



***Request for Proposal – Website Development
Association of Independent Information Professionals
October 1, 2011 [Search continued]***

Questions about this RFP may be sent to office@aiip.org through October 31st.
Deadline for proposal submission is November 11, 2011.

Introduction
Site Sections
Requirements: Functional
Requirements: System
Requirements: Maintenance
Requirements: Accessibility
Requirements: Development Process
Email discussion list
Budget
Background Experience
Submission Requirements & Evaluation Criteria
Cost

Introduction

The Association of Independent Information Professionals (AIIP) was formed in 1987 to serve "infopros" - independent information professionals who work in an entrepreneurial fashion. Members are owners of firms providing such information-related services as online and manual research, content development, website/intranet design, usability testing, database design, library development and support, and other information management consulting. AIIP is recognized as the unifying voice for the independent information profession. The objectives of the Association are to

- Provide expert information and insight
- Maintain high ethical standards
- Sustain camaraderie
- Deliver visionary leadership
- Promote a knowledge exchange
- Support strong industry relationships
- Encourage diversity

AIIP has more than 500 members working from locations around the globe although the majority of members are in the U.S. The Association publishes a newsletter and an annual membership directory, sponsors a private electronic discussion list for networking and AIIP business, exhibits at trade shows, acts on behalf of members in negotiating special discount

programs with vendors of information products and services, provides an online library of business resources, conducts webinars, and holds a conference / annual meeting each spring.

Purpose of the Site / Intended Audiences

An AIIP Website Review Team spent last year evaluating the website. The team recommends improvements primarily in terms of content organization and usability. The AIIP website has several audiences. The public site is an opportunity to market the profession and our members to potential clients, potential members and potential vendor partners. It is our "professional face" and must exemplify our expertise, experience and ethics.

Our members-only section provides a wealth of resources oriented to general business practices and to our specific industry. It contains current and archived information on learning opportunities, events, conferences, and collaboration tools.

Scope of Services

The project is to design and build a new AIIP website based on a CMS which volunteer committee members will be able to edit content. Hosting and ongoing maintenance are desired. Although aesthetics come into play, the primary focus and effort should be on a clean, professional appeal, a strong intuitive information architecture, and a meaningful content set. We have a logo and would like the colors to complement, but, overall, we are not looking for a lot of resources to go toward the aesthetic graphical design.

Improved site usability--including a natural and logical hierarchy with clear, unambiguous labeling--is a major goal of the website redesign project.

Site Sections

These sections were suggested by the AIIP committee which evaluated the site. Wireframes for the main elements of one possible version of a new site were included in that report and are attached.

Links to "Contact us" and "Directory of Members" should be available from all pages.

Home page

What is an Independent Information Professional?

What can an Independent Information Professional do for me?

About AIIP

History of AIIP

AIIP Policies

AIIP Governance

Awards and Recognition

Market to our Members

Advertise to our members

Offer vendor discounts

Be an annual conference sponsor

Member Benefits/Why Become a Member of AIIP

The AIIP Community

- AIIP Newsletter
- AIIP-L (email discussion list)

- i-i Blog (Association blog)
- Regional AIIP Groups
- Mentoring
- Volunteering opportunities

Professional Development

- Webinars
- Webinar Archive
- Annual Conference
- Professional and Business Development Resources/Library

Events (Related information industry conferences)

Vendor Discounts

- Information Products
- Online Purchases [Affiliate programs]

Display the AIIP Logo - Show your clients you are a member

Joining AIIP

- Membership levels

Member page [redundant sections from above will generally be expanded for the Members]

The AIIP Community

- AIIP-L (email discussion list)
- AIIP Newsletter
- i-i Blog (Association blog)
- Regional AIIP Groups (see if there is an AIIP group in your area)
- Mentoring
- Volunteering opportunities

Professional Development

- Webinars
- Webinar Archive
- Annual Conference
- Professional and Business Development Resources/Library

Events (Related information industry conferences)

Vendor Discounts

- Information Products
- Online Purchases

Display the AIIP Logo - Show your clients you are a member

Renew Membership / Update Member Profile

Requirements-Functional

Below is a breakdown of audiences for the site and the key elements of their needs, basically a list of the types of tasks each audience might need to accomplish when they come to the site.

