



Parents as Teachers®

Parents as Teachers National Center, Inc.

Software development
Request for Proposal
to build the
“Parent Access Point”

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PARENT ACCESS POINT RFP

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EXECUTIVE SUMMARY

WHO WE ARE

Parents as Teachers is a nonprofit organization supporting parent education services to families prenatally through kindergarten. Parents as Teachers programs are in all 50 states and 6 countries, within a variety of agencies such as health departments, school districts, and community agencies. The Parents as Teachers National Center (PATNC) serves as the model and curriculum developer, and provides training, resources, and implementation support to professionals from the fields of social work, early education, and health.

(www.parentsasteachers.org)

Our work is carried out by a network of affiliates (conceptually similar to franchises). The staff who work directly with families and children are called Parent Educators and the home visits include health, hearing, developmental, and vision screenings. There are also group connections (meetings) and referrals to local resources where appropriate.

Our affiliates use an existing case management system to document the work they do with families. The Parent Educators are trained by us to learn how to do this work using our online Curriculum, which is our Intellectual Property.

PROJECT SUMMARY

A system to allow our families and Parent Educators to communicate electronically, share documents, and schedule meetings. This system, which will be called the “Parent Access Point”, needs to work on both computers and mobile devices.

The Parent Access Point will eventually be made available to the entire PAT network of affiliates of about 860 organizations with approximately 5,000 parent educators serving nearly 100,000 families. The Phase 1 launch will be a pilot available to a small number of affiliates and their parent educators and families. This will provide the feedback needed to make revisions prior to a broader launch.

Our desire is for the prototype to be built leveraging existing 3rd party software wherever possible.

In this system, there will be 3 primary user groups

- 1) **PATNC staff:** Our internal staff will be the administrators of the system
- 2) **Parents as Teachers Affiliates and Parent Educators:** (Our customers)
- 3) **Families/Parents of children in the program:** (Our customers' customers)

PROJECT DETAILS

PARENTS AS TEACHERS STAFF WILL BE ABLE TO:

1. Manage the digital content (initially PDF's) available to Parent Educators and Families
2. Add metadata to each file to allow searching by the tags and/or content of the files
3. Be able to mark files as public (meaning available to all) or private, meaning limited access.
4. Add PAT staff to the system and assign admin privileges
5. Publish digital content to Affiliates/Parent Educators
6. Send messages (announcements) to all Parent Educators

PARENT EDUCATORS WILL BE ABLE TO:

1. Provide a code to a caregiver that connects them to the Parent Educator and allows access to the system
2. Create a family group to message/chat with all caregivers in a specific family (as well as individually)
3. Suggest/promote/publish specific digital content to the parents (and revoke access as needed)
 - a. some digital content would be accessible indefinitely
 - b. Access to some digital content would be revoked when the family is no longer engaged with the affiliate
4. See what content has been accessed by a given family
5. “Publish” their available visit or meeting times for families to create appointments
6. Create and publish both external events and Group Connections meetings, and invite multiple families at one time
7. See an RSVP (or a list) for each group event
8. A place to create notes for themselves about a family, and possibly to share with a family
9. Be notified when a meeting has been scheduled or canceled, and request to reschedule the visit when needed
10. See the address of the parent on a map (and get directions if needed)
11. Integrate their calendar into popular calendar formats like .ics, Google, and Outlook.
12. Send “announcements” to all their assigned families at one time
13. Affiliate Supervisors should have the ability to reassign families to a new Parent Educator.

PARENTS WILL BE ABLE TO:

1. Download an app from the Apple App Store for iOS and the Google Play Store for Android
2. Create an account
3. Use a code provided by their Parent Educator to link them together and allow them access to digital content
4. Add their children (currently enrolled in PAT) to the system
5. Add other caregivers to the system
6. View upcoming Group connections meetings
7. Once linked, schedule/reschedule/cancel visits or group connections with their Parent Educator
8. View upcoming appointments
9. Add a discussion topic for an upcoming meeting
10. Search through and access digital content “published” to them by their Parent Educator, in English OR Spanish
11. Message/chat with their Parent Educator from within the app
12. This system could also be available on a website
13. Upload photos

Preliminary known details

1. Data regarding Affiliates and Parent Educators will be fed into this system from Aptify, an Association Management System. Security privileges are managed in Aptify so that only eligible Parent Educators would have access to the Parent Access Point system.
 - a. Affiliate Hierarchy details: generally, the company will have an administrator/supervisor and Parent Educators beneath them. This hierarchy is important as supervisors need to be able to manage or move families between parent educators, push out messages to all families in their program, and view/edit schedules of Parent Educators
 - b. For a pilot version, affiliate and Parent Educator details can be manually imported via CSV
2. An appropriate Content Management system will need to accept this data, while providing a mechanism for the Parent Educators to invite families and keep them connected in the CMS
3. Where possible, existing software should be leveraged to reduce costs and allow for faster release to market.
4. The system needs to allow reporting of usage from within the app. For example, how many times has a given piece of content been published, accessed, etc.
5. The system should be able to track usage including:
 - a. how many appointments have been made and/or canceled in a given timeframe?
 - b. number of Parent Educators using the system
 - c. which resources have been accessed the most
 - d. What increases engagement?
6. Thought should be given to an appropriate CMS which can meet our needs now and either grow to accommodate more sophisticated needs, or be replaced later by another CMS with enterprise level capabilities
7. API's will be used and/or built to handle the services needed to connect pieces of the system together. These services need to be cloud hosted and secured for access only by the other trusted parts of the system.
8. Use some method of localization to allow the app and contents to be viewed in either English or Spanish
9. The web site will need to adhere to the following guidelines:
 - a. WCAG 2.1
 - b. GDPR
 - c. CCPA
 - d. Have the ability to "remove" a family from the system on request
10. The system should be compatible with:
 - a. A modern web browser on Windows, MacOS, and ChromeOS
 - b. An iOS or Android mobile phone or tablet
11. The chat system will be conceptually similar to texting or live chat on some websites but be confined within the application.

PROPOSAL REQUIREMENTS

Additional considerations

Please list additional considerations not included above which you feel need to be discussed and/or refined to come up with a vision and solution.

COMPANY BACKGROUND

Please tell us about your company background and why you would be a good partner for Parents as Teachers in this project.

DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Please tell us about your company's commitment to Diversity, Equity, Inclusion, and Accessibility, including some examples.

KEY TEAM MEMBERS

Please tell us professional details about members of your team who might be assigned to this project.

YOUR WORK PROCESSES

Please tell us about the approach and process you use to work through and manage a project like this, including how you will track, manage, and share progress and communicate the status.

SUBMISSION REQUIREMENTS

Submissions should include references and be in Microsoft Word or Adobe PDF format and sent to Richard.wollenberger@parentsasteachers.org

As noted below, we are providing time for questions about either the process or the product to be submitted via email. All questions received will be de-identified, and the questions and answers provided to all potential partners.

SUBMISSION TIMELINE

Dates are subject to change, and will be communicated to all should a change occur.

Action	Date
RFP Issued	May 10, 2022
Questions due from applicants. Questions submitted via email to Richard.wollenberger@parentsasteachers.org	May 20 2022
Responses to questions shared with all applicants	May 27, 2022
RFP submissions due. Email to Richard.wollenberger@parentsasteachers.org	June 10, 2022
Internal review and discussion	June 13 - 17
Finalist Presentations	June 21 -24, 2022
Announce selection	June 30, 2022
Minimally Viable Product delivery date	October 28, 2022