



**World Affairs Council of Seattle
Request for Proposal
Website Design and Redevelopment**

June 2, 2008

Table of Contents

Summary.....	2
Purpose.....	2
Goals, Objectives, and Vision.....	2
Scope & Guidelines.....	3
Budget.....	4
Timeline.....	5
Background of Organization.....	5
Audience.....	6
Available Technology Resources / Integration Issues.....	6
Staff Resources.....	6
Qualifications.....	6
Evaluation Criteria.....	6
Proposal Guidelines, Requirements, and Format.....	7
Contract Terms.....	7

Summary

The World Affairs Council of Seattle is accepting proposals to design and develop the Council's website. This will be a concept to completion production, with support needed for an initial time period after site launch and the possibility of additional support during the integration of website registration and the Council database.

The purpose of this RFP is to outline the evaluation criteria against which candidates will be judged.

The existing Council website was originally designed and produced in the late 1990's and later redeveloped in 2002 concurrent with Council re-branding. The site is maintained with in-house resources.

Purpose

The redevelopment of the Council website presents an opportunity to redesign the website as a communication tool that accurately reflects the mission, message, and audience of the World Affairs Council.

Upon completion of the redevelopment of the site, the World Affairs Council of Seattle will assume full responsibility for web content maintenance and administration. All content, coding and graphics will become the sole property of the World Affairs Council of Seattle.

Goals, Objectives, and Vision

Our main objectives for the website are to 1) design a clean, crisp look and feel, 2) restructure the site for intuitive navigation, 3) integrate seamless event registration and payment, 4) incorporate the Council's e-newsletters through listserv technology, 5) enhance user experience with multimedia features, and 6) ensure that managing and updating the website is streamlined and easy. To elaborate in greater detail, our key goals and vision are as follows:

- Succinctly and effectively reflect the message and audience of the World Affairs Council of Seattle through a new look and feel. The site's interface will convey a professional, sophisticated, forward thinking presence that is up to date, visually appealing, and balanced in terms of text and multimedia.
- Restructure the site so that navigation is intuitive, key information is easy to find, and the site is organized and cohesive. The calendar of events, event registration page, donation, and membership enrollment pages should all be accessible within two clicks, maximum.
- Integrate a new Council database with event registration, membership, and payment pages so that registration is automatic and membership/contact information is instantly stored. Ideally each member or registrant will have a unique identifier to allow users to securely log in to an account and update their information from the database.
- Streamline mass communication with members and supporters by migrating the Council's three weekly e-newsletters to the website via listserv capability. The integrated website and

database should allow staff to draft html newsletters and event notifications using a graphic/text template that is consistent in look and feel to the website.

- Better promote attendance at World Affairs Council events through a more informative and intuitive calendar and events information page. Examples of modifying the current calendar page include a monthly calendar layout with mouse-over event descriptions and links to full description pages and registration.
- Integrate more interactive multimedia features. The website should be ready and capable to support podcasts, RSS feeds, and embedded video. Hosting of streaming video will remain a point of discussion in relation to cost, resource availability, and alternative video hosting site options. Features that we are open to exploring, based on simplicity of management, capacity, and protocol, are blogs and forums/member pages. Mobile phone support will specifically *not* be supported by the site.
- Allow quick uploading and updating of the site through a content management system (CMS) that is straightforward and easy to use. The CMS should enable the administrator to adjust permissions and settings for different individuals who update the site.

Scope & Guidelines

The scope of this project is to redesign the existing World Affairs Council website and integrate interactive features and automatic registration and payment.

Discovery

Confirm objectives, look and feel, technology issues, content management system, navigation, site marketing, functionality requirements, database integration issues, budgeting, resulting in a creative brief.

Design

Website information architecture, look and feel, navigation, templates.

Development Guidelines & Site Specifications

- Site must be compatible with Microsoft Internet Explorer 4.0, Mozilla Firefox 2.0, and Safari 3.1
- Meets ADA requirements – The site should meet all federally mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Consistent design – Each section of the site should have a common look and feel with the Council logo and mission prominently displayed on each page. Design should be visually appealing and up to date.
- Easy to maintain – Once the site has been completed and accepted by the World Affairs Council of Seattle, the site will be maintained using a CMS that is proposed and accepted during the discovery process.

