



Society for Range Management

May 1, 2015

To Whom It May Concern:

The Society for Range Management (SRM) is seeking proposals for website redesign, website content management and hosting. In general, the goal of our website is to serve as the source of information about our organization for our members, prospective members and to broader related constituencies.

We seek an updated graphic design and a more functional website to provide information useful to our membership. The website is also the means by which non-members can learn more about the benefits of being a member of our organization as well as about rangeland resources that will educate the public and enhance the rangeland management profession. Currently, the most accessed pages are those that assist job seekers and potential attendees at the annual meeting. As of now, the SRM website at www.rangelands.org averages 4000-5000 hits per month.

Selection of the winning proposal will be based on cost (50%); the website developer's understanding of the current website, specified requirements of SRM, and future developmental needs to maintain and grow the organization (30%); creative approach (10%); and experience working with non-profit, membership based, organizations (10%).

Woven into these categories, SRM needs a website developer that has experience building flexible CMS-driven websites that can be easily modified by non-technical users, demonstrates solid information architecture skills for organizing content in ways that are intuitive to the site visitors, and is experienced with creating sites that build communities and have interactive features (blogs, discussion forums, etc. that are adaptable to current social media).

Based on the outcome of the RFP process, SRM will enter into detailed negotiations with the selected website development company. Please submit a PDF copy of your proposal to evp@rangelands.org. Proposals must be submitted by 6:00 PM (EDT) Friday June 5, 2015; proposals submitted after this deadline will not be considered. SRM reserves the right to refuse any and all proposals; in this case, the RFP will be re-opened for consideration. SRM will be available for a two week question and comment period that will close at 6:00 pm (EDT) on May 15.

Below you will find an outline of expected services to be carried out by the website development company. Thank you and we look forward to reviewing your submitted proposals.

Sincerely,

Jess Peterson, *Executive Director*
Society for Range Management
653 Constitution Ave, NE
Washington, District of Columbia 20002
(202) 870-3867



Society for Range Management

Request for Proposal: Society for Range Management Website

Date of issue: May 1, 2015
Close date: June 5, 2015

Executive Summary:

The **Society for Range Management (SRM)** is the professional society of about 3000 members dedicated to supporting persons who work with rangelands and have a commitment to their sustainable use. Rangelands comprise almost one-half of all the lands in the world. Rangelands are extremely important to society for the goods and services they produce, and for the ecological services they provide. SRM is dedicated to the conservation and sustainable management of rangelands for the benefit of current societies and for future generations.

SRM is seeking proposals for website redesign, website content management and hosting.

Scope of Website Redesign: In general, the goal of our website is to serve as the source of information about our organization for our members first, prospective members second, and finally to broader related constituencies. (1) Members and prospective members should be able to easily find the official documents that guide the organization: i.e. bylaws, action plan, business meeting minutes, officers. The site should include historical and current information about SRM activities. (2) Members should have quick access to committee, section, and group pages and have the capability to manage, update, and facilitate communication through them. (3) Provision to access and manage a small relational database for the SRM Certification program. (4) Members should be able to manage their personal information in a restricted “members only” area. (5) Social media outlets should be efficiently displayed and highlighted. (6) Visitors should be directed to a “Rangeland Management Resources” page to include complimentary websites with whom SRM has agreements such as Global Rangelands and Rangeland West (<http://globalrangelands.org>)

We seek an updated graphic design and a more functional website to provide information useful to our membership. The website is also the means by which non-members can learn more about the benefits of being a member of our organization as well as about rangeland resources that will educate the public and enhance the rangeland management profession. Currently, the most accessed pages are those that assist job seekers and potential attendees at the annual meeting. Currently, the SRM website at www.rangelands.org averages 4000-5000 hits per month.

SRM utilizes a membership management company to maintain a membership database, member renewals, and other business and financial activities. A link to their website will be necessary. While the Annual International conference hosts will need access to up-to-date information about membership, the hosts may also wish to utilize the website for conference information, file uploads, registration, and other conference related services in the future (note: currently, hosts



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create their own conference website which is linked from the SRM home page). As such, we do not use eCommerce services, but foresee that this will be a desirable addition in the future.

