



American Society of Colon & Rectal Surgeons

Website Redesign and Development

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I. Submission Timeline and Format

Tuesday, July 16th, 2013	RFP distributed
Tuesday, July, 30th, 2013	deadline for firms to submit written questions
Friday, Aug. 9th, 2013	all questions with written answers distributed to all interested firms
Thursday, Aug. 22nd, 2013	deadline for submitting proposals

The RFP coordinator for this project is:

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Submissions must be in the PDF format and delivered via e-mail to the RFP coordinator. All questions should be directed to the RFP coordinator. All submissions received after the due date will not be considered.

For ease of reference, the American Society of Colon & Rectal Surgeons is abbreviated as “ASCRS” or the “Society”, each firm receiving this RFP is referred to as a “firm” and the firm selected to provide services for ASCRS is referred to as the “selected firm”. This RFP states the instructions for submitting proposals, the procedure and criteria by which a firm may be selected.



II. Organization Overview

The American Society of Colon and Rectal Surgeons is the premier society for colon and rectal surgeons and other surgeons dedicated to advancing and promoting the science and practice of the treatment of patients with diseases and disorders affecting the colon, rectum and anus. ASCRS is an association of surgeons and other professionals dedicated to assuring high quality patient care by advancing the science through research and education for prevention and management of disorders of the colon, rectum and anus. The deeply held beliefs of the ASCRS are that diseases of the colon, rectum and anus are significant health problems; that people deserve the best quality care for these diseases; and improvement in recognition, treatment and ultimate eradication of these diseases as well as in the quality of patient care is enhanced by the professionalism, development of knowledge and dissemination of information fostered by the fellowship of Society members.

III. Project Overview

ASCRS seeks an experienced firm to redesign www.fascrs.org and implement technologies to meet the objectives outlined in this document. This will be a concept to completion production, from scoping to information architecture, design, development, deployment and support. The overall goal for the next website is to continue fulfilling the Society's goals with more organizational control and flexibility in content and layout. Also, a tighter integration with the Society's membership backend system: iMIS.



IV. Goals

The Society's overall goals of the website are:

- to communicate of the Society's message,
- public outreach,
- member services and support.

All aspects of the website and project will be in the service of these goals.

The primary goals of the new website include:

- a modern internet presence that professionally represents the organization,
- a site that is easily managed and maintained by non-programmers through a web-based interface,
- the ability to provide current news and information,
- full support of the membership, their information self-management and dues payment,
- encourage donations and make doing so easy,
- integration of all membership information with iMIS,
- retention of content and information from the existing website.

V. Current Situation

The fascrs.org website runs on a proprietary platform built and managed by OHO Interactive. The current platform is beginning to show its age and the Society wishes to move towards a new non-proprietary content management framework. The system connects to the ASCRS owned Advanced Solutions International [iMIS Platform](#) for member information and management. The Society currently uses iMIS 10.6.30.17, The Society may be upgrading to a later version iMIS at some point.



VI. Project Requirements

Intuitive and easy to navigate website

The website should undergo redesign and reorganization. The design should be visually appealing, have a unified look and feel and provide easy navigation throughout. The information architecture should be easy to use and intuitive. The homepage should feature action items in line with the organizations goals. HTML5 is the preferred markup version.

Modern web design

Website should be developed utilizing modern web design and standards, compatible with modern browsers while providing graceful degradation for older browsers. Website URLs should predominantly be clean URLs. Design should be responsive, capable of display in mobile phones and tablets up to the largest desktop monitors.

iMIS integration

The ability of the new website to interface with the iMIS system is vital for maintaining the integrity and quality of member services. Existing iMIS integration with the website is unsatisfactory: a tighter and real-time integration is desired. Ability to perform this integration should be emphasized and explained in any proposal. Experience with iMIS, especially in the areas of website interface integration should be explained in depth.

Content management framework

The Society would prefer a solution that is not entirely proprietary (we believe any iMIS integration will be custom). The content management framework which seems to best meet our needs at this time is Drupal. As we already understand the relative merits of Drupal, firms should not spend any space in their proposals describing, justifying or praising Drupal itself. We are open to alternatives; however, the presentation of any alternative content management frameworks must be thorough and convincing.

