



1 Summary

The Clinical & Translational Science Institute (CTSI) at UCSF is seeking a web design firm to develop an innovative and distinctive organizational website that creatively communicates our mission, value and successes to a diverse audience.

1.1 CTSI

CTSI acts as a catalyst for the rapid translation of research to improvements in patient and community health; essentially, translating science into solutions for better health. To help investigators navigate the complexities of the research environment, CTSI provides a wide range of resources and services—from funding opportunities and consultation services to collaboration tools and training—to support investigators at every stage of research.

With a focus on innovation, CTSI is enabling a transformation of the research environment at UCSF and beyond by streamlining and integrating services, launching new initiatives to address critical needs, facilitating collaboration and alliances aimed at improving health outcomes, and building a community of researchers to promote communication and sharing of ideas.

Established in 2006, UCSF's CTSI was among the first of the now 55-member NIH-funded Clinical and Translational Science Awards (CTSA) consortium, which includes the nation's leading biomedical institutions. CTSI is a cross-school, campus-wide institute, with scientist leaders at its helm. For more information visit <http://ctsi.ucsf.edu/about>.

1.2 UCSF

The University of California, San Francisco is a leading university that consistently redefines healthcare worldwide by conducting advanced biomedical research, educating graduate students in life sciences and providing complex patient care.

The mission of UCSF is to attract and educate the nation's most promising students for future careers in the health sciences and health care professions, with continuing emphasis on open access and diversity; to bring our patients the best in health care service, from primary care to the most advanced technologies available; to encourage and support research and scholarly activities to improve our basic understanding of the mechanisms of disease and the social interactions related to human health; and to serve the community at large through educational and service programs that take advantage of the knowledge and skills of UCSF faculty, staff and students.

2 Web Design Project

2.1 Project Description/Objectives

The CTSI website will provide an overview of the Institute, including its history, role, mission, programs, leadership/team, initiatives, partners, successes and impact. This site will be an essential counterpart to CTSI's existing web portal for translational research (<http://ctsi.ucsf.edu>), known as the Virtual Home. While some information currently on the Virtual Home will migrate to the new CTSI website, we are seeking expertise to create a clear visual and functional relationship that allows users to easily navigate between the two sites.

The objectives for this project are:

- Create an online presence for CTSI that reflects its role as an innovator, a collaborator and a catalyst for “bringing better health to more people more quickly.”
- Design a CTSI site that enables a seamless user experience with the existing Virtual Home site, and also provides opportunities for enhancing the Virtual Home site.
- Create access points and provide information that speaks to the needs/interests of each audience.
- Provide an overview of CTSI that effectively communicates multi-layered information so that it is easy to access, navigate and understand.
- Convey the role CTSI plays at UCSF, in the Bay Area, and nationally in translating research into better health.
- Create a site that encourages user interactivity, considers new media and promotes collaboration.

2.2 Content Overview

The CTSI website is expected to include 50-100 web pages. Some examples of the type of content expected to be featured on the site include:

- graphic communication of the complex concept of translational research
- well-organized access points and information for various target audiences
- creative ways to convey the stories of the researchers CTSI supports and the work that it makes possible
- the role CTSI plays at UCSF, in the Bay Area, and nationally in supporting research that leads to better health
- dashboards that convey CTSI's scope, impact, etc.
- videos/podcasts covering a variety of topics, and targeting various audiences
- CTSI's connection to NIH and the national CTSA consortium
- compelling ways to engage the CTSI community and for people to interact with the site
- key leadership and the team behind CTSI.
- CTSI's mission goals:
 - o Training
 - o Infrastructure & Services
 - o Advocacy & Culture Change
- CTSI's programs:
 - o Training
 - o Career Development

- o Community Engagement
- o Regulatory Knowledge & Support
- o Virtual Home (ctsi.ucsf.edu)
- o Planning Evaluation & Tracking
- o Global Health
- o Clinical Research Services
- o Biomedical Informatics
- o Consultation Services
- CTSI's cross-cutting initiatives:
 - o Clinical Research Acceleration
 - o San Francisco Bay Health Improvement Program (SF Bay HIP)
 - o Comprehensive Research Metrics & Dashboarding