The website is to be converted from a ‘hard-coded’ site into a content management system (CMS). To ensure future scalability and portability, we request that the website is developed using an open source CMS such as Wordpress, Joomla, or Drupal. We have roughly 100 pages, most of which would need to be migrated to the new site. We would like to incorporate a cascading style sheet or easily used format background and menu setup for less skilled members to access if desired.

Broad Website Goals:

- Implementation of a “mobile ready” website to ensure access by anyone anywhere
- Improved interaction, usability, and navigation
- Improved ease of modification/updates and maintenance
- Improved serviceability as a member and prospective member resource, as well as an entry point to additional rangeland resources
- Increased web traffic from like-minded non-governmental organizations and affiliates, potential SRM members (student, practitioner, range professional, federal agency employee, and academic), and federal agencies
- Streamlined/interactive social media presence
- Increased advertising and sponsorship opportunities
- Access to an exclusive “Members-Only” site through a link

Current content to be included in new design:

Homepage: *The SRM homepage should consist of one large rangeland photo that can be rotated on a monthly-basis; simple navigable dropdown “tabs”; news/announcements “section”; and social media interaction (Twitter, Facebook, and LinkedIn).*

Potential Tabs to be featured prominently (some could be combined under a single heading and included in dropdown lists):

- About SRM (executive board, committees, mission/vision, historical information)
- Announcements (recent news, press release, employment information)
- Membership (information and benefits on becoming an SRM member)
- Publications
- SRM Sections
- Students and Educators
- Land Managers
- Information Resources
- News/Announcements
- Social Media
- Contact SRM



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- “Members-Only” (searchable directory)
- NOTE: The present site in its entirety shall be moved over into an open source CMS such as WordPress, though rearranged for ease of use, access, and comprehension.

Additional Interests:

- Website should promote becoming an SRM member; “Join Now” or “Become a Member” with this prominently displayed on the homepage and header for each webpage. Should also describe opportunities for engagement as a member.
- Website should promote SRM publications: *Rangelands* and *Rangeland Ecology and Management (REM)*.
- Main header on website should be “clickable” and redirect users to the homepage.
- Website should feature areas for pertinent advertisement and/or sponsorship.
- BUDGET: Our total budget range for this project is \$15,000 to \$25,000. In addition to the redesign, we will be seeking hosting and maintenance support. Please respect our budget parameters and discuss any significant concerns with the contact below prior to submission.
- A cost assessment for ongoing annual maintenance of the website would be welcomed.

RFP Selection Criteria:

Selection of the winning proposal will be based on cost (50%); the website developer’s understanding of the current website, specified requirements of SRM, and future developmental needs to maintain and grow the organization (30%); creative approach (10%); and experience working with non-profit, membership based, organizations (10%).

Woven into these categories, SRM needs a web developer that has experience building flexible CMS-driven websites that can be easily modified by non-technical users, demonstrates solid information architecture skills for organizing content in ways that are intuitive to the site visitors, and is experienced with creating sites that build communities and have interactive features (blogs, discussion forums, etc. that are adaptable to current social media).

Interested parties are encouraged to demonstrate their knowledge of the needs of SRM (present and future) and their ability to address those needs in creative, yet cost effective website design and delivery.

Terms and Conditions:

The awarded website developer/website development company will begin contracted services in March of 2015 for a term of one year, at which time the contracted services will be reviewed.

Proposals must be submitted by 6:00 PM (Eastern) Monday, March 2nd 2015, proposals submitted after this deadline will not be considered. SRM reserves the right to refuse any and all proposals.



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Appendix: Range Website Survey

Who do you see as the target audience for the SRM website?

- Members: It should provide information, reference, and services.
- Prospective Members: There should be good information on membership benefits and links to resources for professionals in the field. Job and training opportunities are also vital. It should provide information on having a career managing or studying rangelands.
- General Public: It should answer basic information concerning rangelands.
- Media: They access the website for press releases and for more information.
- Agencies, states, university faculty and students, and landowners are some other audiences.
- Each audience has different interests and needs. It should be easy for each to identify where they can find the information they want.

What do you believe should be the objective(s) of the SRM website?

