

MIS Modernization Strategy & AHEAD 3.0 Video Request for Proposals

Background & Overview

The [National WIC Association](#) (NWA) is seeking a consultant to assist with developing videos for two projects: Advancing Health Equity to Achieve Diversity & Inclusion (AHEAD) in WIC 3.0 and the WIC Management Information System (MIS) Modernization Strategy.

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 develop videos to highlight research findings, enhance reach and understanding, and reinforce key messages. Video content will play a critical role in communicating findings, capturing perspectives from WIC stakeholders, and creating compelling visual assets to accompany reports and publications.

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.

The MIS is the backbone of WIC's administrative, assessment, and reporting functions. The system is responsible for collecting and managing a wide array of data, covering nearly all aspects of the program. Components of MIS include appointment scheduling, eligibility checks, medical/nutrition assessments, and benefit issuance. The MIS Strategy team will develop a strategy to enable modernized MIS, helping WIC Agencies operate more efficiently and sustainably while better serving participants and staff.

The project objectives are to (1) assess the current WIC MIS landscape, (2) develop a near-term transitional plan for improvements to current MIS, (3) develop a long-term MIS planning, product, and market strategy, and (4) assist USDA and State agencies in implementing the strategy.

AHEAD 3.0: Enhancing Equity Throughout the WIC Participant Journey

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 2024, NWA was awarded a two-year, \$1.6 million grant to continue the preceding iterations of [Advancing Health Equity to Achieve Diversity and Inclusion \(AHEAD\) in WIC](#) and [AHEAD 2.0: Advancing Health Equity to Achieve Diversity & Inclusion \(AHEAD\) in WIC](#). AHEAD 3.0: Enhancing Equity throughout the WIC Participant Journey (AHEAD 3.0) 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 WIC 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.

Scope of Work

The selected consultant will collaborate with the MIS Strategy Project, AHEAD 3.0 Project Team, and NWA Communications teams to develop videos to illustrate project findings and support project deliverables.

Deliverables for each project are listed below. For both projects, services will include:

Pre-Production:

- Collaborate with the project and Communications team to develop the theme, video strategy, and storyboards for each video.
- Provide creative direction on how to visually convey technical and narrative elements.
- Develop a timeline for planning, filming, editing, and delivery.
- Collaborate with project and Communications teams, and project consultants to identify potential shoot locations and interview subjects (e.g., WIC participants, WIC staff,

project team, and other stakeholders). Coordinate outreach to filming locations and possible subjects and interviewees, with support from the project teams.

Production:

- On-site filming at locations across the U.S. which may include State and Local WIC offices, NWA conferences, grocery stores, and other locations. Travel to sites to film videos, keeping communications with interviewees.
- Conduct interviews with diverse stakeholders using interview guides provided by the project teams.
- Capture supplemental b-roll footage.

Post-Production:

- Edit footage and send video drafts to the project teams for feedback.
- Develop final videos according to the timeline.
- Add graphics, subtitles, and animations as needed.
- Deliver final files in formats suitable for web, presentations, and social media.

Deliverables

MIS Strategy

- **Phase 1:** Two videos to illustrate the current MIS landscape and support dissemination of the Discovery Report to various WIC MIS interested parties and key partners. Video topics and interview scripts (if applicable) will be provided by the project team
 - By November 14, 2025: One video (three–four minutes in length) and one accompanying teaser or summary clip (30–60 seconds) appropriate for social media
 - By January 30, 2026: One video (three–four minutes in length) and one accompanying teaser or summary clip (30–60 seconds) appropriate for social media
- **Phase 2:** Three to five videos to support dissemination of the MIS Strategy and transitional plan to various WIC MIS interested parties and key partners. Video topics may include what a modern MIS looks like and its benefits, and videos to support technical assistance resources. Video topics and interview scripts (if applicable) will be provided by the project team
 - By September, 2026: Suite of videos (3–5 videos, 2–4 minutes each). Topics and deadlines for each video will be determined by the project team.
 - 1 teaser or summary clip (30–60 seconds) for each video appropriate for social media
- **Phase 3:** Videos to support the initial stages of implementation of the MIS Strategy. Implementation plans and tools will be determined in later stages of the project. Videos will support technical assistance, training, and dissemination of best practices.
 - By September 30, 2028: Suite of videos (3–5 videos, 2–4 minutes each). Topics and deadlines for each video will be determined by the project team.

- 1 teaser or summary clip (30–60 seconds) for each video appropriate for social media
- For all videos: Video subjects may include WIC state staff, local staff, MIS Strategy project staff, and other stakeholders. Videos may also include animations and visual representations of current MIS challenges and opportunities.

