



Web Site Request For Proposal (RFP)

ORGANIZATION OVERVIEW

The Maine Public Relations Council (MPRC) is a professional association of Maine's public relations practitioners. The MPRC is dedicated to the professional development of its members and to increasing awareness around the valuable impact that public relations has on Maine's businesses, institutions and organizations.

MPRC's membership includes active professionals with a strong expertise in the field; individuals who have some current professional PR responsibility (or are retired PR professionals) and reside in or have business affairs in Maine; students pursuing careers related to PR; or professionals interested in PR but who currently work in another field.

PROJECT GOALS & OBJECTIVES

The primary goal of revamping the MPRC web site is to overhaul the content management system and to enhance the user-interface. The primary objective behind this is to better engage both members and the professional community in a more proactive and interactive manner.

The MPRC web site will continue to serve as the primary tool to regularly inform practitioners of professional development events, award recipients, and industry information. As a result, the primary function of the web site will remain as a communication tool that both engages and educates.

It is imperative that the new content management system be easily updateable and managed internally by MPRC, without the dependence on an external programmer. Furthermore, the site must also serve as an integrated platform, supporting existing MPRC social networking initiatives: LinkedIn, Twitter, and Facebook.

A function that the new site should streamline is online event registration/payment; along with payment processing of media directories and membership renewal dues. Online membership registration processing would be ideal.

Additionally, the MPRC would value the functionality to easily upload photos/create photo libraries and would like to explore streaming videos as well. A few additional functionalities that should be incorporated include: a news feed on the homepage, a blog and capabilities for search engine optimization.

The MPRC web site will retain a password-protected member's section. This area will also be internally managed; updating information and resources, such as job opportunities. The MPRC welcomes recommendations/ideas on ways to more deeply engage members, provide incentive for them to regularly visit maineprcouncil.org, and to become active participants in the members' section.

SCOPE OF SERVICES

An experienced and creative firm capable of constructing a web site that is both stylish and sophisticated will be an ideal match for the successful execution of this project.

The selected firm will establish a new graphic approach for both the homepage and internal pages of the site. While the redesigns do not need to preserve the current site's color palette, new designs will be required to complement the current MPRC logo.

The selected firm will develop a site that offers an intuitive user interface and a content management system that can be internally managed by the MPRC. Support in reviewing/constructing the site's information architecture is needed. Additionally, the selected firm will be asked to assist with content migration to the new site; along with incorporating MPRC's social media initiatives.

The new MPRC site is required to be compatible with the following browsers: Internet Explore 7+, Firefox 2+, Safari 3+ and Google Chrome. Google Analytics tracking code will also need to be installed, with MPRC as the holder and manager of the account.

The firm selected to revamp the site will work directly with the MPRC Web Chair throughout the duration of the project. During the development process, the selected firm will also be asked to provide progress reports on a monthly basis, prior to MPRC board meetings.

PROPOSAL CONTENTS

The proposal should contain the following information:

1. Name of Project Lead, Contact Information (mail, phone, email)
2. Briefs on Project's Key Team Members
3. Description/Examples of Relevant Experience
(both creative & technical)
4. Proposed Timeline - Include Tentative Launch Date
5. Cost Estimates - Include Hourly Rate & Post-Launch Costs
6. References

BUDGET

The budget for the successful execution of this project is not to exceed \$10-\$12k.

PROPOSAL DUE DATE

Proposals must be received by 5pm EST on Friday, March 5, 2010.

SUBMISSION GUIDELINES

- Electronic proposals* may be sent to:
Maine Public Relations Council via aconroy@thesoapgroup.com and
info@meprcouncil.org. (Please submit proposals to both emails)
**Preferred method of submission*

- Written proposals may be sent to:
Maine Public Relations Council
Attn: Web Chair - RFP
PO BOX 1657
PORTLAND, ME 04104

To be considered for review, an electronic or written response to this RFP must be received by 5PM on Friday, March 5, 2010. Proposals received after the date and time specified above cannot be considered and will be returned to the sender unopened.

RFP CONTACT PERSON

Alisa Conroy, APR
MPRC, Vice President & Web Chair
aconroy@thesoapgroup.com

QUESTIONS

Questions submitted via email by Friday, February 26, 2010 to
aconroy@thesoapgroup.com - will be responded by a collective Q&A distributed on
March 3, 2010 to all who request it.

SCHEDULE

MPRC intends to undertake this selection in the most expeditious and cost-effective manner possible. Although the following schedule may be subject to change, MPRC anticipates the schedule to be as follows:

February 15, 2010	RFP Distributed
March 5, 2010	RFP Submission Due (5PM EST)
March 15, 2010	Contract Awarded
March 17, 2010	Contract Starts
Late May/Early June	Anticipated Site Launch

SELECTION CRITERIA

The Maine Public Relations board will review submissions to this RFP and make a final decision based on experience, aptitude, and proposed budget. Value will also be placed on design ability, programming capabilities, project management skills, and expertise with flexible yet straightforward content management systems.

EVALUATION CRITERIA	MAXIMUM AVAILABLE POINTS
Technical Approach/Project Execution *Overall strategic approach to executing each desired functionality and effectiveness of reaching target audiences *Schedule, implementation and administration *Clear presentation of approach with sufficient detail, while remaining concise and to the point.	40
Qualifications *Project-related experience of the firm, subcontractors or team members.	30
Cost Proposal *Value of the work and effectiveness of message communication for the proposed budget.	25
Membership *Applied to companies/individuals with active MPRC membership as of January 31, 2010	5
Total	100