1. Potential Clients (including General Public): This audience most likely consists of businesses, usually represented by individuals such as C-level executives, owners, marketing personnel etc. Their technical skills may vary but they are likely to be relatively skilled. They come to the site to:

- Learn about the association and its mission. This could include the history, scope, (international) criteria for membership.
- Look for members of AIIP to hire. They would need to search for members in a member directory (See Member Directory section) and probably search by at least the following factors: name, geography, services offered, subject expertise.
- Look for information sources or vendors -- (unusual, but possible)

2. Potential Members/Non Members: This audience will consist of students in graduate programs such as English, Library Science, Information related studies or individuals with specialized knowledge in a subject. Most potential members are professionals, well educated, and accustomed to looking for information on the internet. Tasks:

- Learn about AIIP and/or the profession
- Review benefits of membership in AIIP
- Review what vendors are offering discounts,
- Conferences - conferences offered by AIIP, OR possibly to determine where AIIP is being represented at different conferences.
- Education/Training/Webinars - what training is coming up, past (archived) webinars
- Review a Calendar of events
- Listserv discussion list - learn what the list is about and who can post
- Review current AIIP Newsletter [called Connections] or past (archived) newsletters
- Review Membership directory
- Learn how to Get Started as an IP (educational materials, books, papers, etc.)
- Learn about AIIP
- Sign up for membership (Ecommerce)

3. Vendors/Sponsors/ Potential Vendors/Sponsors: This audience can be currently involved with AIIP or looking for information on how to be involved. Vendors of information products are typically product managers, sales persons etc. mostly with relatively good technical skills. They need to be able to review the mission of the association, obtain an idea of the membership (types of members and number) in order to determine if their company is a fit for either sponsoring or offering discounts on information products. There are also vendors who might want to advertise with AIIP. They come to the site to:

- Learn about the association if not familiar with it, its members, its purpose
- Look at opportunities to advertise in newsletters, conference programs etc.
- Look at opportunities to offer discounted information products to the members
- Look at opportunities to sponsor and/or exhibit at conferences or events

4. Current Members: includes Members Only content This audience is probably the heaviest set of users of the site -both the public side and the Members Only section. Public users can see what vendors offer discounts to members. However, members ONLY can also see the Discounts and other proprietary information which is kept in a different password protected area. Members come to the site to:

- Review Vendor discounts & affiliations/partners
- Education/Training/Webinars
- Sign up for webinars
- Renew their membership (Ecommerce)
- View conference information (dates, location, hotels, agenda, sponsors, vendor training, etc.)
- Sign up for conference (Ecommerce)
- Review Membership Directory
- Edit own profile in Member Directory -Members only
- Access AIIP Newsletter [called Connections]
- Look for contact information on Board Members or Committee Members -- governance in general
- Listserv discussion list - sign up for the list, review the guidelines for the list, change subscription settings
- Read press/news about AIIP
- Review Sponsors/advertisers/exhibitors
- Shop for AIIP specialty items (mugs, pens w/AIIP logo) – as on: <http://aiip.org/MemberHome>
- Shop online (Amazon affiliate relationship, hotels.com) – as on: <http://aiip.org/ShopOnline>
- Sign up to be a Mentor to new members -Members only
- Ask for a Mentor (new members) -Members only
- View calendar of events
- Review AIIP ethical guidelines
- Review branding - how to add AIIP logo to website and materials etc.

Interactive tasks may cross over between audiences. For example:

- Member directory (See section on Member Directory)
- Update profile (current members)
- Ecommerce activities including renewing membership, registering for conferences, webinars, workshops etc.
- Search capability - the site needs a standard Search Interface where users can type keywords for content they don't see easily displayed in navigation.