Retention of existing information

Content from the existing website should be retained and repurposed to provide initial content for the new website. Existing valuable URLs should be 301 redirected to their new location.



VII. Functional Requirements

Content management system

The website should have a simple inclusive content management system allowing non-developer staff members the ability to create, edit and remove web site pages. Existing website pages must be migrated to the new website. Pages should allow for structural intra-relating and relationships with other managed content. ASCRS must be able to maintain full editorial control of content without dependence on outside contractors. Pages should have capability to be restricted to viewing by only certain groups of registered users, these groups being administratively managed. Organizational self-sufficiency with the CMS is of great importance.

Distributed content management

Website administrators should be able to delegate content management of specific sections of the website to other users with those users having management power limited only to those section(s).

Files

The CMS should allow for the upload and use of different media in a page. Images, streaming video and audio content should be embeddable into pages without needing to edit page source directly. All files should be stored local to the website. Other binary files should be allowed as downloads from the website. Existing files should be brought over to any new system.

Homepage

ASCRS understands the homepage will be a special area of content management. It should be able to feature news items, links to important sections of the website, optional banners and embedded video content.

Donations

Anyone should be able to make a donation to the Society via e-commerce. This section should be prominently featured on the homepage and in other areas of the website. Donations may be earmarked (and noted as such), these earmark categories should be administrator editable.

Journals

Members are able to access ASCRS Journal: *Diseases of the Colon & Rectum* via an external website. Integration with this external publisher website will be required to grant members access.

Membership

The member services must be integrated with the iMIS member management system in a real-time fashion. We believe this will take custom development but welcome any off-the-shelf components that can properly integrate with our iMIS system.

Application

Potential members will be able to submit an application form (with attached files) via the website, the contents of this form will be available to an administrator defined subset of the users for review. Applicants should be registered users to undergo the application submission process. Reviewing users should be able to set application status, viewable by the submitter.



Directory

Members may be listed into a directory based on their public profile opt-in.

Dues

Members should be notified at dues renewal time, pay their initial or renewal dues via the website and be given a printable receipt for their payment. Membership dues payment should be immediately reflected in the member's profile and in the iMIS system.

Landing page

Upon login a member should be taken to a custom landing page, displaying their account information and dues status.

Public profile

Each member should be able to opt into a public page displaying information about their practice. This page will display contact information for the member's practice. Members should be allowed to manage photo(s) for profile display.

Self-management

Members should be able to update their contact and practice information (these will not necessarily be the same); this information should update through to iMIS and reflect immediately on the website.

News

News items and other articles should be able to be created in the content management system. These items should have a presentation area on the homepage and be optionally specified to be featured there. All news should be available via web syndication (an RSS or Atom feed).

Store

The e-commerce store must be secure and capable of handling physical products, donations and membership renewals. Staff should be able to set pricing and modify store contents. Some items for display in the store should be simple links to an external website where that item may be purchased independently of the ASCRS webstore. Some item purchases such as membership should automatically reflect status in member accounts via iMIS. It would be best if these transactions were handled in a unified store format, but not necessary.

Surgeon locator

Visitors to the website should be able to search for a member surgeon via standard location based search parameters: Address, City, State, Zip and in a specified radius/distance. These results should appear as a listing and simultaneously visualized by their locations on a map. This feature should be prominently linked from the front page as well as internal pages. Members should be able to opt-out of this service by opting out of a public profile in their membership information management area.



Search

Website should have a simple and standardized search with a text-box able to search site-wide, such as a Google custom search or framework provided search.

Search engine optimization

Clean design and quality markup implementation should provide much of the necessary understanding for search engine optimization. Content management framework should allow for maximum legitimate search engine optimization. Detail how this will be performed in the chosen framework.

Usage tracking

The site should use the existing ASCRS Google Analytics account for usage tracking.

