



Request for Proposals for Design and Development of Niles District Library Website

TO: Qualified Website Developers

Contact Information

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Qualifications

- Companies submitting proposals should be incorporated and have at least five-years of experience in website development.
- Companies should have adequate staff and resources to respond to issues promptly; for issues that impact patron's access this should be within one business day.
- Preference is given to vendors whose principal place of business is physically located in Niles Library district (the city and township of Niles) provided that cost, quality, specifications and delivery are not sacrificed.

Summary

Niles District Library (NDL) is accepting proposals to design, develop and host the Library's website using a content management system. This will be a concept-to-completion project. The content management system must be publicly available for purchase or use. A preference will be given to the use of open source product(s) and/or freely available web tools and applications such as Drupal, WordPress or Joomla.

Deliverable Product

Produce a complete and useable public website, implemented with the web content management system (CMS), which can then be maintained, updated, and added to by NDL Staff. All content, coding and graphics will become the sole property of NDL. The Library will maintain ultimate editorial control of content.

Scope of Project

Design the visual, navigational and content structure components of the website. This will be done in conjunction with key Library staff members.

- Create a master visual design using the library's colors, logo and/or photography which will be provided
- Create subsidiary looks for different types of pages and for different units as needed; (i.e. children, teens, etc.)
- Create a navigational structure
- Implement the look and navigation system within templates that NDL staff can populate using the CMS
- Implement the new website on a staging site that will allow staff to access and become familiar with it
- Train and support our staff as maintenance and management of the website is handed over to them
- Provide support for NDL staff as they populate the website with content migrated from our current site and/or new information
- Provide ongoing assistance and support as needed
- Host the site on a server which is fast and reliable

Description

Required features

620 East Main Street • Niles, Michigan 49120 • (269) 683-8545 • www.NilesLibrary.com

- Updating site content will require only basic word processing and Internet skills. Updating should require little more skill than it takes to utilize FaceBook.
- Site will be visually appealing; it will project a professional appearance, emphasize our commitment to the community we serve and utilize the Library's current logo.
- Site will be user-friendly, intuitive and capable of delivering large amounts of constantly changing information to our patrons.
- The navigation structure will make it easy for users to intuitively find the information they are looking for in four clicks or less and with limited scrolling.
- Administration of web content should allow NDL to assign roles to individual staff members to control access and work flow (e.g. author, reviewer/editor, publisher).
- All data on the server must be safe and secure.
- Pages will load quickly and render correctly on all commonly used browsers and platforms.
- Site will allow staff to easily upload pdf files, photos, and digital video.
- Site will allow staff to create photo galleries.
- Site should include appropriate alternative text for all navigation buttons.
- Site should render properly when using "extra-large" font size and other accessibility features.
- Site will facilitate comments from and communication with our patrons.
- Site will facilitate simple event registrations and allow patrons to post "I just registered to attend...." on FaceBook.
- Site will incorporate third-party widgets ie wowbrary.com
- A catalog search box will be embedded in the header of the site, along with a site search box.
- The site must incorporate a calendar of events which will accommodate a complex schedule of activities for the Library as well as individual departments and staff members, has filtering feature and has booking/appointment features.
- The site will provide ability for feedback from library users.
- The site will incorporate social media including FaceBook and Twitter.
- Parts of the site should be accessible to only NDL staff through an authentication.
- The site will facilitate e-commerce features for donations through a third-party service provide such as PayPal or Google.
- Whenever possible, free services should be utilized, such as sitemeter.com for tracking statistics.

Desired features

- The site will provide a usable interface for mobile devices such as smartphones and tablets. The mobile interface should include access to the library's calendar of events, contact information, news items, the library's catalog and patron's account access.

About NDL and Our Current Website

Niles District Library is a tax-funded public library serving 25,000 citizens in the City and Township of Niles which is located in the southwest corner of Michigan. Our mission is to provide our community with access and guidance to resources that inform, entertain and enrich. We are dedicated to "going the extra mile" in order to provide excellent customer service.

Our current website is hosted by the State of Michigan through a grant project. We will no longer be participating in the grant project and will need to move our site to a new hosting environment. Our staff finds the current site unattractive, difficult to navigate and complicated to update. Our current site averages over 1,000 visitors each week; we feel this could easily double with a more vibrant and easily navigated website.

Our Youth Services Department had become so frustrated with the current site that they have developed a blog which better suits their needs. This blog <<http://ndlyouth.wordpress.com/>> provides the youth services staff with much more of



the functionality (if not the appearance) that they, and the rest of the staff, are looking for in our new site.

Proposal Guidelines

Proposals should answer the following questions

- Who will be the primary person(s) responsible for this project and what are his/her qualifications?
- How will you work with NDL staff to find out about each department's needs?
- How will you work with NDL staff to make sure the completed website meets all our needs and expectations?
- What software and/or web tools and applications will be utilized?
- What training will your company provide for NDL staff?
- What companies, organizations or governmental agencies have your company designed websites for in the past? Provide at least two which you feel have similar needs as NDL.
- How will you provide ongoing support if we have problems or need to make changes in the website structure after the project is complete?
- Do you expect to be able to complete the project in the timeline outlined below?

Selection Criteria

The proposal and presentation should exhibit the vendor's strategy for working collaboratively with NDL staff. The single most important quality NDL staff will be looking for in a vendor is customer service. We are looking for a vendor who will stay in close communication with NDL staff throughout the design process and be responsive to their concerns. In addition, the vendor must have the experience and expertise to suggest a range of potential solutions. Cost competitiveness will also be carefully considered. Following review of proposals with NDL staff and vendor presentations, the Library Director will make a recommendation to the Board. The final selection and approval of a vendor's proposal (if any) will be at the sole discretion of the Niles District Library Board of Directors. .

Project Timeline

Vendor Selection Process

March 5, 2012	RFP document distributed to potential vendors
April 6, 2012 (5:00pm)	Deadline for submission of proposals
April 13, 2012	Selected vendors will be notified and invited to make a brief presentation to NDL staff (may be in person or via telephone or web)
Weeks of April 16 & 23	Presentations from selected vendors
May 15, 2012 (4:00pm)	NDL Board will review proposals and select vendor (the Library reserves the right to reject all proposals)
May 18, 2012	Notification of selected vendor

Design and Build Process

May 30, 2012	Deadline for first meeting with NDL staff to discuss project; subsequent meetings will follow as needed (meetings can be via telephone or web)
August 1, 2012	Deadline for presenting draft of product to NDL staff for review
September 1, 2012	Deadline for completion of revisions discussed during August 1 review
October 1, 2012	Deadline for completion of delivered product

Budget and Pricing

The Library has a budget of \$5,000 - \$6500 for this project. Please provide a proposal that fits into this budget. If there are aspects of the project described above you feel cannot be attained within this budget, provide separate pricing for them in your proposal.

Proposals should include detailed explanation of all proposed project costs including hourly rates, projected number of hours, cost of any software required, hosting cost and cost of ongoing support.