

United States Agricultural Information Network (USAIN)

Web Redesign and Hosting

Request for Proposals April 9, 2013

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Project Summary

The United States Agricultural Information Network (USAIN) is undertaking a project to update its current website (usain.org). We seek an updated graphic design and a more functional website to provide information useful to our membership. The website is also the means by which non-members can learn more about our organization.

Organization Information

About USAIN

The United States Agricultural Information Network (USAIN) is an organization for agricultural librarians and information professionals that provides a forum for discussion of agricultural issues, takes a leadership role in the formation of a national information policy as related to agriculture, makes recommendations to the National Agricultural Library on agricultural information matters, and promotes cooperation and communication among its members. Now in its 25th year, USAIN has a membership of approximately 80 personal members and 30 institutional members which includes up to two designated individuals who serve as the institutional representatives.

USAIN members are active in the organization through committees, task forces, and interest groups covering topics such as AgNIC, animal health information, collection management, international agriculture, social issues/rural information, and technology trends. USAIN has been involved in grant-funded projects related to the identification and preservation of agricultural literature in the United States. USAIN holds a conference every two years which provides an opportunity for attendees to hear outstanding speakers on topics related to agricultural information, as well as for members to hear and present papers on research and activities at local institutions. The conference is held at a member institution and is attended by US and international members and non-members.

USAIN-L is a listserv that is employed to keep members informed of items of interest and to facilitate communication from the Executive Council to the membership, as well as among members. Not all messages are related to the organization per se, but might be requests for assistance in locating information. USAIN has a Facebook page and a LinkedIn Group, but these venues are not widely used. Individual members utilize social media to varying degrees and as an organization, we are interested in incorporating these tools.

Goals

In general, the goal of our website is to serve as the source of information about our organization for our members first, and for all others second. Visitors should be able to find the official documents that guide the organization: bylaws, action plan, business meeting minutes, officers. The site should include historical and current information about activities and initiatives. Members should be able to manage their personal information in a restricted area. It is our hope that committees and interest groups will be able to utilize the website to update information and facilitate communications for members.

Audience

Types of Visitors

We are targeting the following types of visitors to our website:

- Current members
- Prospective members
- Anyone looking for information about an organization committed to furthering agricultural information

The people who make up the above groups are:

- librarians and information professionals responsible for agricultural and related sciences from a variety of institutional types
 - Land-grant universities
 - Public and private educational institutions
 - national and international libraries
 - extension personnel
 - corporate libraries

Site Statistics

The site is currently hosted by one of our member institutions and there are limited statistics available. In 2011 the homepage (<http://usain.org>) received over 25,000 hits. The top entry page was for a page of information that is no longer maintained. (It's also the top exit page!) We haven't yet defined all our metrics for success for this project, but we hope to do this in collaboration with our vendor.

Site Structure and Content

To ensure future scalability and portability, we request that the website is developed using an open source CMS such as Wordpress, Joomla, or Drupal. We have roughly 100 pages, most of which would need to be migrated to the new site.

The organization utilizes a business management company to handle the membership

database, member renewals and other business and financial activities. In addition, the biennial conference hosts need up-to-date information about membership, and may wish to utilize the website for conference information, file uploads, registration, and other conference related services.

At the current time, we do not use eCommerce services, but foresee that this will be a desirable addition in the future.

We list here the major categories of content that we know we will want to include in the new site.

- **USAIN:** Background information and content that stretches across all initiatives
 - Documents related to organizational structure: Bylaws, Procedures and Rules, Action Plan
 - Leadership, elections
 - History
 - Conferences
 - Special Project
 - Interest Groups and Committees
- Members only signon
 - Ability to update personal information
 - Access to logos
- What's new area for regular updates from Executive Council, Committees, Interest Groups
- Syndication

Graphic Design

We have existing logos for USAIN, as well as a color palette that has been traditionally used for the organization. We would like an updated website design, which must be meet ADA accessibility standards and be viewable on a variety of devices, including mobile.

Design/Look and Feel

We are open to receiving a few designs with simple templates to facilitate website content development and maintenance.

High Level Functionality

This is not a comprehensive list of all functionality that the site will have, but it gives a representative idea of the types of things we are looking to do.

- Ability to maintain our members database and manage renewals
- We would like to have downloads for PDFs, images, audio, and embeddable video with YouTube, and Flickr slideshows
- We would like to have podcasts, podcast archives, and RSS feeds for these
- We would like to use Google Custom Search
- The member services section will require password protection for some of the documents and pages available there.
- Site Administration, user levels: Super Admin, Content Editor, Authenticated Users, others as needed.

Budget (including hosting & maintenance)

Our total budget range for this project is \$10,000 to \$15,000. In addition to the redesign, we will be seeking hosting and maintenance support. We currently budget \$1,500 annually for hosting and minimal support. We have registered our domain name.

As a not-for-profit organization, USAIN would like to maintain a budget for this project not to exceed \$15,000. Please be mindful of the budget parameters and discuss any significant concerns with the contact below prior to submission. USAIN will not consider proposals that excessively exceed this budget.

Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience developing websites for small, member-based organizations
- Experience building flexible CMS-driven websites that can be easily modified by non- technical users
- Experience with creating sites that build communities and have interactive features (blogs, discussion forums, etc.).
- Experience working with nonprofit organizations
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor
- Vendor takes a holistic approach to an organization's web presence (e.g., insight into integrating social media platforms, campaign tracking mechanisms, etc.)

Proposed Timeline

We would like to receive proposals by May 1, 2013. A committee will make a recommendation for a vendor selection to the Executive Council by May 15, 2013 and

we would like to begin this project by June 2013. We do not have a specific deadline for completion, but we would like it to take no longer than 3 months for design and development.

RFP Deliverables and Response Format

1. Describe your company. Include the size of your company, and your specialty.
2. Provide substantial information that documents your qualifications to produce the required outcomes: your ability, your capacity, your proven design skill, and your number of years of experience in the field.
3. Provide a detailed Project Plan that describes how you will implement the design and development process for this project. Include each design stage in the form of a production schedule timeline.
4. Provide a Project Budget that includes (a) a line-item budget for the stages of development in which your firm will provide the work described in this RFP, and (b) an hourly rate for subsequent work that may be required or deemed necessary.
5. Include a portfolio that showcases your current work, with a strong emphasis on website design. At least 5 examples of website design should be prominent, preferably of websites for organizations similar to USAIN.
6. Of those five examples of website design, at least three must include a short description of your strategy and solutions.
7. Provide three references from people who have used your services.
8. Include the name, title, and contact details of the person(s) who are submitting the proposal and who, if needed, can be approached for clarification on the submitted materials.
9. Submit proposals electronically to britton.4@osu.edu. Proposals are due by midnight, Wednesday, May 1, 2013.

Contact Information

Please direct all responses to this RFP and/or any questions to:

Constance J. Britton

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