

# AHEAD 3.0 & MIS Modernization Strategy Graphic Design Request for Proposals

## Background & Overview

The [National WIC Association](#) (NWA) is seeking a consultant to provide graphic design and data visualization services for two projects: [Advancing Health Equity to Achieve Diversity & Inclusion \(AHEAD\) in WIC 3.0](#) and the [WIC Management Information System \(MIS\) Modernization Strategy](#). The consultant will collaborate with the project teams to deliver high-quality designs that align with the brand guidelines provided and project objectives.

The selected consultant will:

- Collaborate with the project teams and consultants to understand requirements, design goals, and audience
- Create initial design concepts and mockups
- Revise and finalize designs based on feedback from the project team, consultants, and other stakeholders
- Deliver high-resolution, print-ready files in various formats (e.g., PNG, JPG, PDF)
- Ensure designs are mobile and web-friendly
- Provide any necessary design assets or source files

## NWA Overview

NWA is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a government program that provides nutrition education, breastfeeding support, referrals to health care and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC Agencies and the 6.8 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

## WIC MIS Modernization Strategy

For the WIC MIS Modernization Strategy Project, the consultant will provide graphic design and data visualization support to highlight findings, enhance reach and understanding, and reinforce key messages.

## Project Overview

In September 2024, NWA received \$14.9 million from the U.S. Department of Agriculture's (USDA) Food and Nutrition Service (FNS) via a competitively awarded, one-time, four-year

cooperative agreement to modernize WIC Management Information Systems (MIS). NWA is partnered with Nava Public Benefit Corporation and Code for America on this project.

This work is part of a larger WIC modernization effort to maximize the program's potential to improve health outcomes for current and future participants. The MIS is the backbone of WIC's administrative, assessment, and reporting functions. It is responsible for collecting and managing a wide array of data on WIC families, covering nearly all aspects of the program. Components of MIS include appointment scheduling, eligibility checks, medical/nutrition assessments, and benefit issuance. NWA will work to enable modernized MIS, helping WIC Agencies operate more efficiently and sustainably while better serving participants and staff.

Under the cooperative agreement, NWA and its partners will assess the current WIC MIS landscape, plan for and support transitional improvements, develop a future state MIS product and market strategy, and assist USDA and State Agencies in implementation.

## **Project Scope of Work**

### **General**

The selected consultant will work with the MIS Project team to develop visual assets to support project deliverables, reports, and other materials including but not limited to: data visualizations, infographics, fact sheets, roadmaps, toolkits, templates, and the physical layout and visual elements of reports.

The consultant will help translate complex qualitative and quantitative research findings into accessible, visually appealing graphics that cater to diverse stakeholders, including WIC State, and Local Agencies and participants.

### **Deliverables**

#### **Year 1 (mid-June 2025 - 9/30/25)**

- By 9/4/25, design the physical layout and visual elements for the final discovery report, including 60 one-page state fact sheets, and supporting dissemination materials to illustrate results including infographics, fact sheets, and other visualizations. Drafts must be shared with NWA for review and revisions finalized before final submission.

#### **Year 2 (10/1/25 - 9/30/26)**

- By 9/4/26, design 10 technical assistance materials to support the transitional plan, which may include toolkits, infographics, data visualizations, tracking documents, self-assessment tools, roadmap templates, and other tools. Drafts must be shared with NWA for review and revisions finalized before final submission.

- By 9/4/26, design the physical layout and visual elements for the final comprehensive MIS Strategy report. Drafts must be shared with NWA for review and revisions finalized before final submission.
- By 9/4/26, develop at least 10 strategy content dissemination and/or technical assistance materials, such as infographics, fact sheets, and visualizations of results. Drafts must be shared with NWA for review and revisions finalized before final submission.

## **AHEAD 3.0**

The consultant will assist in the design of a comprehensive Journey Map, that will look to understand successful WIC participant experiences and key pain points in enrollment, participation, retention, and service delivery, particularly exploring on experiences that might differ for Black, Brown, and Indigenous families.

### **Project Overview**

In 2019, NWA received a grant from the Walmart Foundation to support a two-year project aimed at [Advancing Health Equity to Achieve Diversity & Inclusion \(AHEAD\) in WIC](#). One of the key goals of AHEAD in WIC was to systematically build capacity among WIC Agencies and staff to incorporate a health equity framework into WIC research, policy, and practice.

In 2023, NWA was awarded a \$1.2 million from the Walmart Foundation to support the continuation of the [Advancing Health Equity to Achieve Diversity & Inclusion \(AHEAD\) in WIC](#). AHEAD 2.0: Strengthening and Diversifying the WIC Workforce (AHEAD 2.0) built upon the previous work of AHEAD in WIC and focused on increasing and diversifying credentialed professionals in WIC, creating career ladders for Competent Paraprofessionals Authorities, and providing in-depth EDI training for State and Local WIC staff, and NWA staff and Board of Directors, building on the work and promising practices identified in AHEAD in WIC.

