



1216 Fifth Avenue
New York, NY 10029
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www.nyam.org

August 15, 2008

Thank you for considering our request for proposal to create an engaging new website for The New York Academy of Medicine.

We are excited to launch our new branding through our website, and to have a site created to enhance our presence in the world of urban health knowledge on the net.

We welcome all your ideas, as creative and daring as you need to be, and look forward to reviewing your proposals.

Thank you,

Malini Doddamani
Director of Communications

Frank Moore
Information Tech Consultant

Project Scope

The New York Academy of Medicine (NYAM) is soliciting a vendor to provide services to re-design, re-structure and create the organizations' website with requests for specific characteristics to reflect the nature of NYAM, the constituents we serve and those we are trying to attract. The website ideally will be a vehicle to allow maximum exposure of NYAM, allow for greater interactivity within the institution and among the community we serve and beyond. Re-design and increased functionality are our priorities, however, we are interested in vendors who can bid on one or more of the following additional services:

- **Web hosting and maintenance**
- **Hosting and maintaining of additional related websites (up to 20)**
- **Two log-in portals as part of public website**

Background

The New York Academy of Medicine (NYAM) has been advancing the health of people in cities since 1847. An independent organization, NYAM addresses the health challenges facing the world's urban populations through interdisciplinary approaches to policy leadership, education, community engagement and innovative research. Drawing on the expertise of diverse partners worldwide and more than 2,000 elected Fellows from across the professions, our current priorities are to create environments in cities that support healthy aging; to strengthen systems that prevent disease and promote the public's health; and to implement interventions that eliminate health disparities. The New York Academy of Medicine is a leader in urban health on the arenas of aging, vulnerable populations and public health using its cross cutting and interdisciplinary research tools, education models and community engagement to produce valuable information locally, nationally and globally.

NYAM.org snapshot

Quick Stats	Site Content (approximately)
Average total of 147,734.23 page views a year	1190 static html pages
Average total of 167,245 page views a month	487 dynamic pages
Average of 5,395 page views a day	about 500 jpgs and pdfs

NYAM Objectives

- A Content Management System that provides ability to create pages using standard template

- Perform edits in-house
- Distinct archival system
- WYSIWIG editor
- Ability to have RSS feeds on stories to alert subscribers
- Autonomous ability to upload video, podcasts and other multimedia
- Ability for a comments section under news stories
- Ability for a secure “log-in” message board for different NYAM communities
- Ability to have option to create mini-sites using the same capacities as master site
- Maintaining and enhancing efficiency of all databases
- Maintaining and enhancing payment options (e-commerce)
- Maintaining and enhancing online registration

Questions regarding this RFP

All questions must be submitted in writing to the Communications Office at 1216 Fifth Ave, NY, NY 10029, Attn: RFP Coordinator. Questions can also be submitted to communications@nyam.org subject matter RFP questions.

Distribution of RFP

The RFP will be available to download on NYAM’s website at <http://nyam.org/news/> (at the bottom of the web page) and can be submitted to the RFP Coordinator, Communications Office, 1216 Fifth Ave, NY, NY, 10029, or email proposals to communications@nyam.org. Firms or individuals submitting proposals shall be responsible for any and all costs and/or expenses with preparing such proposal.

Submission of proposal

Proposals must be submitted no later than 5:00 p.m. on September 15, 2008. The package should contain a printed copy and an electronic version of the RFP, along with a copy of the Capacity Table, any company brochures or information on the company’s qualifications.

- Firm’s name, size, longevity and outsourcing vendors for this project (if needed)
- Client list with references
- Sample sites
- Completed Capacity Table
- Pricing

Capacity Table

Technical Specs	Yes	No	Description
Database			
Windows XP compatible			
Direct/staging server			
Language/Platform			
Server load capable of 200500 users per day			
Presentation			
Ads			
Blogs			
Calendar			
CSS layout			
Download manager			
FAQs			
News			
PDA friendly			
Podcasts			
Printer friendly			
Program listings			
Section 508/ADA compliant code ?			
Slide show			
Staff Directory			
Video			
Navigation	Yes	No	Description
Drop-down menus			
Dynamic bread crumbs			
Dynamic menus			
Dynamic sitemap			
Full text search			
Content Editing			
Browser-based			
Customizable Interface			
Page versioning			
Paste clear text			
Remote access			
Search and replace			
Spell check			
Track changes			
WYSIWYG editor			
Content Management			
Archiving			
Asset manager			

Content Management			
Email-based approval			
Form creation			
Links manager			
Move content			
Scheduling			
Content Syndication (RSS)			
Site Administration			
Access statistics			
Audit trail			
Blog approval			
Configurable URLs			
Content approval			
Content review scheduler			
Force field formatting			
Friendly URLs			
Maintenance reporting			
Meta tags			
Query refresh scheduler			
Password secure sections			
Template manipulation			
Terms/conditions manager			
User/group security			
Visitor profiling			
Workflow manager			
Interaction			
Customizable interface			
Online Forms Tool			
Profile manager			
Subscriptions			
Online Survey/Poll Tool			
Targeted content			
Other Features			
Robust calendaring tool			
Sub-sites / Roots			
Undo			