



CALL FOR TENDER: WEBSITE DEVELOPMENT

The International Council on Archives (ICA) is seeking a creative company with a proven track record to develop a new website that will be a leading platform for archives and records professionals throughout the world.

Background

The International Council on Archives (ICA) is the professional organisation for the world archival community, dedicated to promoting the preservation, development, and use of the world's archival heritage. With members from more than 190 countries, ICA is a multicultural, multilingual non-governmental organisation governed by a General Assembly and an Executive Board. ICA working languages are English and French. ICA brings together national archive administrations, professional associations of archivists, regional and local archives and archives of other organisations as well as individual archivists. Its branches provide archivists with a regional forum in all parts of the world; its sections bring together archivists and archival institutions interested in particular areas of professional practice; its committees and working groups engage experts in contributing to the solution of specific problems. The ICA Secretariat serves the administrative and governance needs of the organisation; it maintains relations between members and facilitates the interaction of ICA with related bodies and other international organisations.

ICA currently has a website (www.ica.org) but more sophisticated needs demand a new platform, which incorporates a wider range of features, including collaborative spaces for ICA Sections and Branches and a members-only space. This will not be a social media site but will utilize some of the common aspects of such a deployment within a *flexible* overall framework that allows ICA to communicate information about its activities and provide online, interactive services to its members.

THE PROJECT

A good website is important to ICA because it is a primary means of communicating regularly with our global membership of archivists and a diverse range of other audiences, including governments and international organisations, about the significance and practice of archives and records management. The present website uses the open source software Drupal but ICA is open to the benefits of using other open source solutions if they suit our needs. It is imperative that a new site is built with forethought to further developments and is flexible for expansion and enhancements. The new site needs to accommodate new content in a way that is easy to navigate, easy to find and easy to input and upload for an international audience.

Objectives

The new website will provide a platform

- To exchange ideas and information among members of the ICA by connecting users to each other and engaging them with content.
- To highlight the news, activities and events, services and online resources of ICA, including spotlight features and a searchable document bank to which ICA members can submit proposals for additions.
- For a members-only space that is an online information, meeting, discussion and exchange point that offers an obvious benefit for ICA members, including exclusive access to official ICA publications and other documents.
- For ICA Sections, Branches and Working groups to have independent spaces to communicate and collaborate on material for studies, event organisation and posting news items.

Main Features

- The website will be fully bilingual (English and French) and allow the uploading of reference documents in multiple languages. ICA also works and publishes material in many world languages, such as Chinese, Japanese, Russian and Arabic, among others, and so the website will accommodate various scripts.
- The framework will be entirely flexible. The administrators will be able to easily accommodate content on the web-pages. The central administrator will be able to change and add to the navigation structure easily. Images and documents will be uploadable to any part of the website.
- The 'back office' will be easy to use for assigned website administrators to update their sections of the site.
- There will be independent spaces for ICA members, Sections, Branches and Working groups, with a common ICA design throughout.
- The members-only space will be accessed by a login and password which will be created by the central administrator. Logged-in users will have access to various spaces according to the rights they are assigned by the relevant administrators.

Design

The site will be clear, professional and invite users to browse (and in some instances to contribute) content. The design will be continuous with ICA's corporate design for publications and other promotional material so that the ICA website is part of a recognizable brand. However, content, especially documentary resources, is the most important part of the ICA website and must be easily searchable; the design will present content clearly and accurately. The design needs to flexibly accommodate a variety of content and make the website easy to navigate (such as having a clear navigation bar on each page). 2 or 3 templates for page design will be available for administrators to create new pages in relevant sections as necessary.

Functionality

- **The homepage** will be innovative and dynamic, presenting featured articles, news items, offer a space for spotlight on a particular section, images etc.
- **Content:** All content including documents, news items, events, images, and audio and video recordings will be provided by ICA members and added by the elected website administrators.
- **Members-only space:** This space will be dedicated to members of ICA. Each ICA member will have a personalized online profile through which they can interact with the site. This includes the facility to
 - o Submit a document, news item or event for inclusion into the website content through a validation process
 - o Participate in discussion forums and create a theme for discussion in the discussion pages
 - o Manage their password and contact details
 - o Have exclusive access to some ICA documents
 - o Allow the Secretariat to assign different access and editorial rights to the user
- **Discussion forum** will allow members to contribute and suggest new topics and allow any user to read posts. Members of the website will have a space to exchange ideas and opinions, with a search function for topics discussed
 - o Personalized user profiles for ICA members
 - o This feature will enable searching through posted topics, tagging and commenting (that are both subject to validation, such as in Wordpress)
- **Resource centre:** This is one of the most important tools that ICA will offer on the website. Users will be able to search or browse easily for ICA documents that have been added by the relevant administrators. The facility will exist for quick search, advanced search, browse, sort results according to relevant fields, and importantly, full-text search within uploaded documents. The search will produce smart results that recommend other related documents etc. Documents will be uploaded in all formats (word, excel, pdf, ppt, jpeg) to act as an online resource library for members that will include some audio and video media presentations as well.
- **Journals:** A space is required for electronic versions of ICA journals, which will be available free to members once they are logged in and available at a one-off charge to non-members (i.e. those without a login).
- **Events:** This will include interactive calendars, event announcements, event registration online, event search (sorted by ICA body, date, location etc) and event RSS feeds. Members will be able to contribute their own dates to the event, and send invitations to other members. Major events, such as conferences, will be able to have pages and sub-pages dedicated to them. Several templates will be available for an office administrator to activate and input content. This will include the facility for members to register online and participate in an invitation-only wiki linked to the event.
- **Membership directory:** This is administered through the back-office and is a publicly searchable database about members. The user will be able to search according to roles within the ICA, Sections and Branches membership, country, institution etc. There will be the option for logged-in members to update their own contact information and include searchable text about their area of expertise. The membership database will be easily turned into a printable version when necessary.
- **ICA Sections, Working Groups and Governance bodies:** ICA has 13 specialist sections and several Working Group and governing bodies, each of which needs its own web-pages within

