

Web Site Re-design Request For Proposals

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B L A C K M E N
OF GREATER WASHINGTON, D.C., INC.
“Real Men Giving Real Time”®

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OVERVIEW

- ◆ In keeping with the Technology Committee’s objective to provide the technical solutions and programs that will help support the operational and programmatic needs of the DC chapter of 100 Black Men DC – a web site and back-end are to be re-designed.

DESIGN REQUIREMENTS

Goals and Objectives

- ◆ This web site and back-end should leverage the possibilities and potential of the internet to strengthen the communication, collaboration and operation of the 100 Black Men of Greater Washington DC (100BM of GWDC).

Development Notes:

- Follow guidance of the Chapter executive team to ensure compliance with national Standards for graphics associated with the 100
- Use a graphic design that is consistent with the branding strategy of the Chapter marketing collateral and/or the preference and guidance of the Executive team of the DC Chapter. At this time we plan to make Improvements to the current design of the site – keeping the general look and feel.
- Seek to be an interesting and informative resource for the community we serve, the Chapter members we want to engage and retain and the potential members we seek to attract.

When appropriate please make suggestions based upon the following themes and improvement over the current website <http://www.100blackmencdc.org> :

THEME	Site that reflects, and executes the mission of the 100
Desired Additions	
▪ To continually enhance the communication and collaboration of the Chapter with its members ▪ Highlight and make readily available information on community involvement and member benefits	

THEME	Presentation...Competitive Advantage
Desired Additions	
▪ Play up and Detail Organization attributes and Value Proposition ▪ Testimonials ▪ Member pages – yearbook style format presentation of database contents ▪ Newsletter presentation style for 100 news items ▪ Streams of certain interviews provided for site /members (limited number more than likely) ▪ Pictures of SLA participants should be included on SLA pages	

THEME	Marketing Support -- Creation of Community
Add value through other information (value added for site visitors) to create community, gain the benefit of viral marketing (word of mouth), and	
▪ Collection of email addresses so that visitor's can "subscribe" to email list	

Section Notes:

- Use drop-downs for navigation
- Increase the font size of Section button fonts
 - have second-level hyperlinks (breadcrumbs) at top of pages

- for attachments to pages, show title of attachment, without file name or system info
- Keep “Printer friendly version” and “Email this page” links
- Keep text links at bottom of all pages

The 100 BM GWDC web site will have the following sections (ALL CAPS)/sub-sections(tabbed titles), Elements (in captions) and organization.

Request for a certain application are bullet points below that section.

HOME PAGE

Home page areas: Chapter News, Intro. Video, Upcoming Events, Our Partners

ABOUT US

- Mission & Vision
- President’s Message
- History of 100 Black Men of America
- History of the DC Chapter
- Affiliated Chapters
- Annual Reports

PROGRAMS

- Mentoring
- Education
- Health & Wellness
- Economic Development
- Testimonials

SCHOLARSHIPS

- Scholarship Applications
- View Our Scholars
- Scholarship Requirements
- Other Scholarship Opportunities

CALENDAR OF EVENTS

NEWS

- list of news articles in chronological order, starting with the most recent
- display thumbnail of headline photo

DIRECTORY

- View Our Members – link to member directory
 - default with the section boxes open
 - show name at top of directory entry, not their login name
- View Our Scholars – link to student directory
 - default to listing in chronological order (most recent first), then alphabetical
 - give students blog capabilities

CONTACT US

Contact us form on re-designed site should have the same items as current site with the following adjustments:

- Move Contact Form and Register for Programs into this area and remove direct email to info@100blackmenc.org
- have separate fields for first and last names
- have separate fields for city, county, state & zip
- create check boxes to identify the purpose of the contact as follows:
 - **Parents**
 - I am a Parent or Guardian seeking Program or Scholarship Information for my child
 - **Students**
 - I am a Student seeking Program or Scholarship Information for myself
 - I am a Student applying for Scholarship (allow file attachment)
 - **Volunteers/ Supporters**
 - I am interested in volunteering my time
 - I am interested in attending or supporting your events and activities
 - **Membership**
 - I am interested in membership
 - I am applying for membership (allow file attachment)
 - in addition to sending an email, collect information in a CSV/ Excel file for periodic download (new functionality)

MEMBER LOGIN

SIDE COLUMN ITEMS:

Left Column

Four for the Future

Multimedia Galleries (Photo, Audio, Video)

Read our Annual Report

Right Column

Join the 100, Volunteer Some Time, Pay Your Dues, Donate To the 100

Events/Promotion Banner

Members' Only should have the ability to post meeting and the other information in sections

Members' Only Sections will include:

Meeting minutes

Calendar – that will allow calendar function that automatically emails members about calendar events seven days in advance (standard of quality: calendarwizard.com)

Strategic Plan

Correspondence

Chapter Directory

National Information (Officers +)

