

# RFP

## OVERALL GOAL:

World Learning is seeking a web development and maintenance firm to support the organization's catalog of core websites and microsites.

## SCOPE OF WORK:

Proposals must include demonstrated experience and qualifications relating to the:

- Website development inclusive of front-end coding, back-end programming, site architecture, and infrastructure design for existing websites and microsites, as well as new site builds
- Provide DevOps for server related tasks and monitoring, as well as site archiving
- Provide technical research and product evaluation on new technologies
- Advise on SEO strategy for new and existing websites
- Negotiate contracts with technology service vendors
- Provide graphic design and project management support as needed
- Support cyber-security related updates to core sites and microsites

## ORGANIZATION BACKGROUND:

World Learning Inc. was founded in 1932, when Dr. Donald Watt launched the organization's flagship program, The Experiment in International Living. Inspired by the belief that sending Americans abroad would expand their worldview and cultivate cross-cultural understanding and respect, Watt and 23 young men — the first Experiment group — sailed for Europe to attend a summer camp with Swiss and German teenagers. With three robust branches, our organization holds a unique position in the market as both a global nonprofit and an accredited academic institution.

***World Learning** is a global development and exchange organization delivering education programs in more than 150 countries. Our bottom-up and top-down approach serves individuals and communities at all levels. Our programs strengthen democracies, expand training and job opportunities, and teach basic and secondary education skills. In addition, our people-to-people exchanges for youth and adults foster intercultural understand and worldwide connections.*

School for International Training (SIT) is a global university with more than 90 undergraduate programs and graduate degrees on all seven continents. A leader in global higher education, SIT offers accredited, experiential programs that address today's most critical issues. Through transformative reflective learning, practitioner-oriented, and research experiences, students learn to be agents of change to work across cultures and communities for the mutual benefit of all.

### World Learning

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**ANTICIPATED SCHEDULE AND CONTRACT PARAMETERS:**

Specific schedule to be established with firm. Initial scope of work suggests contract parameters of one year, with the possibility of extension.

**RFP MANAGER:**

To apply, please submit proposals electronically to [lauren.berlak@worldlearning.org](mailto:lauren.berlak@worldlearning.org) by COB November 30, 2023. All communications regarding this RFP should be sent to the email provided. This includes intent to bid, examples that demonstrate an ability to do the scope of work to meet overall goals, written questions, and availability to commence work.