Request for Proposal (RFP)

Data Architect and Data Strategy Lead

Minnesota Community Health Worker Alliance

Issued by: Minnesota Community Health Worker Alliance (MNCHWA)

2550 University Ave W, Suite 200N, Saint Paul, Minnesota 55114

https://mnchwalliance.org

Date issued: 9/3/2026

Proposals due: 9/16/2026, 12:00 PM Central

1. Introduction and Background

The Minnesota Community Health Worker Alliance (MNCHWA) is a statewide nonprofit organization working to advance and strengthen the Community Health Worker (CHW) field across Minnesota. As MNCHWA's programs, partnerships, reporting requirements, and statewide role have grown, so has the volume and complexity of the data the organization collects and manages.

MNCHWA collects quantitative and qualitative data across multiple programs, grants, and other sources. Extensive reporting requirements are associated with these activities, alongside a need to generate intelligence that supports data-driven decision-making and workforce advocacy.

MNCHWA's long-term vision is an integrated technology and data ecosystem supporting organizational operations, program delivery, grant reporting, workforce intelligence, stakeholder engagement, evaluation, and future services. This work will occur incrementally over multiple years.

MNCHWA is seeking an experienced Data Architect to serve as lead data architect and strategic technical advisor: to design the foundational data architecture, data models, and governance framework that this vision requires, to produce the technical specifications an implementation partner will build from, and to validate that what gets built matches what was designed.

2. Work Already Completed

This engagement does not start from a blank page. In 2026 MNCHWA completed a discovery and strategy engagement with an external technology partner. The following materials exist and will be provided to the selected consultant at contract execution, and in summary form to shortlisted bidders on request:

- MNCHWA 2026 Data and Technology Strategy Report, including a current-state assessment, a future-state architectural direction, and a phased NOW / NEXT / LATER roadmap
- Current Technology Platform Synthesis, documenting the existing WordPress and plugin environment, the systems of record, and the known failure points
- Stakeholder Needs Matrix, synthesizing interviews with MNCHWA staff, the Minnesota Department of Health, and other stakeholders
- Value Proposition Canvas and multi-sided analysis
- Feature Priority Listing, a working prioritization of platform capabilities
- Draft use cases and MDH grant work plan reporting requirements

Bidders should scope this engagement as beginning from these materials rather than repeating them. MNCHWA is not seeking a second discovery process. We are seeking the design work that follows: a concrete

target-state data model, a governance framework we can operate, specifications an implementation partner can build from, and expert oversight while they do.

3. Initial Data Priorities

The first phase of this work focuses on two priorities. Proposals should speak directly to both.

3.1 Programmatic Data and Reporting Infrastructure

MNCHWA has extensive quantitative and qualitative reporting obligations tied to its grant and programmatic activities. Relevant data currently lives across diverse systems and spreadsheets, and reports are assembled manually each cycle. MNCHWA requires a structured, sustainable data environment that improves data quality, consistency, accessibility, and analysis while materially reducing manual effort.

3.2 Minnesota CHW Registry

MNCHWA maintains Minnesota's statewide CHW Registry, intended to serve both as a valued resource for CHWs and as a central source of intelligence about Minnesota's CHW workforce. The Registry must support CHW self-registration and ongoing profile maintenance, including demographic, workforce, professional, and other relevant information. It must maintain both current-state and historical information so that workforce change over time can be measured, not only workforce composition today. The underlying data architecture must serve organizational reporting needs and future participant-facing features and services.

4. Scope of Work and Deliverables

Four deliverables, plus a bounded advisory engagement. Bidders should propose against these directly.

Deliverable 1 — Target-State Data Model and Architecture

- A canonical data model covering CHW identity and profile, employers and organizations, programs and interactions, training and credentials, and the relationships among them
- An explicit design decision, with rationale, on identity resolution and record matching: what uniquely identifies a person across employers, name changes, and time, and how duplicate records are detected, merged, and unmerged
- An explicit design decision on current-state versus historical data, sufficient to support longitudinal workforce reporting
- Recommended data standards and controlled vocabularies, including alignment to external code sets where they exist, so that MNCHWA data can be joined to state and federal workforce datasets
- Source-of-truth definitions, data provenance and precedence rules across ingestion sources, and an integration approach that reduces duplication across systems
- Recommended platform and technology direction, with rationale, appropriate to MNCHWA's size, staffing, and budget

