

MassIMPACT

Request for Proposals (RFP)

One-Year Contract for Website Design and Development for the URL www.StoriesForChange.net

Published: October 16, 2006

Deadline for Proposals: Friday at 5:00 PM EST, November 17, 2006

Introduction.

Digital storytelling originates in Berkeley, California at the Center for Digital Storytelling (<http://www.storycenter.org>). Influenced by popular education, third world cinema, and the community documentary movement, digital storytelling values the power of story as a tool for self-discovery and reflection, community building and education, organizing, and advocacy. Digital stories (usually 2-5 minutes in length) are based on participants' own experiences and told through their own first-person perspectives. Participants' voices are recorded and integrated with photographs, letters, home videos, and other artifacts.

At the Gathering of Community Digital Storytellers (see blog at <http://communitydigitalstorytellers.blogspot.com/>) in June of 2006, more than forty digital storytelling facilitators from a wide range of communities across the country came together at Massachusetts Institute of Technology. Participants connected with one another; and shared teaching methods, organizing strategies, and approaches to distribution. Participants also began to identify ways to form collaborative efforts to take this important work to the next level of impact. This event was sponsored by [MassIMPACT](#), [Creative Narrations](#), and the [Center for Digital Storytelling](#).

A committee formed at the conclusion of the Gathering evaluated the feedback of Gathering participants and approached MassIMPACT to fund the initial development of an on-line community for what has become StoriesForChange.net. In September, 2006, A working web site was initially created at www.StoriesForChange.net by volunteers, using the Drupal open source content management as a place to house discussion lists and working wiki pages for three subcommittees, Organizational Support, Content, and Technical. Danielle Martin, an AmeriCorps VISTA with the CTC VISTA Project, was recruited to act as Project Manager, to oversee the work of the subcommittees and coordinate content gathering with staff at the Center for Digital Storytelling.

The Gathering participants expressed a desire to take advantage of the bloom of free, open source resources for online community development. However, the StoriesforChange Committee realized early on that although the web site needs to be fueled by the needs and participation of digital storytelling facilitators and enthusiasts, its design will benefit greatly by a paid web designer. While the current website at

StoriesForChange.net works as a starting point for the subcommittees to communicate, we expect the web designer will help guide the effective user interface design and creation of a new website.

In order to support the community brought together physically at the Gathering and to further the growth of the field of community digital storytelling, MassIMPACT is requesting proposals from qualified and reputable web developers and web masters.

This Request for Proposals provides information for web site developers and web masters in order to submit a written Proposal for the development of the web site in Phase I, and the support in the population of content and initial online community development in Phase II (each Phase is described in more detail below). MassIMPACT seeks an individual or group with experience developing online communities using open source tools and a desire to support the overall goals of using multimedia tools for social change in communities. This web design position will interact with a team of volunteers who will provide input on how to create a site with an effective user interface design and the capacity to both publish content and foster collaboration. Your organization must seek to be on the ground floor of a national community outreach program that will bring together individuals and groups across fields of media, technology, social justice, and social service, while also connecting facilitators across international borders and languages.

Brief Introduction to MassIMPACT:

During the planning and implementation of the HUD Demonstration-Disposition initiative, dialogues between MassHousing, local universities, computer professionals, community leaders, residents and youth revealed the need for a broad-based Community Technology Center and Neighborhood Technology Center consortium. Mass IMPACT (IMproving People's Access to Computers and Technology) is the resulting consortium consisting of entities and representatives from community technology centers, academic institutions, public schools, private sector companies, non-profit organizations, professional associations, and government agencies. Our mission is to facilitate a collaborative effort amongst Computer Technology Centers that enhances site capacity, maximizes use of computer technology by local residents and encourages information exchange and skills transfer as a core strategy for long-term operational viability, community responsiveness, innovation and entrepreneurship.

Brief Introduction to Center for Digital Storytelling:

The Center for Digital Storytelling, located in Berkeley, CA, is a non-profit training, project development, and research organization dedicated to assisting people in using narrative and digital media to tell meaningful stories from their lives. Our focus is on developing large-scale projects for community, educational, and business institutions, using the methods and principles of the Digital Storytelling Workshop. We also offer workshops for organizations and individuals and serve as an international clearinghouse

of information and resources about storytelling and new media.

