



Request for Proposals (RFP) - Year One College Behavior Profile (Y1CBP) Visual and Technical Refresh

Issued by: Nebraska Collegiate Prevention Alliance (NECPA)

Release Date: January 12, 2026

Questions Due: January 30, 2026, 5:00 p.m. CT

Answers Posted: February 4, 2026, 5:00 p.m. CT

Submission Deadline: February 16, 2026, 11:59 P.M. CT

I. Project Overview

The Nebraska Collegiate Prevention Alliance (NECPA) and the University of Nebraska Campus Recreation unit of Alcohol and Other Drug and UNL ITS Application & Development are seeking proposals from qualified firms to develop and implement a digital refresh of the Year One College Behavior Profile. The campaign will develop and refresh the current platform which provides prevention training for all incoming students at the University of Nebraska Lincoln with functionality to adapt to other universities.

Y1CBP is a long-standing, evidence-based online prevention education program for incoming first-year students at UNL. Originally launched in 2009, the program delivers personalized normative feedback, motivational interviewing-informed messaging, and subgroup-specific prevention content. This refresh aims to modernize the platform, ensure ADA accessibility, improve user experience, strengthen technical performance, and prepare the system for statewide adaptation through NECPA.

This project centers on updating and modernizing an award-winning prevention program to improve the experience for incoming students. Its primary goals are to maintain a sustainable, cost-effective prevention education platform that supports student health for the next 5–7 years, reduces reliance on third-party vendors, and strengthens cross-campus collaboration. Goals include modernizing UI/UX, improving accessibility (WCAG 2.2 AA), and strengthening technical performance.

II. About the NECPA

The NECPA is a statewide coalition of 26 colleges and universities focused on reducing high-risk drinking and substance misuse among students. Originally founded in 2006 at the University of Nebraska–Lincoln, the alliance supports institutions through data-driven, evidence-informed strategies based on SAMHSA's Strategic Prevention Framework and the Social Ecological Model.

Mission:

To support students in achieving graduation healthy, well, and thriving by creating safer campus environments through research, education, policy, and community engagement.

III. Target Audiences

The primary target audience includes:

- **Primary:** College students ages 18–24 enrolled at NECPA’s member institutions (see full list at www.nepreventionalliance.org)
- **Secondary:** Campus staff, faculty, and administrators
- **Tertiary:** Community adults and stakeholders in the surrounding areas

Key Focus and Message Delivery:

Enhancing the Year 1 College Behavior Profile (Y1CBP) will allow UNL to offer a consistent, research-based program that corrects substance-use misperceptions, promotes informed decision-making, and connects students to mental health, recovery, and non-alcoholic campus resources.

The updated Y1CBP will serve as a required, comprehensive prevention program for all first-year students, supporting harm reduction and a healthier campus culture while generating meaningful cost savings. Objectives include modernizing the platform, updating resource connections, and conducting biannual evaluations to measure changes in student knowledge, attitudes, and behaviors. The redesigned program will also provide a scalable model for other Nebraska colleges through the NECPA.

See program example/staging site here: <https://y1cbp-stage.unl.edu/> (Use Student ID 12345678)

IV. Scope of Work

Vendor will deliver a comprehensive visual overhaul of Y1CBP, including UX/UI redesign, accessibility compliance, technical architecture improvements, integration with UNL ITS standards, security (FERPA, encryption), pilot support, and training materials. The selected firm will be responsible for:

- Executing a visual overhaul of the Y1CBP platform within the limits provided by UNL ITS Application & Development
- Implementing a comprehensive visual redesign of the Y1CBP interface to create a cohesive, professional, and student-centered appearance. The redesign must be delivered as complete, standalone HTML and CSS files and utilize Bootstrap, as required by the UNL program. The solution must not rely on a CMS platform (example, WordPress)
- Creating an accessible, student-centered user experience that prioritizes clarity, ease of use, and meaningful engagement, in alignment with Web Content Accessibility Guidelines (WCAG) 2.1, Level AA.
- Ensuring the design is fully mobile-responsive and delivers optimal user experience across all standard devices (e.g. smartphones, tablets) and major web browsers.

- Working directly and collaboratively with the UNL ITS Application Development team throughout the entire project lifecycle
- Providing support for the June 2026 student pilot of the redesigned platform, including technical troubleshooting and monitoring
- Incorporating feedback collected from focus groups into platform design and development including approach for collecting and integrating feedback
- Participating in revision cycles scheduled to take place during the June–July 2026 timeframe to finalize the platform before full rollout.

V. Budget

The total project budget shall not exceed \$11,500 (115 hours), inclusive of all agency fees, creative services, and deliverables.

- Please provide a detailed, itemized budget in your proposal.
- Deliverables:
 - Project plan
 - Design system
 - Functional prototype
 - Production-ready platform
 - Documentation
 - Testing reports (i.e. proof of accessibility testing, etc.)
 - Pilot analytics
 - Training materials (i.e. user manuals for end users, etc.)
 - Source code
 - Post-pilot fixes
 - Maintenance plan

VI. Evaluation Criteria:

- Technical approach (25 pts)
- Relevant experience (20 pts)
- Design quality (15 pts)
- Project management with risk mitigation strategies for timeline delays or technical issues (15 pts)
- Budget/value (15 pts)
- References (10 pts)

VII. Proposal Requirements

Please ensure your proposal includes the following:

1. Cover Letter
2. Agency Background and Key Personnel
3. Sample Work/ Relevant Experience
4. Campaign Approach & Methodology
5. Project Plan & Timeline
6. Accessibility & Privacy Plan

7. Itemized Budget
8. References

VIII. RFP & Project Timeline

Date	Activity
January 12, 2026	RFP released; project kickoff
January 30, 2026	Questions due
February 4, 2026	Answers posted
February 16, 2026	Proposals due
February 17–27, 2026	Evaluation of proposals and internal review
February 28, 2026	Vendor selected and announced
March 1–14, 2026	Contract finalization and kickoff meeting with vendor
March 15 –April 30, 2026	Development Phase I: scope of project, design + initial build
May 15 – June 30, 2026	Pilot implementation + feedback collection
July 2026	Development Phase II: revisions, added features based on feedback
August 2026	Beta testing with expanded user group
September–October 2026	Evaluation, data analysis, usability testing, technical adjustments
November–December 2026	Final system updates; training material development
March 2027	Post-launch evaluation and performance review
Summer 2027	Full implementation for all incoming UNL students

IX. Questions About the RFP

All questions must be submitted by email to: jgayer3@nebraska.edu

Subject line: Y1CBP Digital Refresh. Questions will not be accepted via phone.

Deadline: The deadline for submitting questions is January 30, 2026.

Responses: NECPA will issue a compiled response by February 4, 2026.

X. Proposal Submission

All proposals must be submitted electronically to:

nepreventionalliance@nebraska.edu

Subject line: RFP for Y1CBP Refresh

Deadline: February 16, 2026, by 11:59 P.M. Central Time

Decisions will be announced on February 28, 2026

Late submissions will not be considered. All materials submitted will become the property of NECPA and may be used for evaluation purposes.