

Request for Proposals

Website Revamp



28 W 27th Street, 3rd floor

New York, NY 10001

www.centerforbookarts.org

The Center for Book Arts is dedicated to preserving the traditional artistic practices of book-making, as well as exploring and encouraging contemporary interpretations of the book as an art object. The Center was the first not-for-profit organization of its kind in the nation, and has since its founding in 1974 become a model for others around the world.

Currently, we are looking to redesign our website in order to amplify the Center's visibility and advance its branding as the premier "go-to" organization for showcasing, advancing, and developing the book arts. We wish to use our website to grow student enrollment, memberships, donations, the utilization and awareness of our collections, and attendance at events and exhibits. Our current site was designed and launched in 2004, and is difficult for our current staff to update and manage.

Our range of programming includes an extensive series of workshops, a quarterly exhibition series, numerous talks, reading, and events, publications, and services to artists. Our site's users include artists, curators, students, professors, and the general public interested in the book arts. Within our wide range of audiences, we've prioritized working artists, university program directors and/or professors, and independent curators. We'd like to improve their experience using our website, making it easier to navigate and gain information about our programs, and better articulate who we are as an organization.

Using content that already exists on our current site, we aim to develop a new website that will be organized intuitively on a professional-looking and user-friendly interface, drawing in content dynamically from a database, and easily managed by staff through a content management system. Included below is an outline of technical requirements that we would like to include in our new site.

1. Introduction

Using content that already exists on our current site, we aim to develop a new website that will be organized intuitively on a professional-looking and user-friendly interface, drawing in content dynamically from a database, and easily managed by staff through a content management system. The site will have a few dozen landing pages, along with many dozens of individual database entries that will automatically populate content on the site.

2. Content Management Functionality

- 2.1 Intuitive, easy to use content administration for non-technical staff via a password-protected browser interface
- 2.2 Content Management System (CMS) will allow an unlimited number of pages
- 2.3 Content is easily saved and previous versions of pages/content can be rolled back
- 2.4 Content may be dynamic (with start and end dates for events, classes and other content), allowing administrator to preload data, which will dynamically be available on the start date and no longer visible after the expiration
- 2.5 Other media such as PDFs and images can be stored on a CMS database
- 2.6 CMS will allow for multiple users to have access to edit site content, menu items, and general configuration, and for different roles and permissions levels within that
- 2.7 Administrator can add and remove users as needed
- 2.8 Ability to edit content through HTML or WYSIWYG editor

3. User account Sign-up Process

- 3.1 Users can save contact information, shipping, and billing information through a member sign-up. Students, members and other constituents will be able to create accounts on the site.
- 3.2 Secure password protection for users
- 3.3 Forgotten passwords can be emailed for reset

4. Front End User Interface

- 4.1 User interface will contain intuitive navigation and sub-navigation functions, and will present all information clearly, in a professional format

- 4.2 All pages will include:

- Organization Logo
- Links to blog & social media (& newsletter sign up?)
- Search button
- Navigation
- Email/share to social media icon(s) (see point 6)
- Footer: Copyright, Address, Contact info

- 4.3 Homepage

- 4.3.1 Clickable slider of images

- 4.3.2 Dynamic content from current exhibits, classes and upcoming events

4.3.3 Highlighted feature box that can be generated and edited by administrator

4.4 Landing pages

4.4.1 Pages as itemized in site map to be easily added, deleted, or edited through CMS

4.4.2 Top of each page to include large photo or slider of images

4.4.3 Administrator fills out page content with text, photos, etc through CMS

4.5 Entries to be stored in database, easily inputted and edited through CMS

4.5.1 Entries will include searchable keyword tags

4.5.2 Entry types include:

- Classes
 - Title
 - Date
 - Time
 - Cost
 - Add to cart- brings students to a secure registration page. Students will be able to create accounts on the site that save their registration information.
 - Photo
 - Description of each class
 - Instructor (clickable)- brings up past classes they've taught, programs they've been involved in.
 - Type (printing/binding/calligraphy, etc.)- Students can sort by type
 - Elective/Certificate core course, if applicable- students can sort for this.
 - Level-Students can sort by level/ prerequisites.
 - Weekday/weekend- Students can sort by schedule.
 - Supplies recommended to bring to class
- Exhibits
 - Photos
 - Title
 - Dates
 - Blurb/statement
 - Artists
 - Curator(s)
 - Sponsors
 - Other Locations/touring schedule, if applicable.
 - Links to Related programs/classes if applicable.
 - Catalogues for sale-links to purchase.
- Artist Members: With the ability for artist members to edit their own pages/upload images. New artist members will be able to upload a portfolio, which will become visible after being vetted and approved. Visitors will be able to sort through by type of work, keywords, etc, and save their favorites.
 - Name