In 2024, NWA was awarded a two-year, \$1.6 million grant to continue work conducted in the first and second iterations of [Advancing Health Equity to Achieve Diversity and Inclusion \(AHEAD\) in WIC](#). AHEAD 3.0: Enhancing Equity throughout the WIC Participant Journey will enhance understanding of and address barriers to WIC participation, particularly for Black, Brown and Indigenous families, and focus on four bodies of work: 1) journey mapping the full continuum of the WIC participant experience 2) developing recommendations and identify promising practices to address barriers and challenges that State and Local Agencies can implement 3) redesigning NWA's Participant Advisory Council to include Black, Brown, Indigenous, and geographically diverse WIC participants to provide direct feedback on their experience, and share their expertise and recommendations to help inform NWA's priorities for increasing enrollment and retention, and participant satisfaction 4) conducting a 2025 WIC Multi-State Participant Satisfaction Survey, which will analyze results by race and ethnicity and

build upon the 2023 survey, which included more than 38,000 participants across 19 states, one Indian Tribal organization and one territory.

### **Project Scope of Work**

The scope of work for AHEAD 3.0 will begin from 8/1/25 through 3/31/26.

1. Collaborate with the AHEAD 3.0 Journey Map Consultant to understand the intricacies of the participant experience. (August 2025 - March 2026)
2. Curate a final graphical representation (Journey Map) of the WIC participant experience, detailing the full continuum of the participant experience including challenges and successes to enrollment, participation, retention, and service delivery. (November 2025 - March 2026)
3. Work with the NWA communications team on developing the graphical representation. (August 2025 - March 2026)

### **Budget Range & Timeline**

The consultant services will commence in **mid-June, 2025** and conclude on **September 30, 2026**, with the possibility to renew for an additional two years.

The total compensation is not to exceed \$29,000.

- MIS Strategy
  - Year 1 (6/16/25- 9/30/25) total compensation will not exceed \$9,500
  - Year 2 (10/1/25 - 9/30/26) total compensation will not exceed \$9,500
- AHEAD 3.0
  - August 2025 - March 2026 total compensation will not exceed \$10,000

### **Proposal Requirements**

Proposals must be submitted in PDF format by **5:00 PM ET on April 10, 2025**, and should not exceed 20 pages. Proposals and questions should be submitted to the Center for Innovative Practices in WIC (CIP-WIC) at [cipwic@nwica.org](mailto:cipwic@nwica.org). The proposal must include:

#### **Statement of Interest and Introduction**

The statement of interest should briefly summarize the consultant's qualifications, experience, availability, and possible capacity constraints for the proposed work. If a proposal is submitted on behalf of a firm, please include the individual consultant(s) that will be assigned to the category of services.

## General Qualifications

Provide a copy of the resume(s) and professional credential(s) for the consultant(s) and other personnel who will be responsible for, and assigned to work on, the project. Clearly identify the consultant(s) in charge, who will lead and perform key elements of the work, and the roles or services provided by each.

## Portfolio

A portfolio of work should be included in the proposal. Please include any related work the consultant has completed in nonprofit, public health, maternal child health, public health nutrition, and/or public policy. Also include reference information for three former or current clients.

## Proposal

Describe relevant graphic design experience and qualifications, focusing on nonprofit, public health, maternal child health, public health nutrition, and/or public policy experience. List projects or work similar to the services described that qualify the consultant to provide these services for NWA.

Please be sure to include the following information:

- Project team and resumes
- Detailed approach to proposal requests
- Proposal details and fee
- List of deliverables and expected outcomes

## Equity, Diversity, Inclusion, and Belonging (EDIB Framework)

The consultant will need to ensure an EDIB framework throughout the proposal and future deliverables. Please consider belonging, WIC services all types of families, and the graphic design should reflect that.

## Timeline

The consultant services will commence **in mid-June 2025** and conclude on **September 30, 2026**. Please provide a proposed timeline for completing the two projects' deliverables, which accounts for revision of the initial mockups based on project team feedback.

## Budget

**The total budget is not to exceed \$29,000.** List all projected costs associated with both projects (MIS Strategy and AHEAD 3.0). Budgets should be broken down into easy-to-understand sections that list your proposed services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive.

## Selection Criteria & Process

Successful proposals will show creative thinking, understanding of how to translate research findings into easily digestible visual assets, and adherence to the set budget.

NWA seeks to work with a consultant who has demonstrated commitment to equity, diversity, inclusion, and belonging and proactively shares updates to demonstrate progress. The ideal consultant will have experience with WIC, maternal and child health, government agencies, nonprofit organizations, or public health and be adaptable, strategic, and goal-oriented.

**Applications are due by 5:00 pm ET on April 10, 2025.** Proposals submitted after the deadline will be rejected. NWA will review all submitted proposals that fulfill the requirements. From that pool, we will select up to three final candidates to present their proposals to NWA in a video call. All applicants will be contacted about this decision on May 2, 2025. These presentations will take place from May 5 - 8, 2025. A final candidate will be chosen by May 16, 2025. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

## Timeline

- RFP Available: March 10, 2025
- Question period: March 10 - April 4, 2025. All questions must be submitted via email to the Center for Innovative Practices in WIC (CIP-WIC) at [cipwic@nwica.org](mailto:cipwic@nwica.org). The deadline for question submissions is April 4, 2025.
- Proposals due: April 10, 2025 by 5:00 pm ET. An electronic copy of the proposal shall be emailed to the Center for Innovative Practices in WIC (CIP-WIC) at [cipwic@nwica.org](mailto:cipwic@nwica.org).
- Final Candidates Chosen: May 2, 2025.
- Final Presentations: May 5 - 8, 2025.
- Final Decision: May 16, 2025.