

# ARMA Golden Gate

## Request for Proposal (RFP)

The Association of Records Managers & Administrators (ARMA) Golden Gate chapter is seeking proposals from qualified parties to redesign and create the chapter's internet website.

### Background

ARMA Golden Gate, a not-for-profit organization, is the Greater San Francisco Bay Area chapter of ARMA International that serves the needs of local Records Management practitioners. The chapter's current website (<http://armagg.org/>) needs to be modernized and redesigned to reflect the professionalism of the chapter and its members.

### Purpose

The Board of Directors of ARMA Golden Gate (ARMAGG) seeks qualified parties with demonstrated experience in website design, development and implementation to redesign and replace the chapter's existing website, which is currently hosted and maintained by an external party.

### Scope of Work - Overview

ARMAGG seeks a new website that 1) provides a dynamic presentation of content to its target audience in an easily navigated and logically ordered layout and 2) can be easily managed, maintained and updated by ARMAGG members untrained in website technology.

Detailed questions and requirements are attached, as [Attachment A](#), and shall be incorporated into this RFP by this reference. The intent of this process is to select the party (Consultant) deemed most capable of meeting the requirements outlined in this RFP.

This project will result in the complete re-launch of [armagg.org](http://armagg.org).

### Due Date

Responses must be sent electronically to [armagoldengate@gmail.com](mailto:armagoldengate@gmail.com) **no later than 5:00 PM Pacific on Friday, January 20<sup>th</sup>, 2012**. Proposals received after such time will not be considered.

All proposals and accompanying documentation will become property of ARMAGG and will not be returned. Proposals may be withdrawn at any time prior to the published due date, provided notification is received in writing sent to the email address given.

### Response Requirements

Each Consultant must provide the following information in their proposal.

- 1) Summary of Qualifications & Project Approach: Summarize your qualifications and expertise in performing the type of services and meeting the requirements outlined in this RFP. Provide a description of your understanding of the scope and approach to be used including timeline for completion.

- 2) Experience & References: Include an experience specifically related to website design, development and implementation similar to ARMAGG's needs. Provide a list of references (including contact name and telephone number) of at least two (2) completed projects within the last three years of this size and nature including website URLs. ARMAGG reserves the right to contact references without prior notification.
- 3) Pricing Methodology: Provide a price estimate including number of billable hours, hourly rate and total cost. Itemize charges for website design, development and implementation including any work required to transfer website host (if applicable). All expenses in your proposal must be listed as a separate line item and must include both the total anticipated expenses to be claimed and the nature of the expenses (e.g., website hosting fees, preferred software purchases etc).
- 4) Website Features & Function: Provide a detailed response to each requirement listed in Attachment A itemizing which features and functions are 1) met in your proposal and 2) which features and functions are NOT covered. ARMAGG does intend to select a specific design. That is a deliverable of the project. Therefore, your response should clearly articulate your capability in meeting the requirements.
- 5) Scalability: Provide an overview of the website's scalability in your proposal including, but not limited to, maximum number of content (menu items, social media links, membership/registration etc) or web pages, maximum total size (GB) of the website, maximum allowed traffic per month/year etc and any other limitations that may hinder ARMAGG from expanding the website in the future.
- 6) Training, Maintenance & Support: Provide an overview of how you will train ARMAGG members to manage, maintain and update the website after re-launch. Include specifics in your response such as the duration of the training, the type of training (live or virtual) and, if applicable, list written materials (procedures, manuals etc) you will provide to ARMAGG. Describe the support included in your proposal that will be provided after website re-launch including the type of support (live, telephone, email etc), service levels and duration. List any software programs that are required to maintain and manage the website.
- 7) Proposals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and must be signed by a person duly authorized to legally bind the person, partnership, company or corporation submitting the proposal. Include in your response any engagement terms and conditions you require in case the RFP is awarded to you.

## **Selection & Award**

All interested parties are requested to provide a response containing all required elements herein to ARMAGG at the stated email address by the deadline given. Accepted proposals will be evaluated by ARMAGG. The RFP will be awarded to the Consultant that, in ARMAGG's opinion, provided a compelling website design and best meets the stated requirements of the RFP. ARMAGG intends to enter into an agreement with the selected Consultant to perform the work described. The selection process starts the business day after the Due Date and ARMAGG will make a decision within 30 calendar days hence.

ARMAGG reserves the right to reject any or all proposals and not to award the RFP to any party. Final decisions for all applications are at the sole discretion of ARMAGG and respondents to this formal request have no appeal rights.

**Contact Information**

Please send questions concerning this Request for Proposal, ARMAGG's requirements or its evaluation process to [armagoldengate@gmail.com](mailto:armagoldengate@gmail.com) with your name, email address and telephone number.

# Attachment A

## Scope of Work

ARMAGG is looking for a Consultant that can deliver a fully functioning, standards-compliant, professional website that incorporates the requirements as listed below and can be maintained by ARMAGG members independent of Consultant and other professional services.

