



July 22, 2011

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REQUEST FOR PROPOSALS: ***Website Design & Development***

Colgate Rochester Crozer Divinity School (CRCDS) has issued this Request for Proposal (RFP) to outline our current need for a dynamic website. We seek a **qualified web developer and graphic designer** to work with the Director of Communications in building a modular site that reflects the transformative energy that drives everything we do. We invite qualified web design and development professionals to address this by submitting a proposal.

This will be a **collaborative** process. The developer and designer will work closely with the Director of Communications on planning the structure, functionality and design of the site.

About Colgate Rochester Crozer Divinity School

At CRCDS, we are a Progressive Christian divinity school that stands on our commitment to the social gospel. Our mission is to prepare women and men for ministry that is pastoral, prophetic and learned. We recognize that ministry today is complex and demanding and the voice of CRCDS is vital to the life of the Church.

CRCDS graduates are academically astute and morally focused to heal, to advocate and to witness. For us the progressive reign of God's love is ever present, ever pressing in, ever moving us to new theological and pastoral horizons. Our graduates exercise transformational leadership that empowers and inspires, a leaven that serves to affect the redemption of the social institutions that constitute the fabric of life in the 21st Century.

Summary of the Project

CRCDS requires an online platform that reflects the spirit of transformation that is core to our mission, that will effectively serve our diverse activities as an educational and community-focused institution.

We seek a graphic designer and web development professional who have the skills and experience **to work collaboratively** with the Director of Communications to build a site that authentically serves our need for an online tool that is modular and organic in design.

Our current site serves a variety of users who each have a very different need. The new CRCDS website will actively **inform, engage and respond** to these different audiences through an interface that is easy-to-use and accessible to both visitors who may not be comfortable with digital technologies and those who are well-versed.

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These audiences include:

- current students
- potential students
- alumni/ae
- friends of CRCDS
- supporters & donors
- local community members & leaders
- faith institutions locally, nationally and internationally

The new CRCDS website will be improved in appearance and in how important information is relayed to the user who needs it.

Interested parties are invited to submit proposals for both the design and development of the site, or for the design or development dimension of the project alone.

Purpose

The new site will be expected to meet the needs of the School's component departments and affiliates. It will need to

- be *modular* in design. The new site will be managed in-house to accommodate brand messaging activities, marketing campaigns and new web features for the life of the site.
- integrate applications that will allow the site to publish content that can be easily accessible by mobile devices.
- make downloading and/or requesting student enrollment materials, course descriptions, lecture information and related matter simple and straightforward to potential students.
- serve as an information-sharing hub for blogs, social media activities, calendar events, news items and media (photos, video, etc.) that can be easily accessed and updated by congregations, ministers and other members of the CRCDS community.
- communicate time-sensitive details of CRCDS events and programs to specific users.
- have a high-visibility fundraising/giving application that connects user activity with other web activities and environments.
- provide simple, easy-to-use online transaction forms for the following activities:
 - o requesting a transcript
 - o making an online donation (payment)
 - o booking the CRCDS venue for an event

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Requirements & Mandatories

Developers must be familiar with Drupal 5.0-7.4. However, those who are skilled in an equally powerful, open-source CMS software platform, and who can confidently explain why, are also encouraged to submit a proposal.

We expect the new site to be up-to-date with current web standards. We also need a design that will allow CRCDS to adapt the site to new web tools through the addition of modules, widgets or a similar add-on capability.

The final website and its contents will be the sole property of CRCDS. The selected bidder(s) may use the website as part of their portfolio.

Scope of Work

Phase 1 - Planning & Design

Development

- Initial meeting with developer to introduce proposed site map/content architecture.
- Review of site map/content architecture for feasibility and feedback from developer on feasibility or alternative directions.

Graphic Design

- Concept and development of graphic design for site:
 - o Initial meeting to present graphic designer with brief.
 - o First round of concepts presented to CRCDS.
 - o Feedback incorporated, final concept agreed.
 - o Examples of final concept provided to CRCDS.
- Presentation of concept as site elements to CRCDS.
- Final delivery of graphic design elements to CRCDS.

Phase 2 - Implementation

- Install Drupal 7.4 core (or similar open source CMS software) to current or new server.
- Develop all relevant forms and software tools (as listed in "Purpose").
- Integrate site map/content architecture into site.
- Implement graphic features, banner and color scheme (supplied by graphic designer).

Phase 3 - Testing & Adjustments

- Upload of content (provided by Director of Communications).
- Final testing for and adjustment of site usability.

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Performance Standards

The completion of the tasks listed in "Scope of Work" is expected to be done according to the proposed deadline below, unless a new date is agreed on between CRCDS and the Vendors.

There will be no third-party active in this project, so it is important that the awarded bidders are willing to receive direction from and work collaboratively with the Director of Communications.

The final project will satisfactorily meet the functions outlined in "Purpose." Any changes, absences or additions to this must be agreed upon by CRCDS and the awarded bidders.

Requirements for Proposals

All proposals should include the information outlined below as separate sections of the document. Absence of any of these sections without a satisfactory explanation will disqualify the bid.

- **Identification** Provide mailing address, name, telephone number and email address, a resume and a brief description about your experience in development or design, or both.
- **Portfolio/Related Projects** List the websites you have produced that best reflects the work you have done that is relevant to our needs. Include with each a description of your objectives in the project and an appraisal of your success in achieving them.
- **References** Provide information for three former or current clients. For a reference that is not a client, please describe your professional relationship.
- **Statement of Interest & Approach** Give a detailed description of your interest in and understanding of the project. Inclusion of an example of how you would approach the project and the use of visual features is highly encouraged.
- **Timeline** Using what is provided in the "Scope of Work" section above, detail a timeline for the completion of the project for the proposed launch date of October 10, 2011.
- **Budget/Cost** The quoted price should be itemized by specific project tasks. If the individual is bidding to both design and development, please distinguish these in separate sections. This total should be the entire pricing.
- **Additional Information** Please feel free to include any information you believe will help us understand why you are best qualified for the project.

Deliverables

- 1) Finalized site map
- 2) All necessary graphic elements
- 3) A fully functional site uploaded onto our hosting service and ready to receive new content

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Timeline

Work will begin the week of **September 4**, with a completion date for **October 7, 2011**. This may be adjusted as agreed between both parties.

Submission Guidelines

Deadline for submittal of proposals is **August 9, 2011**.

This is an open and competitive process. Proposals are due no later than **5:00pm, Wednesday, August 9, 2011**. A selection of candidates will be notified in the week of August 16, at which point they will be asked to come to our campus and meet with us. The successful candidate will be chosen the week of August 29.

Questions about the project regarding information beyond this RFP sent along with a letter of intent are welcome.

Interested parties should send their proposals to:

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