNOLOGY SERVICES**

1. The web application must run on the latest Microsoft operating system and database platforms, such as: the SOLICITING PARTY prefers Windows Server 2016, SQL Server 2016, and PHP 7+, MySQL 5.6+ and Percona 5.6+ programming platforms.
2. Management capability of the website shall be restricted from outside internet access.
3. Service accounts required to run the application shall meet the SOLICITING PARTY's policies and procedures for password management and implemented under the least privilege concept.
4. Backups for the system must be clearly defined and documented. This includes all files and directories, database jobs, or any other components required to restore a complete backup of the system.
5. Vendor will train the SOLICITING PARTY's staff in patch management practices of the product. Vendor must provide technical support to the SOLICITING PARTY's staff upon request related to product patch management.
6. Product support for the application shall be continuous, including after-hours emergency support, in the case of site outage.
7. In the event the SOLICITING PARTY chooses to have a secure login on the website, Vendor would be required to support and work with the SOLICITING PARTY's staff on the secure design and implementation of the feature.

## **V. REQUIREMENTS – GRAPHIC DESIGN AND COPYWRITING SERVICES**

1. The Vendor must be able to conceptualize what the project is about and carry that vision forward to its completion. This will include meeting with the SOLICITING PARTY and being involved in discussions about the concept. The Vendor must be able to determine the visual content and make a rough conceptualization and catalog the initial information.
2. The Vendor must be able to flesh out in writing what the conceptualization is through research and initial copy structure.
3. The Vendor must provide a rough design with a formulation of a shot list and determine the graphic needs. The Vendor must produce a comparable series for the SOLICITING PARTY's review.
4. The Vendor must provide graphics production to include design and realization of graphics, numerations, charts, illustrations, art elements, design elements, and email templates.
5. The Vendor must provide and assist with photography and/or videography production to include set up of photo and/or video shoots, coordination with photographers and/or videographers, scheduling with client and subjects, stock search, archive search, cull process, purchasing and acquisition, color correction, retouching, sizing for final layout, video editing, and providing digital print and/or broadcast files.
6. The Vendor must provide layout services to include determination of page counts and final content, section design and layout, headers, footers and captions design and layout of final copywriting, fact checking, and grammatical referencing.
7. The Vendor must provide proofing and editing of final texts, photos, design, and layout. The Vendor must also provide digital correspondence of complete proofs between the SOLICITING PARTY and all associated entities such as printing firms.
8. The Vendor must provide prepress services for SOLICITING PARTY's annual report and newsletter to include digital print ready documents and all associated files, reference knowledge and experience with offset and web press, and image setting technologies.
9. The Vendor must provide press proofing to include reviewing complete digital printer proofs in studio, reviewing hard color proofs from the printer alongside the client, reviewing press proofs at the printer site during press run, reference knowledge and experience with offset and web press in discussions with press operators.
10. The Vendor must provide archive services to include catalog and backup all working and final design files, photography, illustration, layout, text, reference documents from the SOLICITING PARTY, and final prepress document.
11. The Vendor must provide materials and online publishing by producing documents through Adobe Acrobat for online distribution.

## **VI. INFORMATION REQUIRED FROM RESPONDENTS**

### **A. QUALIFICATIONS OF THE FIRM**

**1. BUSINESS ORGANIZATION-** State the full name and address of the organization and, if applicable, the branch office or other subordinate element that will perform or assist in performing the services hereunder. Indicate business structure (whether the organization operates as an individual, partnership, or corporation); and if noted to be a corporation, include the state in which the organization is incorporated. State whether you are licensed to operate in the State of Alabama.

**2. PRIOR EXPERIENCE-** Please provide contact information (Name, Title, Address, Phone Number) for three (3) individuals at firms you have previously performed website design services AND for three (3) individuals at firms you have previously performed digital or broadcast production services AND for three (3) individuals at firms you have previously performed graphic design services that may be contacted for reference verification on the organization's behalf.

**3. EXAMPLES OF DIGITAL AND BROADCAST INCLUDING WEBSITE DESIGN PROJECTS-** Provide a minimum of five (5) links of digital and broadcast, including website design, projects you have performed for other clients.

**4. EXAMPLES OF GRAPHIC DESIGN PROJECTS-** Provide a minimum of five (5) examples of graphic design projects you have performed for other clients.

**5. AUTHORIZED OFFICIALS-** Include the names and telephone numbers of personnel within the organization who have the authority to execute the proposed contracts with the SOLICITING PARTY.

**6. ADDITIONAL INFORMATION AND COMMENTS-** Include any additional information for consideration that may be pertinent but may not have been specifically requested elsewhere in this RFP.

### **B. SERVICE IMPLEMENTATION**

**1. COST AND PRICE ANALYSIS-** The information in this section is required to substantiate the reasonableness of the quoted proposal price and should include itemization of the following:

- a) The fees for the aforementioned services either expressed as a fixed fee or hourly rate and formula for calculating costs.
- b) Other miscellaneous charges (e.g., setup fees).

**The SOLICITING PARTY will not be liable for any expenses that are not identified in the proposal.**

**2. ECONOMY OF PREPARATION-** Proposals should be prepared in a simple and economical manner, detailing concisely the respondent's description of services related to the requirements outlined in this RFP. Emphasis should be on clarity of content and should ensure no misinterpretation of the organization's capabilities will result based upon responses provided.

**VII. ADDITIONAL REQUIRED DOCUMENTATION-** The four documents listed below must be completed and accompany all RFP documents submitted to the SOLICITING PARTY. These forms are required by state law.

1. STATE OF ALABAMA DISCLOSURE STATEMENT – This disclosure statement is required by Alabama Code Section 41-16-82 and must be completed and submitted with the RFP.
2. IRS FORM W-9 – Vendors must provide the SOLICITING PARTY with a completed Internal Revenue Service Form W-9, Request for Taxpayer Identification Number and Certification.
3. IMMIGRATION COMPLIANCE DOCUMENTATION – Vendors must complete and submit a Certificate of Compliance with the Beason-Hammon Alabama Taxpayer and Citizen Protection Act (Act 2011-535, as amended by Act 2012-491). Vendors that are Alabama entities and/or employ persons within the state of Alabama will also be required to provide a copy of the E-Verify MOU.
4. SOLICITING PARTY CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT – Vendors must complete the SOLICITING PARTY disclosure form to protect the confidentiality of information received from the SOLICITING PARTY.

## **VIII. CRITERIA FOR EVALUATION**

### **A. EVALUATION BASIS**

Each RFP will be reviewed by an evaluation committee. Selection will be based on all factors listed below and others implicit within the RFP and will represent the best performance, technical approach, and reasonable costs for the SOLICITING PARTY.

**B. FACTORS-** The following factors will be the minimum criteria in making the selection (note that order does not indicate priority):

**1. PRICE-** This criterion shall be judged by its reasonableness in relation to the merits of the proposal and contract may not be awarded to the lowest bid.

**2. QUALIFICATION OF THE FIRM-** This includes the ability of the respondent to meet the terms of the RFP and the relevancy of recent similar services provided to other private/public/non-profit institutions.

**3. PROFESSIONAL PERSONNEL-** The competence and level of professional personnel who perform the requested work will be considered. Education, certifications, and relevant website and graphic design experience will measure qualifications of professional personnel.

**4. SECURITY PRACTICES-** This factor will determine if the organization follows secure coding practices, and if the product used by the respondent to develop the website has a safe security history.