

**LNESC**

**LULAC** National Educational  
Service Centers, Inc.

EXCELLENCE in  
HISPANIC EDUCATION through  
INNOVATIVE PROGRAMMING  
and SCHOLARSHIPS



# LULAC National Educational Service Centers, Inc. (LNESC)

## Request for Proposal

LNESC Website Redesign &  
Implementation

1/10/2012

**LULAC National Educational Service Centers, Inc. (LNESEC)** is requesting proposals to redesign its website. It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for the professional services with a website developer for the purpose of redesigning the current website in order to modernize and make the website more useable in terms of design, organization and interactivity. We are requesting proposals to redesign and enhance our website as further described below.

#### (I) Organization Background

LULAC National Educational Service Centers, Inc. (LNESEC) was established in 1973 by the League of United Latin American Citizens (LULAC) to provide direct educational services to underserved communities throughout the US & Puerto Rico. LNESEC serves more than 11,000 students each year by providing educational counseling, scholarships, mentorships, leadership development, and literacy and technology programs through its network of 14 education centers. Since 1973, LNESEC has assisted over 500,000 students, sent 140,000 of these students on to college, and awarded over \$20 million in scholarships.

#### (II) General Project Description

LNESEC seeks changes to its current website to make it more interactive, user-friendly and visually appealing. Currently our website is outdated in appearance, structure and in its presentation of content. The website also lacks interactive capability, including the ability to connect interested clients, acquire new donors, connect alumni, or engage supporters in our educational efforts.

The revamped website will consist of existing content but will also need to include additional content that is either historical in nature or has not been recently added. Content should be able to be managed by designated LNESEC staff members who can change/update text on any given webpage as needed. Upon completion of the site, LNESEC will assume full responsibility for web site content maintenance and administration. LNESEC will maintain ultimate editorial control of content without dependence of outside contractors.

LNESEC wants to move to a non-proprietary content management system – specifically Drupal or something similar.

Our objectives in redesigning our website are: to increase our brand identity as a marquee education organization serving the Latino community; to increase our accessibility to clients and community members, engage potential donors, and to engage former LNESEC alumni.

#### (III) Project Requirements

##### **Design**

The revamped design would include the following changes:

- Significant redesign and reorganization: the site design would be visually appealing, have common look and fresh feel throughout, be easy for visitors to navigate and have a simplified horizontal link display.
  - Websites' LNEsc would like to emulate:
    - Teach for America (teachforamerica.org)
    - First Book (www.firstbook.org)
    - KIPP (www.kipp.org)
- Optimal use and integration of social media (Facebook, Twitter, LNEsc's blog)
- Implementation of media publishing capabilities that will enable the availability of photographs, streaming video, sound and other multimedia (included embedded media); as well as extensive multimedia options for publishing content across sub pages.

### **Functionality/Content**

In addition to standard web pages and content (e.g. home page, about us, staff bios, etc.), the revamped website will include the features listed below.

- Creation of user-friendly program sub pages, highlighting current and past work for each program.
- Creation of detailed "corporate partner" support page where we highlight each of our sponsors, provide link to their websites. This page should also include a section for sponsor highlights, where we will feature a sponsor using content, video, or photos (or all three). There will also be information on sponsorship, where interested sponsors can find out more.
- Creation of individual donor page where individuals can donate online in an easy and efficient way.
- Development of an online application process for LNEsc's scholarship program, this should be exportable and allow LNEsc to send automated emails to applicants.
- Creation of an online supporter center and online intake screening system that collects data in an exportable or searchable database that allows LNEsc to send out targeted information or donation requests.
  - Ability for users to subscribe to e-newsletters, action alerts, and updates on specific issues (programs) – also the development of templates for such updates on the backend through CMS (part of screening system).
    - Ability for users to build profiles within the website – telling LNEsc if they are a.) general supporters of education b.) alumni (if so, which program) c.) potential sponsors etc. c.) potential clients (e.g. looking for a scholarship).

### **Technical and Infrastructure**

Currently, LNEsc's website is hosted by Avenet LLC's NonProfitOffice. (<http://www.nonprofitoffice.com/>) LNEsc will need a new host provider and is open to suggestions by the selected vendor. LNEsc will break all ties to Avenet's services.

### **(IV) Assumptions and Agreements**

The proposal shall be implemented as a “work for hire” and LNEsc shall own all the website content, original works of authorships, etc. that are created in conjunction with this project, with the exception of any licensed software that is procured.

(V) Submission Information

Please submit an electronic version in PDF of your written proposal to LNEsc Director of Corporation Relations & Development Jason Resendez no later than Tuesday January 31, 2012 via email at [jresendez@lnesc.org](mailto:jresendez@lnesc.org).

Submission of a response to this request does not bind LNEsc to engage the vendor to provide the requested services. LNEsc reserves the right to retain a copy of your submission after selection has been made. The vendor is solely responsible for the costs it incurs in responding to this request for proposal.

Non-written aspects of a proposal (for example, graphics samples, simulations, etc.) shall be presentable via a “web” meeting, where the company submitting the proposal will host a meeting through a website and all members of LNEsc’s website committee can log in and remotely view the proposal demonstration from their computers.

All costs associated with the preparation and presentation of the proposal will be borne by the bidding firm. Proposals and their accompanying documentation will not be returned. Proposals will be considered final as submitted and may not be altered unless requested by the review panel. Proposals should be accompanied by three references that can speak to similar projects in scale and scope.

(VI) Submission Information

In making our decision, we shall consider experience doing website design for nonprofit education or advocacy groups, team experience, strength and expertise of personnel, professionalism as reflected by the proposal and interview process, project understanding, references, schedule and price.

**THIS REQUEST FOR PROPOSAL AND THE NATURE OF WORK SOLICITED IS THE CONFIDENTIAL AND PROPRIETARY INFORMATION OF LNEsc AND THE INFORMATION CONTAINED HEREIN MAY ONLY BE USED AS NECESSARY TO PREPARE A PROPOSAL FOR SUBMISSION TO LNEsc.**

Sincerely,

A handwritten signature in blue ink, appearing to read "Jason Resendez", is positioned above the printed name.

Jason Resendez  
Director, Corporate Relations & Development