- Location
- Website
- Photos of artwork
- Bio of artist
- Thumbnail photo
- Artist statement
- Type of work
- Link to collections page if applicable
- Link to participation in CBA exhibitions if applicable
- Link to store, if applicable
- Events
 - Title
 - Date
 - Time
 - Description
 - Fee (for members/non-members)
 - Presenters/participants
 - Link to relevant exhibits/classes/store items
 - Click to purchase tickets button (pre-registration)
- Store items
 - Title/ Name of Work/item
 - Artist/Publisher/Poet
 - Type of item-(examples: exhibition catalogues, chapbooks, broadsides, tools and materials, posters, aprons, and ephemera)
 - Date of publication
 - Description
 - Photo
 - Size/weight, (if applicable)
 - Cost
 - Inventory control #
 - Click to purchase button
- Ability to create other entry types if necessary in the future

4.6 Search

4.6.1 A search box will be available on all pages and will search for all content, documents, and entries on the site

4.6.2 Results will be returned based on relevancy

4.6.3 Results filterable/sorted by entry type (and other criteria?)

4.6.4 Clicking on a result will open the item or page

4.7 Integration of other systems into the site:

- 4.7.1 Use of Google Calendar to enable people to see what is going on in the studios
- 4.7.2. Use of Google Maps for our location
- 4.7.2 Newsletter subscription form for Constant Contact, MailChimp, or other similar system
- 4.7.3 Integration of Flickr
- 4.7.4 Integration of CBA blog (currently on blogger)
- 4.7.5 Use of wufoo or comparable online forms
- 4.7.6 Integration of current contact donor database to manage events, donations, etc.

4.8 Shopping cart

- 4.8.1 A secure and professional quality shopping cart will be available to users 24x7
- 4.8.2 Shopping cart will tally and display subtotals of purchases.
- 4.8.3 Cart will include shipping and taxes to applicable purchases and differentiate between items that necessitate shipping or not, and between items that necessitate tax or not.
- 4.8.4 Credit card transactions can be charged for certain transactions, or info stored for future charge for other transactions. For example, student registrations should enable the user to create an account, if they wish, and register for a class. Students will be given the option to become a member at the same time that they register for a class, and be able to easily understand that process. Student information would be transmitted, and payment information would be stored until the class is confirmed as running.
- 4.8.5 Users can add or remove items, or edit quantities
- 4.8.6 Users can continue shopping after an item has been added
- 4.8.7 User can review and/or cancel order before purchase
- 4.8.8 A confirmation of purchase/registration is provided, once the process is complete
- 4.8.9 Allow users who have logged in to save orders before purchase, and to check status on orders once the purchase is complete
- 4.8.10 Cart will suggest other purchases
- 4.8.11 A line to add a contribution towards CBA will be included
- 4.8.12 Integration with Quickbooks or other comparable accounting software (possibly could be rolled into database, see 4.7.6)

- 4.9 Responsive web design will allow for easy viewing from mobile devices

5. Rental Calendar

- 5.1 The site will include (via Google Calendars) a rental schedule that would allow people to see when open studio time is available, and be able to book time and make rental appointments. Renters would be required to have an account to book rental time, and an administrator would approve new renters for certain kinds of equipment. Renters would be able to book particular time slots on particular presses.

6. SEO and Analytics

- 6.1 The site will be configured to track web metrics through Google Analytics
- 6.2 Systematic attention will be paid to inputting effective and accurate meta data
- 6.3 Meta data can be edited through the CMS

7. Social Media

7.1 Pages (all or some?) can be shared via Email, Facebook, Twitter, Pinterest (other?)

8. Accessibility Requirements

8.1 The website will conform to the basic guidelines of the Web Accessibility Initiative

Timeline:

Release and Distribution of RFP	October 25, 2013
Deadline for Proposals	November 25, 2013
Selection of Finalists	December 5, 2013
Interviews with Finalists	Mid-December-early Jan 2014
Selection of Vendor	January 15, 2014

Proposals should include the information outlined in this section; our ability to interpret and apply your proposal to these questions will factor into our decisions.

1. Describe in detail the firm's proposal to address the requirements outlined in this RFP, including details such as technologies to be used.
2. Describe the fee structure and how the organization 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.
3. Provide a brief history and profile of the firm and its experience providing services for organizations similar to ours. We will prioritize firms with prior experience working with nonprofits.
4. Describe the project process and methodology including sample deliverables from past projects of similar size and scope. Document examples of the firm's experience in designing/developing each of the project requirements.
5. List the project team (including programmers and designers) and short biographies of each team member. If using freelancers or outside resources please indicate them as such; we reserve the right to approve/disapprove of selected resources. Indicate how many full time staff your firm employs.
6. Please provide an unsigned copy of your standard service contract for our review and any additional stipulations of which we should be aware.

Please be sure to document experience illustrating expertise in:

- *working with non-profit organizations and providing design services*
- *building websites that engage the users and encourage them to register*

Please email your proposal to snicholls@centerforbookarts.org.