Users

Visitors should be able to sign-up and login to the ASCRS website. Members must be authenticated against the iMIS system, this is not necessary for non-member users. Users should be able to update their personal information and password; if members these updates should reflect in iMIS.

Commentary

Logged in users should be able to comment on website pages. This functionality should be conditional based on a setting in the page management.

Video archive

Video presentation has become significant enough to the Society that a specific section should be included with the focus of searching, listing and displaying video content. While videos should be a normal type of CMS embedded content, a dedicated section should allow administrative upload, meta-data creation/editing (keywords, title, description) and deletion when necessary. A sub-search specific to video content should be part of the video listings.



VIII. Proposal Format

Proposals should include information outlined in this section:

1. Describe in detail the firm's proposal to address the requirements outlined in this RFP.
2. Provide a timeline for the completion of the project outlined in this RFP.
3. Provide a brief history of the firm and its experience providing services for organizations such as ASCRS.
4. Document examples of the firm's experience in designing/developing similar functionality to each of the project requirements.
5. iMIS integration experience is required, this experience should be described in some detail.
6. List the project team (including programmers and designers) and short biographies of each team member. Indicate any portions of the work, if any, which will be sub-contracted and to whom.
7. Provide a list of the firm's clients comparable to ASCRS indicating the length of service of each account. Include contact name, telephone number and website URL. A minimum of three references that may speak to projects of similar size and scope is requested.
8. Describe the project process and methodology including sample deliverables from past projects of similar size and scope.
9. Explain methodology for demonstrating to and training ASCRS in use of new website.
10. Describe the fee structure and how ASCRS will be charged. The costs involved may be categorized separately as redesign, implementation costs, maintenance costs, and software licensing costs. Also include the firm's plan for post-deployment maintenance, support and upgrades including hourly rates for services. Implementation costs should also be broken down as much as possible. The price you quote should be inclusive, if your price excludes certain fees or charges you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Items should be clearly identified as fixed cost, hourly estimates or combination thereof.
11. If hosting services may be provided, clearly identify cost as well as description of the hosting platform, uptime, server location, data backup and integrity plan. If hosting services are not provided, a list of hosting options and firm's own experience with those options should be included.
12. Document choice of any non-Drupal content management framework; if proprietary, firm is expected to explain reasons this choice is superior to other systems. Proposal should address migration of content from existing website to proposed CMS.
13. Document experience illustrating expertise in:
 - content management systems
 - membership management systems
 - iMIS integrations
 - iMIS integrations with Content Management Frameworks
 - providing design services for non-profit organizations and associations
 - developing/deploying content management systems with custom components which allow for association self-management
 - integrating e-commerce solutions
 - developing services using third party APIs
 - customer service and support



14. Proposal must contain signature of a duly authorized officer or agent of the company submitting the proposal.

IX. Basis of Selection

ASCRS is seeking the most comprehensive proposal from qualified firms for fulfilling these objectives. Firms are expected to show a demonstrative capability of this type of work.

ASCRS will evaluate proposals and, if a firm is to be selected, select the firm on the basis of:

1. The firm's plan to achieve the goals stated in this RFP in a comprehensive manner.
2. The firm's experience, examples of work, qualifications and successes in providing similar services.
3. The firm's references from international and national organizations, large non-profit organizations, and other clients comparable to ASCRS.
4. The firm's pricing and timeline.
5. The quality of the proposal, responsiveness to requirements and adequacy of information provided.
6. The firm's plan for hosting, post-deployment maintenance, support and upgrades and rates for these services.

ASCRS prefers open source software and non-proprietary content management systems in this specific case, Drupal. Responses proposing another non-proprietary Content Management System will be considered but must provide a compelling argument for its adoption.

All proposals of a pre-existing CMS must provide examples of expertise in using that product. These examples must address the integration of unique custom content for which no pre-developed solution (module) exists.

Submission of a response to this RFP does not bind ASCRS to engage the firm to provide the requested services. The firm is solely responsible for the costs it incurs in responding to this request for proposal. ASCRS will interview firms based on the quality and content of their RFP responses.

ASCRS will negotiate contract terms upon selection. All contracts are subject to review by legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.