2.3 Audience

The CTSI website will provide information targeting diverse audiences, including:

- Researchers and academics (UCSF/nationally)
- Industry partners (Pharma/Biotech) and funders
- UCSF community and leadership
- Community clinicians and community-based groups
- National Institutes of Health (NIH)/CTSA Consortium
- Government representatives
- Potential clinical study participants

2.4 Requirements/Scope of Work

The following is required:

- An analysis of “organization” pages on the existing Virtual Home website to determine what information will migrate to the new site
- Recommendations with respect to:
 - o Building on existing branding
 - o Effectively splitting information distribution between Virtual Home and new site
 - o Strategies for seamless cross-linking between the new and existing sites
 - o Recommendations for a new URL considering the relationship between the two sites.
- Analysis and design of information architecture of new site
- Incorporation of Web 2.0 tools
 - o May include anonymous and log-in scenarios
- Design and layout using current logos, color palette, and branding guidelines, or a creative and workable solution that integrates a new approach, and provide guidance on expanding various identity elements
- Consider inclusion of tools for community engagement
- Analysis and recommendations regarding content
 - o CTSI will provide written content, but expects the selected vendor to assist with editorial and content considerations as applicable.
- Provide/produce images and graphics for the site
- Provide style guide for site design and content
- Provide technical guidelines for site maintenance, release process, etc.

Additionally, the selected vendor may also provide expertise in:

- Site promotion and search engine optimization
- Content management
- Database creation
- New branding/identity guidelines should they be needed as part of this project
- ROI including web analytics and other tools

All final designs must comply with UCSF Visual Identity Standards and Editorial Style as defined by the UCSF Publications and UCSF Public Affairs offices (CTSI to provide details).

2.5 Functionality

Among the functionality and tools that will be included on the site are:

- Content-heavy pages
- Database-driven content
- Dashboards
- Download areas (pdfs, images, audio/video, powerpoint decks, docs, etc.)
- Online forms/surveys
- Site search
- Web 2.0 features such as blogs, open forums, etc.
- Sign-up options (listservs, etc.)
- Integration with Google analytics and other web traffic analysis tools

Site may have/need:

- Login required to access certain areas of the site (would include integration with UCSF MyAccess single sign-on, as well as ability for non-UCSF users to create local accounts for sign in)
- Compliance with Section 508 requirements
- Optimization for mobile devices and iPad

2.6 Site Specifications

Once completed, the site will be managed by an in-house web team. While our team specializes in Drupal and we strongly prefer that platform, we are open to recommendations for an alternative.

Upon completion of this project, the website design and contents, software and architecture become the property of CTSI, which will have the right to customize any site code.

2.7 Proposed Timeline

March 23, 2011	Proposal submissions due by close of business
<i>Mar 24-Apr 19</i>	<i>Finalists interviewed</i>
April 20, 2011	Vendor selected/Project begins
July 20, 2011	Proposed launch date of site

2.8 Proposal components

In response to this request, potential vendors should provide:

- Description of relevant capabilities and experience
- Portfolio demonstrating range and expertise
- Outline of web development process and schedule of timeline/deliverables in keeping with the proposed three-month project timeline
- Detailed budget with explanation of fee structure
- Minimum of three (3) professional references from past clients
- Statement of authorization to bid signed by a principal of the company
- Disclosure of any relevant conflicts of interest and/or pending lawsuits.

2.9 For Reference

We consider the following sites to be good examples of how to effectively present multi-layered information clearly and concisely:

<http://www.fordfoundation.org>

<http://www.gatesfoundation.org>

<http://www.nature.org>

2.10 Proposal Inquiries & Deadline

All proposal inquiries and submissions should be directed to CTSI's Communications Director (contact information below). Final proposals, including any supplemental materials, should be submitted electronically no later than close of business on Wednesday, March 23, 2011.

John Daigre
Communications Director
Clinical & Translational Science Institute (CTSI) at UCSF
415.514.6655
john.daigre@ucsf.edu