- Easy to navigate – Navigation should be intuitive and easy. Organization of information should be logical and key contact, membership, and program information reachable within two clicks. Key links related to membership, calendar, and newsletter should be on every page.
- Provide necessary software and licenses to maintain site internally.
- Transfer majority of current content to new site.
- Listserv capabilities with HTML formatting.
- Set up site to allow database/registration program to be integrated at a later date for automatic member/event registration and payment.
- Upon completion and acceptance of the site by the World Affairs Council of Seattle, the web site design and all of its contents, software and architecture become property of the World Affairs Council of Seattle.

Testing

Testing of site on all applicable platforms to ensure functionality as outlined. Explain testing plan through development process.

Delivery

Delivery and uploading of site to client for hosting – hosting to be determined by the World Affairs Council of Seattle.

Tracking

Implementation of tracking software to produce site log reports. Essentially we need to better understand and measure web visitor behavior and trends in order to improve visibility and availability of the site.

Budget

Please provide several cost proposals to accomplish the scope outlined below.

Phase I: Discovery, Requirements Planning and Site Definition

Phase II: Site Development, Testing and Launching

Hosting: Costs for hosting will be discussed and should not be included in cost proposals.

The World Affairs Council of Seattle has a fixed budget for Phases I and II of the project. This includes all design, production, and software acquisitions necessary for development and maintenance of the web site. Cost proposals must be all-inclusive and should outline all essential elements of Phases I and II of the project.

Phase III: Online Membership and Event Registration Launch (Summer 2009)

Phase III of the project will occur at a later date, as the Council is seeking to migrate away from its current beta custom database, which is used to manage contacts for development, members, and registrations for over 100 events per year. Because of the complexity and size of our current database system, the selection process of a new database will not begin until after the new website launch. The role of the consultant in this phase will be to assist in integrating the new database with the website and to provide troubleshooting for the membership and event registration webpage.

Timeline

This RFP is dated **June 2, 2008**.

Proposals are due no later than **June 20, 2008**.

Evaluation of proposals will begin immediately after the deadline. During the review period we may request an interview at our office with our website team. We will notify you by phone or e-mail if this is requested.

Negotiations with the successful candidate firm will follow immediately after selection, on or about **July 1, 2008**.

Phase I of the project must be completed and delivered by **July 21, 2008**.

Phase II must be completed by August 2008, with a launch date no later than **September 5, 2008**. Contract terms will include of time after launch for troubleshooting purposes.

Phase III will not occur until Summer 2009. A more specific timeline will be discussed with the selected candidate during negotiation.

Background of Organization

Mission

The World Affairs Council of Seattle is the leading foreign affairs forum in the Pacific Northwest. Since 1951, the Council's mission has been to promote greater understanding of global affairs in our Puget Sound community through a balance of public events, educational activities and the international visitor program. The Council is a membership-based 501(c)3 non-profit corporation; members include schools, public institutions, businesses, and individuals.

Programs

Community Programs

Community Programs is the public face of the Seattle World Affairs Council. Each year Community Programs is responsible for over 120 lectures, luncheons and symposiums with global leaders and policy makers. World Affairs Council members receive reduced rates on admission to Community Programs as well as special invitations to high level receptions and intimate meetings with top policy makers.

Global Classroom

The Global Classroom program connects teachers and students with international resources, ideas, and people through a combination of professional development trainings, speaker series, curriculum design, and youth programs. Professional development trainings run on an academic calendar and draw teachers from public and private schools alike from the Puget Sound area.

International Visitor Program

The International Visitor Program (IVP) of the World Affairs Council promotes citizen diplomacy by coordinating educational and professional programs for international delegates visiting the Puget Sound area. IVP hosts over 1,000 visitors each year from 120 countries around the world.

Geography and Member Demographics

The Council's immediate geography market is the Seattle Metropolitan and Puget Sound region. Because of the International Visitor Program, many of our website visitors are located across the globe. However, no data currently exists to track exactly how far reaching the Council's current site is.