Deliverable 2 — Data Governance Framework

- Data standards: which fields are captured, what values are valid, and what taxonomy applies

- Change control: who is authorized to modify what data, and through what process
- A data quality review cadence that MNCHWA staff can realistically sustain
- Privacy, consent, access, security, retention, and lifecycle principles appropriate to personally identifiable information about community health workers, including how consent scope is recorded and how data classification governs external sharing
- Documentation sufficient that a successor can assume the role without retraining

Deliverable 3 — Technical Specifications and Implementation Roadmap

- Schemas, entity relationship documentation, field definitions, and data dictionary in a form an implementation partner can build directly from
- Specifications for the ingestion pipelines and integrations required to populate the environment from existing sources
- Specifications for programmatic and grant reporting, expressed as a defined and versioned reporting interface mapped field by field to the data model
- A prioritized, phased implementation roadmap distinguishing immediate foundational work from later development, sized to MNCHWA's actual budget and capacity

Deliverable 4 — Implementation Advisory and Validation (bounded)

Following the design phase, the consultant remains engaged on a defined, limited basis through the contract term to:

- Provide technical direction to MNCHWA and its implementation partner
- Review completed components against the approved architecture, data standards, and reporting requirements, and confirm in writing whether they conform
- Advise on decisions that arise during implementation and were not settled at design time
- Complete knowledge transfer to MNCHWA's internal data owner

This advisory phase is bounded at approximately four hours per month through the contract term. Bidders should price it separately from the design phase, and state an hourly rate for work requested beyond it.

Explicitly Out of Scope

The following are expected to be performed by MNCHWA's implementation partner or other resources, not by the selected consultant:

- Building, configuring, or hosting the data infrastructure
- Application, portal, or user interface development
- Ongoing pipeline operations, data entry, or production support
- Website or content management system work

5. Working Relationship and Decision Rights

So that bidders can scope accurately, MNCHWA is explicit about how this role fits alongside existing resources.

Internal counterpart. MNCHWA will designate an internal staff member as the consultant's primary counterpart and the eventual internal owner of the data environment. Knowledge transfer to this person is a contract deliverable, not a courtesy.

Implementation partner. MNCHWA works with an external technology partner who authored the 2026 strategy work described in Section 2 and is expected to perform implementation. The selected consultant designs and validates; the implementation partner builds. Bidders should describe how they have worked in that division of responsibility before.

Decision rights. The consultant recommends; MNCHWA approves. Architectural decisions are documented by the consultant with options and rationale, and approved by MNCHWA leadership. MNCHWA's Technology Advisory Committee may review recommendations in an advisory capacity.

Location. Remote, with occasional in-person meetings or convenings in the Twin Cities.

6. Consultant Profile

MNCHWA is seeking a consultant who will operate as both strategic architect and hands-on technical advisor, moving comfortably between organizational strategy, data design, technical requirements, and implementation oversight. The ideal consultant will:

- Bring strong expertise in data architecture, data modeling, systems integration, data governance, and analytics infrastructure
- Have designed scalable data environments integrating information from multiple systems, applications, databases, forms, spreadsheets, and other structured and unstructured sources
- Translate organizational and business requirements into practical data architecture and technical specifications
- Design infrastructure that serves both operational use and reporting, analytics, evaluation, and longitudinal analysis
- Have experience with identity, profile, registry, membership, workforce, CRM, or similar person-centered data structures
- Understand privacy, security, access, consent, retention, and governance considerations associated with personally identifiable information
- Have supported reporting and evaluation environments involving both quantitative and qualitative data
- Take a pragmatic approach appropriate to a growing nonprofit, avoiding unnecessary technical complexity while ensuring that near-term decisions do not limit future capabilities
- Work effectively with nontechnical leaders and staff, translating technical concepts into understandable business decisions
- Collaborate effectively with implementation vendors, providing architecture, direction, specifications, and quality oversight

- Build internal organizational capacity through clear documentation, knowledge transfer, and sustainable data management practices

7. Budget and Term

Total budget: not to exceed $25,000. This is a firm ceiling. MNCHWA would rather fund a well-scoped subset of this work at a realistic price than fund the full scope at a price that cannot support it.

