



Request for Proposal

Website Redesign & Development

This RFP is for design and development services for a new website for the New York State Association of Independent Schools. Our current website was redesigned in the winter of 2013-14, moving to a responsive design that included an updated interface and a general refresh. Shortly thereafter, our web host introduced a new Ruby on Rails platform, shifting all of their resources to this new, updated product. As our website is approaching 8 years since its introduction and is rendered without an updated platform, we are looking for a full redesign of the site on a new, modern platform capable of integrating with many other services, most notably either FileMaker or [MemberSuite](#).

Timeline

Responses Due: 8/10/2021

Send proposal and any questions on the RFP to: Andrew Cooke, *Associate Director for Technology and Innovative Strategies*, andrew@nysais.org

New Website Launch Target Date: 1/1/2022

Company Overview

NYS AIS is a membership organization of over 200 independent nursery, elementary, and secondary schools, as well as organizations, enrolling over 83,000 students. It is affiliated with the National Association of Independent Schools (NAIS), the New York State Coalition for Independent and Religious Schools, and the International Council Advancing Independent School Accreditation (ICAISA). Founded in 1947, the Association is chartered by the New York State Board of Regents and is incorporated as a 501(c)(3) not-for-profit organization.

Mission Statement

The New York State Association of Independent Schools promotes the independence, well-being and public understanding of, and respect for, New York independent schools and serves as an accrediting body chartered by the New York State Board of Regents.



New Website Objectives

We hope to work with a partner towards the goal of releasing a redesigned, modern site that helps support the mission of the association, most notably as a means to better support our member schools and to serve as a vehicle to promote the understanding of independent school education in the state of New York. We need a new site that can incorporate a calendar of our current events, as well as provide a directory of member schools. We strongly desire to have our new website contain a private portal for member schools to be able to update their own information (staff, school information), as well as provide private sections for committees and constituent groups.

We hope to integrate our website with most, if not all, of these services:

- Email marketing tool (Mailchimp, Constant Contact, Klaviyo)
- Calendar (Professional Learning events)
- Directory (Member directory; Vendor directory)
- Job Board
- FileMaker

Current Website

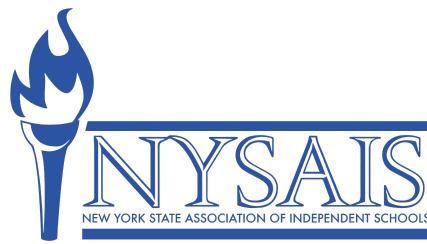
nysais.org

Launch: 4/23/2014

Host: [Finalsite](#)

Current Stress Points

- Current web host will not be supporting the platform that we are on, leaving us without updated software
- Lack of ability to easily integrate with any other services or sites; No API
- Outdated backend with limited functionality or customization options
- Email, job board, and directory tools are 20+ years old
- SSO



Target Audiences and Benefits

Audience	Type	Benefits of redesign	Impact to NYS AIS
Member Schools, Organizations, & their staffs	Internal	More seamless integration of the many services that are offered and more of a 'one-stop shop' type of feel where members can find all the resources offered.	Reduce helpdesk calls; better meet the needs of member schools
Committees	Internal	A private portal on the NYS AIS website that brings all of the resources that we currently offer into one place	Reduction of labor in maintaining portals and microsites in numerous locations, each requiring customization and constant review
Prospective Schools and organizations	External	Learn about the benefits of membership in NYS AIS	Increase visibility and grow membership
Educators	External	Job board; resources to support pedagogy and meeting the needs of students	Better education for students in NY and beyond
Parents	External	Ease to discover independent schools for their children based on searchable criteria	Member benefit and increases brand recognition
Public	External	Be able to discover easily what an independent school education is	Help us meet our mission by encouraging a solid public understanding of independent school education in the state of New York
NYS AIS Staff	Internal	Easily update CMS and make use of integrations	Save time and resources and better use them to support our members



Project Scope and Functionality Requirements

- Responsive, modern design
- Modern security and best practices that are also forward-thinking
- Maintainable and easily updatable
- Calendar integration with our registration system - www.nysais.org/calendar - via SOAP API (directly through MemberSuite) or REST API (via FileMaker)
- School Directory
- Ability to add integrations (future proof)
- Job Board [optional but strongly desired]
- Portal for member schools and their respective staff to log in to view private information, make changes [optional but strongly desired]
- Ability to provide constituent groups with private microsites (E.g./ Chief Financial Officer's private portal) [optional]
- Private portal for committees to work collaboratively [optional]
- Single Sign-On (SSO) with our current registration system [optional]
- Reporting capabilities [optional]

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, post-launch errors correction, etc.)
- Explanation of your proposed platform/CMS
- Outline and guidance on content migration
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

We look forward to your proposal!