the website and a private wiki space. Each of these will be independent but fully-integrated in the website and can be administered by a representative from each group. There will be the facility for any user to submit project proposals online on the Programme Commission pages. The facility will also track and display changes to documents worked on by members.

- **Newsletter** feature will allow members of the ICA to subscribe to a regular newsletter sent in HTML format.
- **RSS Feeds** will allow users to receive updated news every time a section or a page is changed.
- **Administrators:** Accounts will be in place for multiple website administrators with capacity to make changes to and support the workflow on their relevant section's pages, including the capacity for a validation and posting of submitted documents, news and events items. There will be one central administrator who can access and administer all aspects of the website, including the ability to create additional administrative accounts and alter the access and editorial rights of existing administrators.
- **Online questionnaires:** There will be a facility for administrators to design, set-up and undertake surveys that can be filled out by users on the website.
- **Search:** The site and its databases will be fully searchable. Administrators will be able to add search fields to advanced search facilities, especially in the resource centre. There will also be a browse facility, where it is possible to search according to various fields.

Technical requirements

This project must

- Be developed in open source software
- Be easily accessible in as many parts of the world as possible and take into consideration download speeds and formats
- Be accessible on as many browsers as possible
- Respect recognized standards for usability and accessibility, including printer-friendly and email-able pages

Deliverables

The selected development company will work primarily with the Projects Officer at the Secretariat. However, most work can be done remotely; good communication throughout the development period is very important to ICA. Most consultation will take place via email or phone but some meetings will be requested at the ICA Secretariat in Paris, France, for discussions, review of detailed requirements, presentation of the product, and training in use of the back-office. At the end of the contract, the consultant will be asked to provide a fully-functional website to the specifications above. The company will be expected to test the prototype, implement changes needed to the prototype, finalize the prototype and be available for a period of time after the launch of the final product for reliable support.

ICA wants a service level agreement covering hosting, technical administration of the host, ongoing technical support and additional development. The company will arrange

- Hosting and provide ICA with all relevant log-in information
- Training for website administrators
- Written instructions for website administrators and other users on how to administrate the website

- Training for the technical maintenance of the website
- Written instructions for the technical webmaster on maintaining the website
- The transfer of existing documents accessible on the ICA website to the new website

Timeline

- Bids open **Wednesday 28 January 2009**
- Bids close **Monday 23 February 2009**
- Interviews with shortlisted candidates **mid-March 2009**
- Selection of company after interviews by the **end of March 2009**
- Contract finalized in Paris by **early April 2009**
- The launch of the finished (and bug-free) product, will be no later than the **end of October 2009**

TO BID FOR THE PROJECT

ICA is looking for a development company that has previous experience of working with NGOs and/or archives and/or the cultural heritage sector. The team must be able to work well in English and/or French (a good working knowledge of both languages would be an asset as these are the official languages of ICA).

Please send a cover letter with the following information:

- References and links to other websites the company has built.
- Contact details of previous clients who can be approached by ICA.
- A short statement on why this project is of interest and how the company is good at communicating with clients and at project management.
- A short explanation of your company's structure, including the country of registration and contact details of the company.
- A list of the staff likely to be working on the project, including a brief description of their suitability for the project.
- An outline project plan, including completion dates for key deliverables.
- A bid estimating costs for the project with the specifications outlined in the above tender, detailing as many costs as necessary.

Shortlisted candidates will be asked to attend an interview at the Secretariat in Paris at their own expense.

The company must have sufficient finances to guarantee continuous and satisfactory performance throughout the envisaged lifetime of the contract. If invited to interview, you will be asked to provide proof of the company's financial and economic capacity with a balance sheet or extracts from balance sheets from the last three years and a statement of overall turnover for the last three financial years. You may be asked for more information in support of your application before the interview.

For further information on the ICA or the project please email setchell@ica.org. Bids and accompanying materials should be sent by email to setchell@ica.org by **Monday 23 February 2009**.