



**RISLA**  
RHODE ISLAND STUDENT  
LOAN AUTHORITY

**Request for Proposals  
for  
Financial Literacy Online Content**

Rhode Island Student Loan Authority  
935 Jefferson Blvd, Suite 3000  
Warwick, RI 02886

February 14, 2020

## Background

The Rhode Island Student Loan Authority (RISLA) was established in 1981 as a non-profit, public agency of the State of Rhode Island and is a leading originator of state-based education loans. RISLA also offers free college planning services through the RISLA College Planning Center in addition to offering free financial education programs for colleges, working adults, local employers, and non-profit organizations.

RISLA is soliciting proposals from qualified proposers to provide a private label, comprehensive, unbiased online library of financial literacy content modules in the forms not limited to: short videos; guides; checklists and short quizzes.

## Scope of Work

RISLA is seeking to work with a financial literacy content provider to assist in our efforts to offer online financial wellness resources to help better inform our customers to make responsible financial decisions when: planning for and paying for college, repaying college debt, building good credit, smart budgeting, saving for the future, and more.

## Goals include

1. Having a comprehensive topic library to encompass several topics for various age groups.
2. Offering content that is **unbiased** and easily consumed in short segments in laymen's terms.
3. Content with proper compliance when advising on financial topics with appropriate disclosures and expanded definitions for consumer protections as needed.
4. Timely and relevant updates made to content presented regularly.
5. Customization options to include content being presented under RISLA branding.
6. Robust usage and engagement reporting to measure the effectiveness of the content.
7. Marketing tools and promotion strategies to best position this content as a value-added service provided by RISLA.

## Proposal Content and Format

1. **Cover Letter.** The proposer shall furnish a cover letter to introduce the firm or individual and its qualifications and to provide a general overview of the proposal. Cover letter should also include an agreement to the certifications outlined on Pages 4 & 5 of this RFP.
2. **Background.** The firm or individual's name and address, including contact information for the primary point of contact for the project. Please include a brief history of the firm, resources, number of employees, and focus of services.
3. **Experience.** A description of the firm's relevant experience in all aspects in providing private labelled online content and any business model differentials when working with non-profit organizations.

4. **Team Members.** Please list individual team members who will be assigned and directly involved on this project, their anticipated role, definition of support to RISLA, qualifications and their past experience on similar projects.
5. **Project Requirements.** See Page 6.
6. **Timeline.** Provide and implementation schedule for this project as well as the responsibilities performed by the Proposer, as well as what will be required from RISLA in the implementation process.
7. **Pricing Proposal.** Provide a detailed schedule of fees, and or subscription cost associate with this service in multi-term limits: 1 year, 3 year, and 5 year.
8. **References.** Provide (3) client references from previous work including organization name, name of contact, phone, email address, description of services provided, term of service, result and any other relevant information. It is preferred that a minimum of one reference be a non-profit organization.
9. **Additional Information.** The proposer may list any additional information or data not requested as part of this document quote for services, which the Proposer believes should be considered in the evaluation of the response.
10. **Period of Validity.** Each proposer’s proposal must include a statement as to the period during which the provisions of its proposal will remain valid. A minimum of 90 days from the closing date for receipt of proposals is required.

## **Timeline and Selection Process**

RFP Issued, Posted to RI Division of Purchases Website:	2/14/2020
Deadline for submitting written questions:	2/27/2020
Due date for receipt of proposals:	3/20/2020 by 4 PM EST

Review of the proposal will be undertaken by a committee comprised of RISLA’s Executive Director, Deputy Director/Chief Financial Officer, Director of Marketing, School Relations Director, and any other key staff members. The committee will review all proposals and recommend a provider to provide online financial literacy content under the RISLA brand. Final selection shall be made by the Board of Directors of RISLA and based on several factors, best value pricing, experience and expertise in similar projects and demonstrated ability to provide results. Follow up demonstrations may be requested for final consideration.

**Any questions regarding this proposal must be submitted in writing to [RFP@risla.com](mailto:RFP@risla.com) before 5pm on Thursday, February 27, 2020.**

**Answers to all submitted questions will be posted at <https://www.risla.com/rfp-qa>.**

With the exception of this written question and answer process and other communications which might be initiative by the RFP review committee in the course of its review, please note that no member or representative of your organization may discuss the RFP or your proposal with any Board Member or employee of RISLA, or any other Rhode Island state official, office holder, or employee (including general officers, state legislators and their staffs, etc.) or any other party who might reasonably be considered to

have any influence on vendor selection until RISLA has announced a decision with respect to this RFP. **Proposers shall, in their proposals, represent and warrant they have complied with the preceding sentence.**

Proposals must conform to the requirements of this Request for Proposal. A one-page executive summary and cover letter should accompany each proposal.

Four hard copies and one electronic copy (.pdf format) of each proposal shall be submitted to:

Rhode Island Student Loan Authority  
Attn: RFP: Financial Literacy  
935 Jefferson Blvd, Suite 3000  
Warwick, RI 02886  
[RFP@risla.com](mailto:RFP@risla.com)

### **Proposals must be received no later than 4:00pm on 3/20/20**

RISLA reserves the right waive any irregularities and technical defects. RISLA reserves the right to modify, amend or waive any provision of the RFP prior to the engagement of services with one or more respondents. RISLA reserves the right to cancel this request for proposal, to reject any and all proposals submitted, to request any additional clarifying information from any proposers, and to negotiate separately with any and all proposers. Issuance of this RFP does not commit RISLA to pay costs incurred in the preparation of the Proposer's responses and RISLA reserves the right to accept or reject any and/or all proposals in their entirety.