Audience

Primary stakeholders include current members, donors, program supporters, event attendees, volunteers/interns, IVP visitors and employees.

Secondary stakeholders include prospective members, donors, program supporters, event attendees, volunteers/interns, community members, IVP visitors, and employees.

Available Technology Resources / Integration Issues

The majority of our existing copy and content will continue to be used, with a limited amount of editing for brevity and clarity. New content will be discussed and determined by staff.

PayPal and Verisign are currently used for the Council's e-commerce systems, with PrestoRegister separately tracking member and event registrations. PayPal and PrestoRegister are not currently linked. Ideally these systems will continue to be used and integrated into the new site and new database, but more suitable alternatives will also be considered.

The Council is looking into migrating databases from its existing beta version. Considering the scope of the project, migration will likely not occur until Summer 2009. As such, our new site will need to be flexible enough to integrate a database into our e-commerce and online registration systems.

Staff Resources

Several staff members, board members, and interns will be involved in guiding the site redevelopment process and working with the selected candidate. The team will be divided into the following roles:

Autumn Cutter, COO – general oversight of project
Mel Carnay, Database and Office Manager – liaison with contractor and subcontractors
Eric Han, Trustee – provide expertise and guidance

Qualifications

- Provide a company profile, including length of time in business and core competencies
- List five live websites that best reflect your work and relevancy to this project. You may also include desktop snapshots of these sites as an attachment to your proposal.
- Please describe your experience with databases/online registration integration with websites.
- Describe your experience in working with non-profit organizations.
- Discuss your testing and troubleshooting plan.
- Describe your time frame of completion.

Evaluation Criteria

The following criteria will be the basis upon which the World Affairs Council of Seattle will evaluate proposals.

- Candidate Experience and Expertise – Candidate has successfully completed projects similar in scope and has an expertise and skill set that is appropriate for the project.
- Suitability of Proposal – The proposal meets all the needs and criteria outlined in the RFP.
- Aesthetic Capabilities – Portfolio demonstrates an eye to detail, artistic innovativeness, and a user-friendly and intuitive interface.
- Value/Pricing Structure and Price Levels – The quoted price is commensurate with the value offered by the proposing firm. As a non-profit organization, the World Affairs Council of Seattle is able to accept pro-bono or discounted service, and recognize to the provider to the fullest extent allowed by the Internal Revenue Service, including the name of the proposing firm within the web site and other Council materials, as a World Affairs Council of Seattle supporter and partner.
- Proposal Presentation – The proposal is presented in a logical, clear manner and is well-organized and detailed.
- Commitment to a high service level agreement

Proposal Guidelines, Requirements, and Format

This is an open and competitive process.

Proposals must be received by the end of business day **June 20, 2008**. Any proposals received after this date will be disqualified and returned unopened.

Proposals should be no longer than 25 pages in length, including title page, cover letter, proposal, qualifications, and budget (not including screen shot attachments).

The title page should include the following: World Affairs Council of Seattle, Web Site Redevelopment Proposal, your firm's name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

The cover letter must be signed by the person authorized to sign on behalf of the firm (1-2 pages).

The proposal should discuss the features, benefits, timeline, budget, and uniqueness of your solution.

The use of any subcontractors must be stated in your proposal. A clear description of what work will be completed by the subcontractor must be included. Please provide the name, address, and relevant contact information of the proposed subcontractor. The World Affairs Council of Seattle will not refuse a proposal based on the use of subcontractors, but retains the right to refuse the subcontractors you have selected.

Your qualifications should outline the information requested on page 6.

Proposals should be mailed to the attention of **Mel Carnay, Database and Office Manager, World Affairs Council, 2200 Alaskan Way Suite 450, Seattle, WA 98121**.

Contract Terms

Contract terms will be negotiated with the World Affairs Council of Seattle upon selection. Contracts are subject to review by World Affairs Council of Seattle legal counsel. The project will be awarded upon the signing of an agreement that outlines terms, scope, budget, and any other necessary items.