



Request for Proposals: Website Renewal and Supplementary Procedures Manual “Style Guide”

Issued: December 1, 2017

Deadline: noon on December 22, 2017

Introduction

The BC Aboriginal Child Care Society (BCACCS) is committed to nurturing excellence through community outreach, education and training, research and advocacy, to ensure every Aboriginal child in BC has access to spiritually enriching, culturally relevant, high quality early childhood development services. Our office is located in West Vancouver, BC. BCACCS is accepting proposals to redesign and enhance our website, and create a procedure manual “website specific process and style guide” for the organization with support from our staff. This will be a concept to completion project. The site must be designed so that it can be updated and maintained with in-house resources and limited support costs.

Context

The existing BCACCS website (www.acc-society.bc.ca) was last updated in 2011, and is now partially managed through Contribute, but we would like to upgrade to a Content Management System (CMS), likely WordPress, for our new site. Our current website does not allow BCACCS staff the ability to change all website elements or adequately support the work we do on a daily basis. Our website is integral to sharing organization information, soliciting donations, accessing training, borrowing library items, purchasing resources, job postings, and connecting programs from all over BC. BCACCS communication is built around an audience-centred approach within an Indigenous cultural context.

Overall Goals

The purpose of this project is to: 1) develop a quality WordPress website with a user-friendly interface, an updated design look, a new layout, additional features, and built in flexibility; 2) develop a procedures manual or “style guide” for the website that incorporates current BCACCS brand styles and aligns with its overall communication strategy.

The redesigned website for BCACCS would have a uniform “look and feel”. The website should provide easy and consistent navigation to our members, partners, and other audiences who wish to learn more about our work and our research and policy documents, access early childhood sector resources, read timely news updates, take action on campaigns, find on-line training, participate in networks, participate in events, and donate time or money to BCACCS. It should be built with Indigenous knowledges/communities in mind.

The website content should be easy to update and maintain for an average-level computer user, accessible remotely, and should be built on a platform that does not require specialized computer programming

knowledge, excessive or expensive maintenance. As well, BCACCS should retain control of all design assets and have the ability to change, update, or maintain content on all levels.

Proposal Requirements

This is an open and competitive process. Please include the following in your proposal:

- Company description and brief explanation of why your work is a good fit with BCACCS, especially within the cultural context of this organization
- Indicate what resources/skills you/your firm will bring to this project
- Provide name(s) and bio(s) of the team members who would work on the project
- Project process overview and timeline (Provide high level outline of project milestones with approximate timing and staffing required for each, including signoff dates)
- Provide links to previous projects where you were significantly involved in the design process
- Include three portfolio examples, case studies and client references
- Outline potential ongoing maintenance capacity following completion of the project, recognizing that our funding capabilities are limited
- Line-item pricing
- Terms and conditions

Qualifications

BCACCS is looking for a contractor that is committed to providing a design esthetic that combines the BCACCS brand with a functional content management system that is easy for the client to use. You have a proven track record in designing clean, easy to navigate and noteworthy websites that are tailored specifically to your clients and their users. You are collaborative and share information and source files if necessary. You are professional, creative, perceptive, culturally sensitive, and you/your firm can handle working in a close and highly collaborative relationship with multiple, shifting deadlines. You are able to conduct some or all meetings with BCACCS in person 9:00 am – 5:00 pm, Monday - Thursday. You understand the financial limitations of non-profit organizations and are prepared to help us develop a thoughtful, creative, unique and effective online presence. You/your company is able to begin work on this project in January of 2018. Your company is based in the greater Vancouver area.

Project Components

- Consult with BCACCS about existing style guide (including choosing fonts and colour palate, print specifications, logo use & placement, etc.) and site design.
- Work with BCACCS liaison (Fionn Yaxley) to conduct website content audit and strategy (we have a general idea about necessary pages and sub-page structure, but are looking for informed advice).
- Consult with BCACCS about how to achieve all of the various functionality requirements not readily available in WordPress.
- Work with BCACCS liaison in regards to content migration from existing website.
- Design and build the website, including three rounds of proposals and edits. We require at least one initial round of design mockups and functional specifications to be submitted to us for approval prior to building out the website.

- Train BCACCS staff to do the content migration/input. We will be re-writing some of the copy for the website, so it is likely that 40% of the content will be new copy. There may also be some one-off pages with very specific design/layout configuration that we would expect you to do as part of the build.
- We would also like insight into if it is possible to transfer content from our existing WordPress blog to the blog portion of the new website.
- Mid-project site testing in multiple browsers and platforms, the scope of which we will determine together.
- End-project site testing in multiple browsers and platforms, the scope of which we will determine together.
- Mobile device compatibility, ensuring that a responsive design is maintained throughout the spectrum of device sizes and aspect ratios.
- Site launch and post-launch de-bugging.
- Train of key staff in website updating, content entry, and basic maintenance.

Integrations/Technology Requirements

The new site will need to integrate with the following existing systems:

- MailChimp (for e-news and newsletter signups)
- Square space (Seed to Cedar) website transfer
- Potentially, e-tapestry (fundraising and donor management software)
- Google Analytics
- Social media (Facebook, Twitter) potentially others

Timeline

A contractor will be selected by early January 2017, and work should begin in January. The final launch of the new website should occur in May 2018 or earlier, if possible.

RFP Issue Date:	Dec. 1
Responses Due:	Dec. 22
Finalists Selected & Contacted:	Jan. 4
Finalists Presentations/Discussions:	Jan. 9-11
Contact signoff:	Jan. 12
Project Kickoff:	Jan. 15

Project Launch

Our target is for the redesigned website to be live by May 15, 2018. In addition to Child care month being May, we renew our annual From Seed to Cedar campaign this month so this would be a great time to leverage a celebration and launch a new website.

Budget

BCACCS, like most charitable organizations, has a limited ability to invest a large pool of money into core projects and has minimal funding for ongoing maintenance costs. The current budget allotment for this project is between \$50,000 and \$62,000. While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered based on the value they provide and the comprehensiveness of the approach.

The price you quote should be inclusive of all fees including taxes. Prices should include a detailed list of all your fees with a complete explanation of the nature of those fees.

Initial Submission Process

Proponents wishing to submit a proposal should contact Fionn Yaxley, BCACCS Communications Coordinator (communications@acc-society.bc.ca) and request a more detailed outline of the requirements.

Deadline for submission is noon on December 22, 2017.