

THE XERCES SOCIETY FOR INVERTEBRATE CONSERVATION

Web Developer

Request for Proposal

The Xerces Society for Invertebrate Conservation is pleased to announce the following Request for Proposal for an hourly contracted Web Developer to aid with maintenance, design, and structural support of our WordPress powered website; www.xerces.org.

Overview of The Xerces Society:

The Xerces Society is a nonprofit organization that protects wildlife through the conservation of invertebrates and their habitat. Established in 1971, the Society is at the forefront of invertebrate protection worldwide, harnessing the knowledge of scientists and the enthusiasm of citizens to implement conservation programs.

The Society uses advocacy, education, and applied research to defend invertebrates. Over the past three decades, we have protected endangered species and their habitats, produced ground-breaking publications on insect conservation, trained thousands of farmers and land managers to protect and manage habitat, and raised awareness about the invertebrates of forests, prairies, deserts, and oceans.

Purpose, Description and Objections:

Purpose:

The existing Xerces Society website was created in 2008. We like the overall design and layout of our website, but we have a need for outside guidance with organizing and streamlining content, creating and developing new pages, and updating the navigation architecture. Our site is currently and will continue to be hosted by Portland Internetworks. The site is maintained in-house using WordPress. This project will begin with addressing some of our initial needs and become an ongoing relationship where the web developer is available on an on-call, hourly basis. All of the content, coding, and graphics of this site will become the sole property of The Xerces Society.

Description:

Support The Xerces Society with streamlining content and creating new pages and libraries while keeping with the current look and feel of the website. Some specific examples of our immediate needs are: updating and possibly redesigning our online store and publication pages, updating the design of our sidebars, creating a resource center for our aquatics program (similar to the pollinator conservation resource center), developing a photo information center and archive, creating an article library for Xerces publications; Wings and Atala, with PDFs available for download, obfuscate all email addresses on website, and setting up a Google Analytics account.

To be successful, our website must be:

- Easy to navigate
- Informative
- Quick to load
- Visually pleasing

- Easy to maintain
- Safe and secure
- Work across all modern browsers and operating systems

Objective:

The primary objective of our internet presence is to continue to build brand identity, awareness, and interest in our organization and the services we provide. Continue to provide publications and resources for our audience, as well as, provide news and updates on our organization. Furthermore, the website will continue to be used to advertise events and attract new members and subscribers to our enewsletter.

Project Management:

Once a successful candidate has been identified and a contract signed there will be ongoing meetings with the developer and Xerces staff to identify needs and propose solutions. There will be two main points of contact between the web developer and The Xerces Society as the relationship continues.

Xerces Society staff will continue to make updates to the site through WordPress. The contracted web developer will continue to provide design and structural support on an as needed hourly basis; as well as, carefully listening to Xerces Society's needs and providing clear and creative recommendations for improvement.

Audience:

We have a broad range of user demographics, consisting of all age levels. Our audience includes agency staff, farmers, naturalists, teachers, students, beekeepers, foundations, scientists, researchers, and all those interested in invertebrate conservation. In the past month, we have had approximately 40,000 unique views to our site and 4,200 unique views on our homepage.

Qualifications:

We are seeking an expert in WordPress for design support and structural website management. The ideal candidate is someone who is familiar with and understands our website. This person should be reliable, local, and available to come into the office from time to time. We are looking for someone who is able to listen to our needs and give us clear options for improvement while outlining the advantages and disadvantages of each option. The ideal candidate will be passionate, self motivated, flexible, have a sense of humor, and be easy to work and communicate with. This person will be to able meet our initial needs and continue an ongoing relationship in an as needed/pay by the hour basis.

The ideal candidate possesses the following qualifications:

- Expert in WordPress
- Open minded and forward thinking
- Ability to design navigation architecture for websites with multiple subpage levels
- Excellent attention to detail
- Experience with image maps
- Ability to meet deadlines

- Photo editing software proficiency
- Experience working with PayPal or other online payment systems
- Ability to actively find, diagnose, and fix website usability and technical problems
- Development of forms, including order forms and polls
- Previous experience designing and structuring websites for non-profit organizations

Proposal Guidelines and Requirements:

This is an open and competitive process.

Proposals must be received by 5:00 pm on, Tuesday, August 31st, 2010 to be considered.

The proposal must contain the signature of an authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. A detailed list of fees with a complete explanation of the nature of those fees must be provided. All design, production, and software acquisitions necessary for development and maintenance of the website must be included in the budget.

If the completion of work to be performed requires the hiring of sub-contractors, this must be clearly stated in your proposal. You must identify the sub-contractors and the work they will perform must clearly be defined.

Before submitting your proposal, please take some time to become familiar with our website and how it is structurally designed. Your own unique and creative suggestions for improvement are welcome in the proposal.

All proposals should include the following:

- Executive summary containing a brief description of your design and structural support approach and costs
- Qualifications including 3-5 previous clients with contact information and relevant URLs
- A description of your design and structural support process
- Asset and draft delivery methods
- Quality Control
- Testing
- The proposed team and their qualifications
- Terms and conditions

Timeline:

- July 27rd, 2010 RFPs sent to bidders
- August 31st, 2010 response to RFP due
- September 30th, 2010 Successful bidder notified
- October 15th, 2010 Contract for project issued
- October 25th-29nd, 2010 Initial project scoping meeting
- November 1st, 2010 Project Development begins

Contract Terms:

The Xerces Society will negotiate the terms of the contract once a selection has been made. The project will be awarded when a contract outlining the terms, scope, budget, and other necessary items has been signed.

Proposal Evaluation Procedure:

All proposals received will be reviewed to determine if all the submission requirements have been met. Decisions will be made by September 30th, 2010 and all submitters will be notified of their final submission status.

Proposal Submission:

Proposals must be received no later than August 31th, 2010 at 5:00 pm PDT. Proposals must be submitted electronically as a Word document or PDF. Please attach the proposal to an email addressed to ashley@xerces.org with the SUBJECT heading: **Web Developer Proposal**. An email will be sent confirming your proposal submission once the proposal has been downloaded.