## Website Requirements

- R1. **Cost** - ARMAGG is a not-for-profit organization with limited funds. Cost cannot exceed ARMAGG's allocated budget for designing developing and launching a new website.
- R2. **Theme** – The new website should have a San Francisco Bay Area theme consistent with the region the chapter represents.
- R3. **Layout** - Provide educational and local content in a unified, visually compelling, and easy-to-use interface, using templates for consistent branding and visual design. Certain features/links should be consistent from page to page. For example:
  - a. Menu
  - b. Social Media Buttons
  - c. Login
  - d. Contact Us
  - e. Sponsor Directory
  - f. Calendar of Events
  - g. Sponsor Section
  - h. Page Footer
- R4. **Navigation** - Use intuitive navigation via predictable content organization. Provide a site map page.
- R5. **Pages & Scalability** – Website should have certain pages enabled and others disabled for future use.
  - a. At website re-launch pages including, but not limited to, should be available:
    - i. Home
    - ii. About Us
    - iii. Member Services (Professional Development, Career Opportunities, Presentation Archives)
    - iv. Chapter Archives

- v. Contact Us – A form available for visitors to submit inquiries to a dedicated mailbox.
  - vi. Registration
  - vii. Login
  - viii. Sponsor Page
  - ix. Community Relations
- b. Pages that should be created but not necessarily enabled at re-launch:
- i. Wiki
  - ii. Blog
  - iii. Golden Gate Pictures (photos of ARMAGG meetings and events presented as a slide show)

**R6. Content Management** – Ability for ARMAGG members to easily self manage the website as the Site Administrator. **RFP responses must explain what limitations exists for ARMAGG members to self manage the website.**

- a. Easily add, edit or delete content, features and/or entire pages including, but not limited to:
- i. Menu items
  - ii. Sponsor banners
  - iii. Page content
  - iv. Calendar of Events
  - v. Page tags.
- b. Change/modify designations of specific content or entire pages. There should be four designations.
- i. Public: Viewable by All.
  - ii. Members-Only: Accessible by users with Members, Board or SiteAdmin access.
  - iii. Board-Only: Accessible by users with Board or SiteAdmin access.
  - iv. SiteAdmin-Only: Accessible by users with SiteAdmin access.

**R7. Membership Registration, Access & Management** – Ability for secure membership registration, access and management.

- a. Register – Allow users to become members (default).

- b. Access/View – Allow users to login and access Members-Only or other content.
- c. Membership Management – Allow a Site Administrator to securely manage membership information and designations.
- d. There should be four levels of access.
  - i. Public (default): No registration required. Can access all public content; restricted from accessing pages designated as Members-Only, Board-Only or SiteAdmin-Only.
  - ii. Members: Registration required. Can access all public and Members-Only content; restricted from accessing pages designated as Board-Only or SiteAdmin-Only.
  - iii. Board: Registration and role assignment by SiteAdmin required. Can access all public, Members-Only and Board-Only content; restricted from access pages designated as SiteAdmin-Only.
  - iv. SiteAdmin: Registration and role assignment by SiteAdmin required. Website should allow at least three (3) Site Administrator roles.

## Questions

1. To what extent will you test the website for compatibility with different browsers and operating systems? Will the site be tested for usability at various connection speeds?
2. Do you have a documented development process? Provide an outline of the development process for the project, including significant milestones or project deadlines and how the related communications will be handled.
3. Do you have photos, web art, illustrations and other graphic media that can be used in this project without restrictions (copyright or other laws)?
4. Can the website you are proposing provide basic visitor tracking and advanced reporting and analytics? If so, what type of reporting is available?
5. In your proposal, how can the tags (meta, headlines with keywords, body/text, page) etc be updated on each page?
6. Assuming ARMAGG members have no basic programming skills, does your proposal require content management tools to manage, maintain and update the website? If so, describe.
7. How much interaction will the project require with other third party software programs or technologies?
8. Does the website have the basis in modern technologies, being flexible, agile, and adaptive enough to carry through a product lifecycle of at least five years?

9. Explain how to:

- a. Add/create new content and web pages.
- b. Edit existing content.
- c. Manage features such as the calendar, members directory, sponsor section etc.
- d. Update the menu.
- e. Add/remove social media buttons.
- f. Designate/change pages as Public, Members-Only, ARMAGG, and Administrator.
- g. Enable and disable features such as the calendar, registration, blogs etc.

# Attachment B

SF Themed Picture

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About Us

Membership

Calendar

Professional Development

Employment

[Contact Us](#) | [Login](#) | [Vendor Directory](#)  
[this site](#)

- BOARD OF DIRECTORS
- BY LAWS
- MINUTES
- FINANCIALS
- ADVERTISING/SPONSORSHIP
- ELECTIONS

SEP  
28

Chapter Workshop - FREE

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SEP  
28

Chapter Luncheon

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OCT  
26

Chapter Workshop - FREE

AJCE  
AIRM  
ALICE  
ARMA Category

ARMA International  
ARMA SouthWest  
EIMS  
Sedona E-IRM Guidelines  
Forms

Annual Report  
ARMADSA Newsletter  
Vendor Information  
Vendor Resource Directory  
Sponsors

About Us  
Membership  
Calendar  
Professional Development  
Employment

Collapsible Menu,  
Contact Us, Login,  
Vendor Link, , Social  
Media Buttons

Calendar

Sponsors Section  
(rotating, monthly  
or page refresh)

Optional?