Proposal.

The coalition of massIMPACT, the Center for Digital Storytelling, and the volunteer Committee (made up of members of the three subcommittees described above) will make a commitment to you to provide content for the web site during both Phase I (Enhancement) and Phase II (Maintenance). Criteria for choosing a contractor will be based on a number of factors including the contract amounts bid for Phase I and Phase II; experience of the organization in developing and maintaining web sites; experience working in community driven sites with social justice missions; history in fulfilling contracts of a similar nature; the creativity and effectiveness of other web sites that you've created or maintained; experience working with a team; and other factors considered relevant by the Committee.

Your proposal should provide a description of the scope of work that you will undertake to achieve the requirements of Phase I as well as a proposed contract amount (which may be a fixed flat monthly or quarterly fee, hourly rate or combination thereof); and an ongoing estimated number of hours that you will commit to perform the requirements of Phase II as well as a proposed contract amount (which also may be a fixed flat fee, hourly rate or combination thereof).

All Proposals must not exceed 5 pages of single spaced narrative, with a type font of 11 points or higher, and margins not less than 1" on each side. Proposals not meeting these requirements will be rejected automatically without review. NOTE: the costs of hosting the web site and maintaining adequate storage need not be a part of this proposal.

Objectives of this Project. The key objectives of this project are:

1. [**Online Social Networking**] to make the www.StoriesForChange.net web site an online gathering space for those involved in facilitating digital storytelling on a non-profit, community level.
2. [**Peer to Peer Learning and Reflection**] to provide space for uploading and sharing resources, including curriculum materials, technical guides, frequently-asked questions, or by linking to other web sites.
3. [**Digital Story Distribution**] to provide a venue for showcasing community digital stories and sharing stories across projects, including space for feedback, author and instructors' notes, and context for the making of the stories.
4. [**User Created Content**] to constantly improve the content and structure of the site, making sure the web site continues to meet the needs of the users.

Phase I Parameters.

We seek to BUILD the web site, to include the following:

How-Tos:

- Resources for Story Creation and Use: including curriculum materials; writing prompts; facilitation tools/tips; and papers/case studies on how you are using stories in a community context.
- Technology Considerations: including fact sheets/information about software, equipment, trouble-shooting, etc.; software tutorials; and anything related to the technological end of digital storytelling.
- Best Practices: including interviews (text and podcast) with community practitioners about a range of projects they're working on to support community development, health and well-being, and social/economic justice.

Open Discussion Area: where registered participants can explore/discuss topics of their choice, ask questions of each other, and post notices of upcoming workshops and events.

Story Showcase: where registered participants can post/download examples of digital stories, to foster sharing across issues, regions, and communities.

*Please note: These content areas need to be contributed to by all registered users and may or may not have to be edited by these users as well. The Committee will be responsible for developing and overseeing a registration process.

Phase II Parameters

We seek to MAINTAIN this new web site as follows:

- Reasonable levels of new work involving the addition of new sections or pages would be provided as a part of this contract.
- However, if the work is considered beyond the scope of improving existing content and the number of hours that you proposed for Phase II, a change order request would be considered by the Committee.

Proposal Submission Instructions

Please send one clean copy of your Proposal to provide the services described in this RFP in the detail requested by email or by hard copy (printed) format by US Mail or package delivery to:

Danielle Martin
danielle.martin@umb.edu
VISTA, Project Manager
MassIMPACT
One Beacon Street, 28th Floor

Boston, MA 02108

Deadline for submission: the Proposal must be delivered by **Friday at 5:00 PM EST, November 17, 2006.**

Decision of the Committee is final and cannot be appealed. The Committee will not provide any feedback to organizations submitting Proposals once submitted and reviewed. The Committee reserves the right to request additional information from organizations submitting Proposals, at the Committee's sole discretion.

Proposing organizations are advised to confirm the receipt of their Proposal prior to the deadline by calling Ms. Martin at (617) 854-1765.