Requirements-System

Current system configuration:

WildApricot (also the host) - comprises membership management, the member directory, events management (registration), the website, the blog, and communications tools (member-to-member forum and an email blast capability we don't use). WildApricot has CMS capability, although we haven't used it much yet.

We supplement WildApricot functionality with:

- WuFoo form builder, for the membership inquiry form and analysis, <https://aiip.wufoo.com/forms/q7x3z9/>
- Off-site hosting of webinar file content (file sizes exceed WildApricot limits)
- Scribd hosting of AIIP Connections PDFs for mobile reader
- Google Analytics

Other:

- Administrators log in with their membership credentials

- Section 508 compliance - We use standard text headings to support voice readers, do not use dynamic navigation, and design our tables to read horizontally
- We do not currently have compatibility with mobile devices with the exception of our newsletter
- SEO which has been done - our top search terms have been reviewed for an SEO process and are not particularly exciting; a process to update standard page metadata is under way. All site pages share site-level metadata, unless customized for the specific page.

Future system configuration requirements:

AIIP is open to changing part, or all, of its system elements to either another packaged product or a custom programmed systems as long as we continue to have our current abilities plus the following:

- It is a CMS system.
- Direct Twitter connection
- Cross-browser compatibility - current and two prior versions
- Site must not require plug-ins, except for Acrobat Reader
- Pages should load within 3 seconds on a broadband connection
- E-commerce capability
- Site should be scalable and AIIP admin should be able to add pages, and add/edit/delete navigational elements

Standards

- Commonly accepted system/applications used in the nonprofit sector
- If a "packaged" product is not used, open source should be used.
- User community associated with the configuration/applications

Documentation and Training

- Complete documents of tools, applications, code, etc. used for the site shall be supplied to AIIP. It would be helpful for you to specify what your typical documentation package includes, and also whether/how you are open to expanding it, should it be limited.
- Describe any training which will be provided to AIIP admin

Constraints

- Include in the proposal any significant constraints/restrictions on the site to be developed which can impact our requirements

Requirements-Maintenance

The hosting agreement is expected to be in the form of a monthly retainer or annual fee that includes, at minimum, the following:

- Unlimited Disk Space and Bandwidth
- Flexible, easy to use control panel
- Unlimited sub domains
- FTP accounts and email accounts
- 99.9% uptime guarantee
- Latest cPanel control panel
- 24/7/365 premium support via phone, live chat and ticket system (email)
- Automatic minimum weekly off-site data backups

- 24/7/365 server monitoring

Maintenance agreements should cover basic fixes to a site that include code repair, link and code changes, and ensuring integration of modules is clean.

In the event a decision to move the site to another server occurs, AIIP should have the option to do so. AIIP must have all documentation which would allow us to continue with the site should other developers/webhosts be involved in the future. This means that AIIP will have all access codes for the site, cPanel and any other administrative/developer access. AIIP should be labeled a Super Administrator with all codes put on file for potential use, and Manager for regular updating of content use. Logins and password for the cPanel should also be on file.

If the site is at template site hosted by the template owner, i.e. WildApricot, AIIP is expected to own the content only and the framework/architecture of the website itself is owned by WildApricot or other SaaS provider.

Requirements-Accessibility

ADA Requirements—the site must meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act so that it is accessible by persons with disabilities.

Mobile access—the site must permit basic viewing some of the site via mobile devices. The module should auto-detect the device and browser being used and deliver content optimized for that device. However, we would appreciate a quote for optional development which would allow mobile devices to complete the interactive, e.g. ecommerce, tasks.

Requirements-Development Process

1. Work Plan

Work plan with timeline for each phase of the re-design, including meetings and progress reports. Indicate at what points you will require approval before moving to a next stage.

2. Content Inventory

Work with the AIIP team to develop a content inventory which lists, in spreadsheet format: name of each webpage, type of content on the page [text, graphics (other than basic design), forms, transaction, etc]. name of person responsible for delivering the content to developer.

3. Website Design and Development

4. Testing and Staging

Documentation of testing on all applicable platforms [Windows, Mac, mobile devices] and browsers. A staging site for evaluating / conducting usability testing by AIIP on a beta version of the website.