### **Contractual Terms and Conditions**

RISLA intends to execute a contract ("Contract") with the successful Proposer. RISLA may require that the RFP and the terms and conditions attached to it, the Proposer's response, the best and final offer (if required), and any formal addenda to the RFP be included as part of any contract documents.

**Proposers must include a sample of a standard contract for similar services as part of their response to this RFP.**

### **Insurance**

The Proposer, if selected, must acquire and maintain adequate liability insurance in the form(s) and amount(s) sufficient to protect RISLA, its employees, its clients and the general public against any loss, damage and/or expense related to its performance under the Contract. **The Proposer shall specify in its response to this RFP the nature and limits of all insurance coverage it intends to have.**

### **Miscellaneous**

1. RISLA encourages the participation of persons of color, women, persons with disabilities and members of other federally and State-protected classes. Describe your firm's affirmative action program and activities. Include the number and percentage of members of federally and State-protected classes who are either principals or senior managers in your firm, the number and percentage of members of federally and State-protected classes in your firm who will work on

RISLA's engagement and, if applicable, a copy of your Minority-, Women-, or Disability Owned Business Enterprise (MBE, WBE, or DisBE, respectively) state certification.

2. Discuss any topics not covered in this Request for Proposals that you would like to bring to RISLA's attention.

## **Certifications**

1. RISLA insists upon full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State Vendors. This law requires State Vendors entering into contracts to provide services to an agency such as RISLA, for the aggregate sum of \$5,000 or more, to file an affidavit with the State Board of Elections concerning reportable political contributions. The affidavit must state whether the State Vendor (and any related parties as defined in the law) has, within 24 months preceding the date of the contract, contributed an aggregate amount in excess of \$250 within a calendar year to any general officer, any candidate for general office, or any political party. Please acknowledge your understanding of this in your RFP response.
2. Does any Rhode Island "Major State Decision-maker," as defined below, or the spouse or dependent child of such person, hold (i) a ten percent or greater equity interest, or (ii) a Five Thousand Dollar or greater cash interest in this business?

For purposes of this question, "Major State Decision-maker" means:

(i) All general officers; and all executive or administrative head or heads of any state executive agency enumerated in § 42-6-1 as well as the executive or administrative head or heads of state quasi-public corporations, whether appointed or serving as an employee. The phrase "executive or administrative head or heads" shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(ii) All members of the general assembly and the executive or administrative head or heads of a state legislative agency, whether appointed or serving as an employee. The phrase "executive or administrative head or heads" shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(iii) All members of the state judiciary and all state magistrates and the executive or administrative head or heads of a state judicial agency, whether appointed or serving as an employee. The phrase "executive or administrative head or heads" shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel, chief of staff or state court administrator.

If your answer is “Yes,” please identify the Major State Decision-maker, specify the nature of their ownership interest, and provide a copy of the annual financial disclosure required to be filed with the Rhode Island Ethics Commission pursuant to R.I.G.L. §§36-14-16, 17 and 18. If you answer is “No”, please provide a statement to such effect.

3. Please include a letter from an authorized officer of your firm certifying that (i) no member of your firm has made inquiries or contacts with respect to this Request for Proposals other than in an email or written communication to at [RFP@risla.com](mailto:RFP@risla.com) from the date of this RFP through the date of your proposal, (ii) no member of your firm will make any such inquiry or contact until after selection of a firm is made by the Bank, (iii) all information in your proposal is true and correct to the best of her/his knowledge, (iv) no member of your firm gave anything of monetary value or promise of future employment to a RISLA employee or Board Member, or a relative of the same, based on any understanding that such person’s action or judgment will be influenced and (v) your firm is in full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State Vendors.

## Project Requirements

Please provide concise responses to the following project requirements. Feel free to reference and provide attachments, screenshots or any visual aids to assist in the response.

1. What types of content mediums do you offer for online content delivery? Please include descriptions of mediums to include but not limited to: video's, guides, checklists, PDF factsheets, etc.
2. At what grade level(s) is your content written?
3. In addition to English, is the content offered in other languages?
4. Please provide a list of categories and topics provided within your financial literacy/wellness library. Can certain topics be suppressed for presentment? Are requests accepted for content that currently does not exist to be added to the library? What is the request process, timeline and additional costs for these requests?
5. Please describe your standards and review process for providing unbiased, compliant (in accordance with finance regulations) content.
6. What is the frequency of content updates, additions and deletions? How are these updates or changes communicated to clients? Will advance notification be given to anything being removed or added?
7. Is content provided mobile ready and responsive?
8. Is online content ADA compliant?
9. What types of reports are available to measure, view frequency, engagement, time spent on site, abandon rates, etc. Are these reports standard or is customization available? Are these reports accessed via a client portal and downloadable to excel?
10. Please describe resource availability for trouble shooting and client support? Hours of availability?
11. Describe the types of marketing resources available and how these are accessed by client?
12. Is there any functionality or customization available to collect lead information, or redirect customers back to RISLA webpages? Is lead generation or content review engagement able to be integrated into our HubSpot Contact Records?
13. Are there any additional best practices resources available to RISLA to assist in promoting this content to our desired audiences: blog, webinars, etc.? Are there any additional cost associated for having access to these resources?
14. What sets you apart from other providers of this service?
15. Please outline your data security protocol for protection of the microsites created and branded for client partners.