AHEAD 3.0

Set of Six Videos

- By March 2026, produce 4 video versions of the Journey Map detailing the full continuum of the WIC participant experience including challenges and successes to enrollment, participation, retention, and service delivery (October 2025 - March 2026)
 - One 3-5 minute video
 - Three 15-30 seconds for social media
- By November 2026, produce 2 videos on solutions to addressing key pain points in WIC participation
 - Two videos (July 2026 - November 2026)

General

For each video, additional deliverables include:

- Pre-production plan and video outline
- Raw footage
- Edited, high-quality videos with captions and visual branding
- Full rights and access to final and raw video files

Budget Range and Timeline

The consultant services will commence in August, 2025 and conclude on September 30, 2028.

The total compensation is not to exceed \$174,000 and is broken down by project as follows:

- MIS Strategy (total budget is not to exceed \$130,000):
 - Phase 1 videos: \$40,000
 - Phase 2 videos: \$40,000
 - Phase 3 videos: \$50,000
- AHEAD 3.0 (total budget is not to exceed \$44,000):
 - Four Journey Map Videos: \$30,000
 - Two Solutions to Key Pain Point Videos: \$14,000

Geographic Eligibility Requirement

To ensure compliance with programmatic, legal, and operational requirements, the National WIC Association will only accept proposals from individuals and entities **based within the United States**.

Eligibility Criteria

- Proposers must be legally registered and operating in the United States.
- Key project personnel must reside and perform work within the U.S.

Proposals submitted by individuals or organizations located **outside the United States**, or whose principal operations occur outside the U.S., will **not be considered**.

Proposal Requirements

Proposals must be submitted in PDF format by **5:00 PM ET on Thursday, June 26th, 2025**.

Proposals and questions should be submitted to the Center for Innovative Practices in WIC (CIP-WIC) at cipwic@nwica.org.

Proposals should not exceed 10 pages, excluding resumes; all other required components must be included within the 10 page limit.

The proposal must include the following sections in the below order:

Statement of Interest

The statement of interest should briefly introduce the consultant(s) and explain their interest in the project. It should highlight why they are a good fit, what sets them apart from others, their availability, and any potential capacity limitations.

Background & Qualifications

Summarize the consultant's qualifications and relevant experience in nonprofit, public health, government, maternal and child health, or social service spaces.

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 along with brief biographies. 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

Include a portfolio of work, including links to videos and other related work the consultant has completed in nonprofit, public health, government, health or social service spaces.

Proposal

Tell us about your proposed services, detailing your vision for each project and the deliverables. Share your approach to scheduling, including how you plan to coordinate filming and interviewing of video interviewees or subjects. Outline your creative development process, including the technology or tools you would use, and your experience with accessibility and inclusivity. Explain how the videos will help the projects meet goals and engage stakeholders. Describe how and how often you intend to communicate with NWA during each phase of video development. Finally, discuss your project management style and how you will plan for continuous improvement.

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 serves all types of families, and the videos should reflect that.

Timeline & Budget

The consultant services will commence in August, 2025 and conclude on September 30, 2028. The total budget is not to exceed \$174,000.

Please provide a proposed timeline and budget that lists all projected costs associated with each project, including planning, logistics, production, post-production, and travel. The budget should be broken down into detailed, easy-to-understand sections that list your proposed

services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Equipment and software expenses should not be included in the budget. Your quoted price should be all-inclusive.

References

Include reference information for three former or current clients, including their name, email address, phone number, and a brief description of your relationship.

Resumes

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. Resumes are not included in the 10-page maximum.

Selection Criteria & Process

Successful proposals will demonstrate understanding of the two projects and their goals, relevant experience, a creative and engaging portfolio, adherence to budget, and availability. 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 Thursday, June 26th, 2025**. Proposals submitted after the deadline will be rejected. Incomplete or ineligible applications will not be considered. NWA will review all submitted proposals that fulfill the requirements. From that pool, NWA will select three final candidates to present their proposals in a video call. All applicants will be contacted about this decision on July 14th, 2025. Final presentations will take place from July 16th to 21st, 2025. The final three candidates will be notified of a final decision on July 22nd, 2025.

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

- The RFP will be available from **May 29th to June 26th, 2025**.
- The question & answer period will be open from **May 29th to June 13th, 2025**. Please send questions to cipwic@nwica.org.
- Proposals are due **June 26th, 2025 by 5:00 pm ET**. Please submit to cipwic@nwica.org.
- All applicants will be notified of next steps on **July 14th, 2025**.
- Final three candidate presentations will take place from **July 16th to July 21st, 2025**.
- Finalists will be notified of the decision on **July 22nd, 2025**.