5. Launch

AIIP desires that the new website go live [not beta] by the fall of 2012.

Email Discussion List

This is an AIIP “Members Only” discussion list deliverable by email, which fluctuates around 400 users. About 240-250 users receive individual posts and 120-130 receive posts as daily or weekly digests. A list administrator adds requestors after confirming that they are AIIP members.

We need two options for our members:

1. Receive emails in real-time as they are posted.
2. Receive an email digest of posts daily or weekly

We would like the ability to use rich text as well as plain text. Currently we cannot include attachments or graphics and would prefer to keep it this way. The system needs to be secure. Members need to be able to post and read posts from a wide variety of mobile devices and clients. Some members use the current system's web interface to read and post messages, so we want to be able to provide this option as well.

In the beginning all users will need to get set-up in the new listserv. We need a set of operational directions both for the system administrators and the users of the discussion list for set-up and recurring operational issues as well as overall technical support. The listserv needs to accumulate the posts in an archive that members can search by keyword can read easily.

Budget

The budget for the website and email discussion list is not-to-exceed \$16,000. You may bid on the website development, the email discussion list, or both. If bidding on only one part, structure your costs so as to leave monies available for a different contractor to complete the remaining task.

Hosting costs are separate and will be negotiated. Please indicate your typical costs.

Background Experience

Company

We are interested in your company's history, the products and services you provide, and experience with projects similar to ours and/or projects for professional associations. Preference will be given to companies with experience developing sites for member professional associations.

Individuals

Please provide information about each of the individuals who will be working on this project. Please indicate the individual who will be Project Manager.

Typical development process

Describe the timeline and development steps which your company typically uses for a project such as this. Please be specific.

As an option, a project management software tool, whether SaaS like Basecamp or a proprietary project management tool, to allow the contact from AIIP to maintain communication with development team, may be used.

Submission Requirements and Evaluation Criteria

Submission Guidelines

1. Deadline for questions is October 31, 2011.
2. Format of the proposal
 - Cover letter signed by an individual authorized to bind your company contractually and including a statement that the cost estimate is a firm offer for 90 days
 - Name of proposer on each page
 - Contents should reflect items addressed in all Requirements sections of the RFP
 - Order of contents should follow the order in the RFP
4. Please attach bios of those with significant responsibility for the project. You may also include other supporting documentation you feel would be helpful

5. Provide names of, and contact info for, three references for whom you have created websites and URLs for those site. Describe your company's specific role in site development. Experience creating database driven websites is vital and preference will be given to those companies experienced in creating association/membership websites.
5. Please indicate any current vendor [hardware, software, hosts, etc.] relationships which may relate to this project, and any other potential conflicts of interest.
6. Deadline for proposal submission is November 11, 2011.

Evaluation Criteria

Our evaluation will be based on the degree to which proposer responds to each RFP Section identified by Submission Guidelines, Requirements, and Cost.

An AIIP Website Update Review Committee will evaluate all proposals and select three or four for the AIIP Board to evaluate. The AIIP Board may choose to conduct phone or email interviews for clarification of items in a proposal or to gather additional information.

Questions about this RFP should be submitted by email to: office@aiip.org

Proposal should be faxed to (225) 408-4422 or emailed to: office@aiip.org

Cost

- Provide total cost for essential scope of work
- Provide cost for each phase
- Include an hourly rate for repairing broken code that affects integration of modules, shopping cart issues, etc.
- Cost elements you would like to offer optionally
- Licensing costs, if any
- AIIP should be notified if any portion of the work will be subcontracted. Indication of % cost for subcontractors is not necessary.
- Add, cost to transfer content to another platform, if needed.

Detail payment options and deliverables expected to be completed at time of payment(s).

Attachment

Attached are a set of wireframes which represent a rough example of one possible approach to site organization. The wireframes were created to graphically display the main results of the AIIP Website Review Team's work in 2010. They are not meant to constrict the contractor, only to provide some insight into one way the Website Review Team imagined improvements to the site.

Banner

Breadcrumbs...