Proposals should present the budget in two parts:

- **Part A — Design phase.** Fixed price for Deliverables 1 through 3.
- **Part B — Advisory phase.** Monthly or hourly price for Deliverable 4, at approximately four hours per month through the contract term, together with an hourly rate for any additional requested work.

Term: Contract execution through June 30, 2027. The design phase (Deliverables 1 through 3) should be complete within [12] weeks of contract execution.

Position type: Contract, remote with occasional in-person meetings.

If a bidder believes the deliverables in Section 4 cannot be delivered responsibly within this budget, MNCHWA welcomes a proposal for a reduced scope with a clear explanation of what was removed and why. A candid proposal of that kind will be evaluated favorably.

8. Proposal Requirements

Proposals should be no more than 10 pages, excluding references and appendices, and should address the following:

1. Firm and team overview, including roles and qualifications of the personnel who will perform the work and their anticipated availability.
2. Relevant experience. Comparable projects, including the client's data challenge, your role, the architecture or solution developed, your implementation responsibilities, and the outcome.
3. Technical approach. Your methodology for developing the target-state data architecture, data models, governance framework, and implementation roadmap, given the materials described in Section 2.
4. Priority use cases. How your approach addresses grant and programmatic reporting and the Minnesota CHW Registry, while allowing the infrastructure to serve future organizational needs.
5. Implementation approach. How you translate architecture into technical specifications, collaborate with an implementation partner, and validate that what is built conforms to what was designed.
6. Work plan. Proposed phases, activities, milestones, deliverables, and estimated level of effort.
7. Budget, structured as Part A and Part B per Section 7.
8. Two to three relevant professional references.
9. Conflict of interest disclosure per Section 11.

9. Evaluation Criteria

Proposals will be evaluated against the following weighted criteria:

Criterion	Weight
Relevant data architecture and data modeling experience	25%
Proposed technical approach and methodology	20%
Approach to the two priority use cases	20%
Implementation collaboration and validation approach	15%
Work plan, level of effort, and budget realism	10%
Past performance, work samples, and references	10%
Total	**100%**

MNCHWA's procurement policy additionally requires consideration of price; quality of services, the nature of which must be justifiable and verifiable; availability within the required delivery time; the bidder's previous record of performance and service; ability to render satisfactory service in this instance; financial stability; availability of the bidder's representatives to be called upon and consulted with; payment terms; and ability to provide samples.

Targeted vendor preference. Preference will be given to qualified vendors with active certification through one or more of the following: the Minnesota Department of Administration Targeted Group, Economically Disadvantaged, or Veteran-Owned (TG/ED/VO) program; the Metropolitan Council Minnesota Unified Certification Program (MnUCP); or the Central Certification (CERT) Program of Hennepin County, Ramsey County, and the City of Saint Paul.

10. Timeline and Submission

Milestone	Date
RFP issued	9/3/2026
Proposals due, 12:00 PM Central	9/16/2026
Anticipated award notification	9/25/2026

Format. PDF, no more than 10 pages excluding references and appendices.

Submit to. sunny.ainley@mnchwalliance.org

11. Terms and Conditions

Ownership of deliverables. MNCHWA retains ownership of all deliverables produced under this contract, including data models, schemas, entity relationship documentation, data dictionaries, scripts, configuration,

and written documentation. Deliverables must be provided in editable source format, not solely as PDFs or presentations.

Data privacy. This engagement concerns personally identifiable information about community health workers. The selected consultant will be required to execute a data processing agreement prior to receiving access to any production data. Access will be granted only as necessary to perform the work, through accounts controlled by MNCHWA.

Conflict of interest. Bidders must disclose any current or prior relationship with MNCHWA, its board members, staff, Technology Advisory Committee members, or existing technology vendors. Disclosure does not disqualify a bidder; failure to disclose does.

- MNCHWA reserves the right to reject any or all proposals, negotiate terms, and cancel this RFP without obligation.
- All proposals and related communications will be treated confidentially.
- Issuance of this RFP does not obligate MNCHWA to award a contract.
- Proposals must remain valid for 90 days from the submission deadline.
- Vendors must comply with applicable laws, data privacy standards, and nondiscrimination policies.
- MNCHWA is not liable for costs incurred in proposal preparation.

12. Contact

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