

REQUEST FOR PROPOSALS

Leadership West Yellowhead

Website Redesign

&

Learning Management System Development

Date Issued: May 24th 2011

Submission Deadline: June 14th 2011



221 Pembina Avenue

Hinton AB, T7V 2B3

(780) 865 -1224

www.cfwestyellowhead.com

1.0 Invitation

Community Futures West Yellowhead is requesting proposals related to the redevelopment of the Leadership West Yellowhead website and the creation of a Learning Management System for the program.

Community Futures West Yellowhead (CFWY) is a non-profit organization located in Hinton, Alberta. Leadership West Yellowhead (LWY) is an award-winning regional community leadership program operated by CFWY. The program was initiated in 2007, at which time a basic website was developed. The program has evolved considerably since then, and we wish to update the look, feel, and functionality of the website to reflect that evolution.

The current website is hosted by The Small Business Authority and is maintained by the original website developer, with simple content updates currently completed by LWY staff using Adobe Contribute.

2.0 Key Objectives

The key objectives for this project are to redesign the Leadership West Yellowhead website to use current web technology, with simple in-house content management and the addition of a Learning Management System (LMS) being considered critical upgrades from the current website.

Given the non-profit nature of the organization and the program, strict adherence to budget is also deemed to be a critical success factor for the project.

3.0 Key Selection Dates

Proposals will be accepted until **4:00 PM (local time) on Tuesday June 14th 2011.**

It is anticipated that the contract will be awarded by **June 28th 2011.**

4.0 Project Scope

4.1 Nature of Website Work

Target Users

The Leadership West Yellowhead Website must be developed with several different audiences in mind. These include:

- Prospective Program Participants and their Employers (Public site)
- Prospective and Current Program Funders (Public site)
- Current and Past Program Participants (Public site & LMS)

Web Content

The amount of web content on the public website will be similar to the current site, www.leadershipwestyellowhead.com. All content data to be supplied by CFWY. New content will be created by CFWY for the Learning Management System.

Functionality & Tools for Public Site

- Ability to host blogs, videos, surveys, and link to e-newsletters
- Ability to link to social media tools such as Facebook, Twitter, etc
- Ability to link to other external content through RSS feeds
- Current Events listing and Calendar function
- Contact Us page with user-filled fields
- Implement a Search Engine Optimization process
- Web Analytics system
- Must work with all major browsers
- Ability to be viewed on mobile devices
- Functional for users with dial-up internet (pages load in less than 13 seconds on dial-up)

Learning Management System (LMS)

The primary purpose of the Learning Management System is to enhance the overall learning experience of the core leadership program participants by improving pre- and post-training interactions. The LMS will also be a means for program graduates to remain connected to the program and to each other through continued access to resources, discussion forums, and other features.

Moodle (www.moodle.org) is the preferred application, however other applications will be considered if a strong case is made.

Required features (as defined by http://www.edutools.info/feature_list.jsp?pj=4) include:

- Managed Discussion Forums
- File Exchange
- Groupwork
- Community Networking
- Student Portfolios
- Authentication
- Course Authorization
- Student Tracking
- Real-Time Chat
- Customized Look & Feel (to match public LWY website)

Content Management System

The content management must be designed with long-term sustainability of the site by LWY staff in mind. Requirements of the CMS include:

- Ability for LWY staff to
 - easily add / edit / delete pages
 - manage rotating photos, banners, and buttons
 - create content that can automatically expire
 - develop new pages and insert them into navigation

- Ability to establish varying levels of authority for editing rights
- Be as easy to use as any word processing program
- Ensure changes and additions are updated in real time
- Automatically update site map and menus when changes are made

Bidders should outline the costs associated with the recommended CMS and ongoing support. Bidders will be asked to provide a demonstration of their recommended software.

Design Elements

Leadership West Yellowhead's logo and brand should drive the look of the website, with Community Futures West Yellowhead's logo and brand integrated throughout in a seamless fashion.

Where it is determined to be feasible, it is desirable for actual photos from the program to be used on the website in place of stock photos, provided by CFWY.

The main pages of the website will serve primarily as a marketing tool for prospective program participants, their employers, and prospective program funders. The website must be crisp, clear, and professional-looking in order to communicate a message of credibility and value.

The following components should be included:

- Simple and clear navigation
- Useful site map
- Quick links and Contact Us options included throughout the site
- Horizontal navigation bar with drop-down menus
- Logical naming of sub-pages, e.g.
 - www.leadershipwestyellowhead.com/home
 - www.leadershipwestyellowhead.com/apply
- Ownership of the design of the website and all content should be transferred to Community Futures West Yellowhead upon completion of the project

Hosting, Security, and Maintenance

- Host site on server outside the Community Futures West Yellowhead organization
- Change and update DNS records, confirm registration of domain name
- Ability to provide support when necessary
- Provide user documentation and trouble-shooting guide
- Provide training of LWY staff tasked with maintaining and creating new pages
- System should support ongoing Windows updates, security updates, and other system updates

Bidders should include details regarding hosting costs, ongoing site security costs, ongoing maintenance program, troubleshooting and back-up assistance. Also provide demonstrated proof of keeping current with technology changes (software updates) and adapting to future client needs.

4.2 Scope of Services

The successful web developer firm shall deliver a website and on-going service that addresses all the elements identified in 4.1 Nature of Website Work.

4.3 Meetings

Meetings between the web developer firm and CFWY can take place by teleconference. Meetings will include an introductory design kick-off discussion, regular teleconference updates, and a website launch meeting. Any required day-to-day information exchange will occur by email and telephone.

5.0 Project Schedule

The target date for launching the new website is **September 15th 2011**.

Bidders should provide a proposed schedule for the project.

6.0 Required Information

Proposals should include the following information:

- Experience with projects of this nature (provide examples of existing websites)
- Team qualifications and management capabilities
- Work Plan & Project Schedule
- Detailed Cost Estimate & Fee Structure
- Support Structure & Anticipated Ongoing Fees

7.0 Submitting a Proposal

Proposals will be accepted until **4:00 PM local time on Tuesday June 14th 2011**.

Proposals may be submitted electronically to

andrea.cote@cfwestyellowhead.com

or by mail to Community Futures West Yellowhead
 221 Pembina Avenue
 Hinton, AB
 T7V 2B3

Commercial inquiries should be directed to Jason Paterson, Executive Director, Community Futures West Yellowhead.

jason.paterson@cfwestyellowhead.com (780)865-1224

Technical inquiries should be directed to Andrea Russell Coté, Program Lead, Leadership West Yellowhead.

andrea.cote@cfwestyellowhead.com (780)865-1224