**What Can an
Information Professional
Do For My Business?**

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map or Search?](#)

AIIP Newsletter

Member Benefits

[The AIIP Community of InfoPros](#)
[Professional Development](#)
[Vendor Discounts](#)

Join AIIP

AIIP is the premier association for Independent Information Professionals

*Find an
Information
Professional*

What is an information professional?
[one or two sentences]

An independent information professional :

- *Blah*
- *Blah*
- *Blah*

What Can an Information Professional Do For Me?
[this is the jumping off point for more info]

Banner

Breadcrumbs...

Contextual Menu

[History of AIIP](#)

[AIIP Policies](#)

[AIIP Governance](#)

*Find an
Information
Professional*

**What Can an
Information Professional
Do For My Business?**

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map](#)

AIIP Newsletter

[About AIIP page]

History of AIIP

AIIP Policies

AIIP Governance

Awards and Recognition

Banner

Breadcrumbs...

*Find an
Information
Professional*

**What Can an
Information Professional
Do For My Business?**

Contextual Menu

Need a contextual menu here?

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map or Search?](#)

AIIP Newsletter

What Can an Information Professional Do for My Business?

√ Blah
√ Blah
√ Blah

Banner

Breadcrumbs...

**What Can an
Information Professional
Do For My Business?**

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map](#)

AIIP Newsletter

Contextual Menu

Advertising to Members **Vendor Discounts** **Conference Sponsorship**

*Find an
Information
Professional*

[Marketing to Our Members Page]

**There are three main ways you can market
your company to our members.**

Advertise to AIIP Members

Advertisers play an important role in the association. Advertisers blah, blah...

- √ Advertise in Connections, our Association Newsletter.
- √ Reach our members via our AIIP Mailing list

Offer Vendor Discounts

Be an Annual Conference Sponsor

Banner

Breadcrumbs...

**What Can an
Information Professional
Do For My Business?**

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map](#)

AIIP Newsletter

*Find an
Information
Professional*

[Member Benefits page]

Member Benefits: Why become a member of AIIP?

Blah, blah...you should join because...

[narrative should include mention of, and link to [About AIIP](#) and, the [Code of Ethics](#)].

The AIIP Community

- ✓ [AIIP-L](#) - our email list
- ✓ [AIIP Newsletter](#)
- ✓ [i-I Blog](#) - our association blog
- ✓ [Regional AIIP Groups](#) - See if there is an AIIP group in your local area
- ✓ [Mentoring](#) - an experienced AIIP member can be your mentor
- ✓ [Volunteering](#) - AIIP has active members who volunteer in many different ways

Professional Development

- ✓ [Webinars](#) - AIIP members frequently present free online seminars
- ✓ [Webinar Archive](#) - all past presentations are available to view
- ✓ [Annual Conference](#) - learn, interact, and have fun
- ✓ [Professional and Business Development Resources/Library](#) - a wide array of resources to help you grow your business

Events - Related information industry conferences

Vendor Discounts

- ✓ [Information Products](#)
- ✓ [Online Purchases](#)

Display the AIIP Logo - Show your clients you are a member

Joining AIIP

Membership Levels

Contextual Menu

Banner

Breadcrumbs...

**[What Can an
Information Professional
Do For My Business?](#)**

[About AIIP](#)
[Information Industry News](#)
[Market to Our Members](#)
[AIIP Conference](#)
[Join AIIP](#)
[Site Map](#)

[AIIP Newsletter](#)

Contextual Menu

[Community](#) **[Learning](#)** **[Events](#)** **[Vendor Discounts](#)** **[Renew /Update Profile](#)**

*Find an
Information
Professional*

[Member page]

Blah, blah...welcome to the member page

The AIIP Community

- √ [AIIP-L](#)
- √ [AIIP Newsletter](#)
- √ [i-I Blog](#)
- √ [Newsletter](#)
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Events

Vendor Discounts

- √ [Information Products](#)
- √ [Online Purchases](#)

Use the AIIP Logo

Renew Membership / Update Member Profile