



APALC Website Redesign and Implementation

Request for Proposal

07/14/2011

REQUEST FOR PROPOSAL

Website Redesign and Implementation

The Asian Pacific American Legal Center (APALC), a member of Asian American Center for Advancing Justice, 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

Founded in 1983, the Asian Pacific American Legal Center (APALC) is a nonprofit organization dedicated to advocating for civil rights, providing legal services and education, and building coalitions to positively influence and impact Asian Americans and Pacific Islanders and to create a more equitable and harmonious society. APALC is the largest legal aid and civil rights organization serving Asian Americans and Pacific Islanders in the nation, and is a member of Asian American Center for Advancing Justice, which also includes Asian American Institute (Chicago, IL), Asian American Justice Center (Washington, DC) and Asian Law Caucus (San Francisco, CA). APALC is based in Southern California with offices in Los Angeles, Garden Grove and Sacramento. More information on APALC can be found by visiting <http://www.apalc.org>. Our joint affiliate site is www.advancingjustice.org.

II. General Project Description

APALC 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 Currently our website is outdated in appearance, structure and in its presentation of content.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 acquire new donors, recruit volunteers through an online application process, accept potential clients through an online intake screening process or engage supporters in advocacy efforts.

Our current website is not maintained with a content management system. As a result, because it's difficult to update content on our current website, we have developed sub-sites, www.immigrantrights.apalc.org, www.demographics.apalc.org, www.healthjusticenetwork.wordpress.com, which are maintained on Wordpress. The content from these sites need to be brought under the main website and domain name.

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 APALC staff members who can change/update text on any given webpage as needed. Upon completion of the site, APALC will assume full

responsibility for web site content maintenance and administration. APALC will maintain ultimate editorial control of content without dependence of outside contractors.

APALC wants to move to a non-proprietary content management system – specifically Drupal. Joomla is the common platform of our other affiliate organizations in Asian American Center for Advancing Justice

Our objectives in redesigning our website are: to increase our brand identity as a marquee civil rights and legal aid organization serving AAPIs; to increase our accessibility to clients and community members, and to establish us as a respected content provider of information on AAPI policy and legal issues.

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.
- Optimal use of social media (Facebook, Twitter, YouTube, etc.);
- Implementation of media publishing capabilities that will enable the availability of photographs, streaming video, sound and other multimedia (including embedded media); as well as extensive multimedia options for publishing content across sub pages
- Implementation of e-advocacy tools

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, which would be implemented in two stages.

Stage #1 would include:

- creation of user-friendly program sub pages, highlighting current and past work for each program
- creation of detailed fundraising sub pages, including a ‘sponsor’ section where we highlight our sponsors, provide links to their websites, and featured (through biographical profiles and photographs). There would also be marketing about sponsorship levels, becoming a sponsor, and a way to become a sponsor on-line (with the option of paying by credit card or making a pledge with invoicing to follow);

- search engine capacity for full site including current and archival materials, which will include past news releases, newsletters, reports and alerts
- creation of timeline showing APALC history and key achievements, with links to relevant archival materials and photos
- ability for users to subscribe to e-newsletters, action alerts and updates on specific issues (e.g., litigation, immigration, etc.)
- ability to collect user info in specific user contexts (e.g., collecting emails whenever a publication is downloaded)
- ability to present data and reports in user-friendly manner, such as drop-down menus for demographic data (e.g., education levels in Asian/Pacific Islander communities)

Stage #2 would include:

- creation of in-language pages (Chinese, Vietnamese, Korean, Khmer, Thai) for community education brochures, client forms, etc. These pages in particular should be searchable and indexable in-language.
- creation of an online volunteer center and an online intake screening system that collects data in exportable or searchable database. These may not be used immediately but we would like the ability to build out this feature in the future.

Technical and Infrastructure

APALC's web-site is hosted by MayFirst out of a New York data center on CentOS (RHEL 5). Our web infrastructure can support a content management system running on a LAMP (Linux, apache, mysql, php/perl) stack. If need be, we believe our host can provide us a PostgreSQL database or a Ruby on Rails environment.

APALC does not own a certificate. If a certificate authority is required, we would be using CA-Cert which is recognized by most certificate authorities.

- APALC expects that any page which posts or gets private/discrete data
- will have all data sent over an encrypted channel (SSL/TLS)
- APALC also expects that any payments or other monetary transactions are handled by a third party OR that the consultant factor in PCI compliance in total over-all costs
- If an alternate host is suggested, vendor is expected to provide a compelling business rationale for such a move/migration
- APALC expects the final web-site to be built or the proposal presented in a modular fashion for both technical redundancy/resilience and cost-control.

Optional Features:

- An events management tool to handle APALC events. We would like it to have the following features: (1) custom set up; (2) time-based rates (early-bird, late, on-site) and automated registration (with credit card, check, or invoicing options); (3) guest/spouse

registration; (4) track and view real-time registration statistics; (5) comprehensive reporting and report generation; (6) confirmation of registrations automatically by email; (7) track speakers/workshops; (8) scheduling; (9) integration with membership databases; (10) badge printing; (11) event calendar; and (12) otherwise handle seamlessly all aspects of event planning; (13) ability to add a questionnaire section with ability to receive text answers, yes/no answers, multiple choice answers

- Ability for supporters to send emails or faxes to legislators from the website

IV. Assumptions and Agreements

The proposal shall be implemented as a “work for hire” and APALC shall own all website content, tools, original works of authorship, inventions, and such other materials 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 APALC Communications Director Rachanee Srisavasdi by no later than **Monday, August 15** via email to rsrisavasdi@apalc.org.

Submission of a response to this request does not bind APALC to engage the vendor to provide the requested services. APALC 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 APALC’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. Basis for Award of Contract

In making our decision, we shall consider experience doing website design for nonprofit legal 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 APALC AND THE INFORMATION CONTAINED HEREIN MAY ONLY BE USED AS NECESSARY TO PREPARE A PROPOSAL FOR SUBMISSION TO APALC.

Sincerely,

Stewart Kwoh,
APALC Executive Director