- The SRM website should provide information on the benefits of membership so that SRM can continue to grow. Additionally, the site should support and enhance range professional development and access to information.
- The website should educate the general public on the value and role of rangelands. It should also provide links to resources, information about the role and scope of SRM, and contact information for members and committees.
- Prospective members should have access to forms and processes needed for joining.
- The website should have a password protected area for members only. This area should include account and certification information, committee information, contact information for all members, and job postings.
- The website should include the mission, vision, committees, and other general SRM information. It should also address the needs and wants of our stakeholders. Services that SRM provides, resources, and links to other groups of interest should also be included.
- Research, documentation, career information, resources describing accreditation programs, and universities that have rangeland programs should be available for students.
- The website should include outreach to the general public and communication with our membership. Policy statements, comments, and press releases should be updated regularly.

What do you like about the current SRM site? What do you like the least about it?

Likes

- There is a good amount of useful and valuable information available.
- There are some good educational materials and rangeland pictures. The information SRM needs to conduct the business of the society is all on there on committee webpages, the general information page, and the membership pages.



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Dislikes

- Information can be buried behind several links, which are sometimes outdated or no longer available. It is not always kept up to date, can be hard to navigate, cluttered, and is not compatible with mobile devices.
- There should be quick links and readily available meeting information.
- The website needs fresh look and feel, cascading tabs, larger fonts, and an easy to access search bar. The home page needs to have balance and motion.
- Things, including position statements, are buried and hard to find. There needs to be a clear separation between public and society and password protected member information.
- The home page is too crowded. It should be an active page that changes all the time.
- There should be different areas: general public, member public, and member private.
- There is not enough current information. The current website cluttered and clumsy. For example, there is no path back to SRM homepage from the Allen Press portion of the site.
- The beauty of rangelands needs to be shown through pictures.

What types of social media, news, member services, and/or educational elements should the website feature?

- The website should feature as many types of social media, news, member services and educational elements as it can. The more avenues for different types of people to engage, the better off SRM will be.
- Social media should be more organized in a user friendly interface and design. There should be content from social media, not just links to the sites. There should also be an RSS feed subscription option.
- LinkedIn is a useful tool for professionals. The discussion forums are interesting.
- News and educational elements are vital. Education should be a priority.
- Member services should be a prominent feature of the website if SRM wants to continue to build the organization. They should be easy to access.
- Students should be engaged. They are the future of SRM.
- A “Careers in Rangeland Ecology and Management” page should exist to highlight the many exciting career opportunities in rangelands.
- The webpage needs to be the go-to place for webinars and trainings.
- The site needs links to SRM Sections.
- The current webpage is in binary code and requires considerable effort to update.
- The site should include links to other conservation societies such as The Wildlife Society, Society of American Foresters, and the National Association of Conservation Districts.



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What are your favorite natural resource oriented websites? Why?

- The Wildlife Society and Society of American Foresters freshened designs work well.
- Global Rangelands and Rangelands West have great content
- The Carnegie Museum of Natural History has a nice balance.
- Rangelands West is a good resource.
- American Society of Animal Science has a decent page.

What websites do you regard as most effective, regardless of the subject matter? Why?

- SAF has a great “Careers in Forestry” page.
- Yahoo Weather has a great design
- The Nature Conservancy has a good blend of content and graphics/photos.

How should the SRM website function compared to its partners at Global Rangelands/Rangeland West?

- Do not replicate what is available at Rangelands West, but the SRM site should link to their resources. The SRM website should provide information that is not available on those sites.
- They should function interactively, referring to one another, but content should not be duplicated.
- There are some photo comparison sites for Wyoming and Utah still buried on the SRM website that should move over to Rangelands West
- The websites should showcase each other. The sites should divide and conquer but stay true to the mission, vision, and objectives.
- SRM should publish all of the new information. Synthesizing that information and putting it into the layman’s hands is probably better left to SRM’s partners. SRM needs to play to its strengths and partner for its weaknesses.
- SRM should use Twitter and Facebook for more professional purposes. Twitter is a vital source for range news and updates.
- The website is an important tool and source of information for people, especially for younger people.
- Websites that are easy to navigate are good.