Member Directory (profiles)

Marketing Information

By-laws and Constitution

Member Handbook Announcements

Search function should be provided (please quote as separate line item)

Logins for different roles, each of which has a different level of access to features:

<u>login</u>	<u>password</u>	<u>role</u>
student	student	Student
member	member	General Member
chair	chair	Committee Chair
board	board	Executive Board
admin	admin	Site Administrator

Necessary Features:

- a) Permission roles ((Executive Committee should have Administrative permission with full download write, and post for the whole back end | while committee chairs only have posting and change rights for their committee))
- b) Logins – usernames and passwords should be provided to members upon publish of the back-end. Ideally we will not have to re-issue existing usernames and passwords. Preferably members will have the ability to go to the website and create their username and password.
- c) Automated publishing of pages – we desire the ability to set a schedule for when certain content/pages will be published – to automate the process and ensure things being made live on a certain date with no more internal management
- d) Approval workflow – site should allow for a workflow to be set for the pages so that changes are reviewed by certain persons (possibly in certain order) and not published until it is “checked off” by each. Then it should be automatically published. The ability to see what stage a document is (at which approval stage – who it has been approved by) is also desired.
- e) Blogs should be enabled for the site and available for the home page and each programmatic page (committee section etc) of the site for the future and each’s “featured” month or an ongoing basis.
- f) Photo gallery section should be provided.

Provider should provide options for presentation (how gallery can look online and in page and options for how images come up and are viewable)
Individualized galleries will also be present on the pages of SLA, Health Fair and Gala.

- g) Video Galleries should also be provided.
8-10 min video will be posted about 1) the 100 2) the kids
- h) Dynamic site specific forms to solicit volunteers for our various Tutoring sites is needed. The advanced form of this would be to allow people to sign up for a tutoring session showing what slots are needed, then filled real time.

- i) Allow students to also UPLOAD completed scholarship applications in PDF or Word format – this will simplify and speed the process of scholarship submission.
- j) Newsletter feature will allow members of the ICA to subscribe to a regular newsletter sent in HTML format.
- k) RSS Feeds will allow users to receive updated news every time a section or a page is changed.
- l) SMS texting functionality from website to membership + others
- m) Tie into social networking sites especially planned Facebook account
- n) Mass contact tool on the back-end of the website that we can update with contacts from Excel file (that also has Excel export capabilities)
- o) Directory (member) on the site should be transferrable by excel and ideally have a v-card option so that it could export v-cards for Outlook applications

SOLUTION DETAILS

DISCOVERY PROCESS

The chosen vendor/ successful bidder shall assist with the assessment of full needs and objectives of 100 Black Men DC will be assessed, and the best solution to reach those ends shall be designed and implemented. This Discovery process shall guide the development and programming/customization of design elements.

DESIGN AND DEVELOPMENT

Processes and Focus

- Flash animation should be provided for events, certain image sequences on the home page and inside pages (besides the event banner)
- Movie to turn pages of Annual report like CrateandBarrel.com online catalogue or for Sponsorship Package (or other piece of site content To Be Decided – please quote as separate line item)
- Error Fixes and Usability Testing - the final site should be analyzed for any errors or negative practices to improve on the current site. Usability Testing should be completed before the publish of any items on a consistent basis (See below Usability testing section for further details)
- Duplicates – provider should assist in identifying and if desired eliminating duplicates on the web site as far as posted items and online forms

USABILITY TESTING

Post Development

Cross browser testing – site will be tested for errors in multiple browsers
(Internet Explorer, and Netscape current and legacy versions)

Typical Use testing should be worked into the concept and development phases.

CONTENT MANAGEMENT

A browser based content management system that would allow a person with little or no training to:

- Capability to add/modify/delete content at specific web pages
- Replace images
- Spell Check
- Change font size and color **and other features of WYSIWYG system.**

A test site will be edited directly by this Content Management System and the “live” (public) web site will be overwritten upon executive review and approval.

ALL OF THESE FEATURES SHOULD BE THROUGH A UNIFIED CONSOLE AND USAGE PORTAL.

- Editing for content areas should be as simple Ideas of how the back-end should be separated category wise:
 - live pages
 - news articles
 - documents
 - users
 - audio
 - photos
 - video
 - events
 - ads

HOSTING

This bid should include the time associated with publishing the website on an appropriate hosting account.

Please include details about hosting which would be recommended or provided.

SITE TRACKING –

- The 100 BM of GWDC web site should have page trackers that will allow tracking of open rates, click-throughs etc.

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 Technology Committee and Chairman.

All work can be done remotely. Good communication throughout the development period is very important to 100 Black Men of Greater Washington DC. Most consultation will take place via email or phone but some meetings will be requested in the Greater Washington DC area, 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.

100 Black Men of Greater Washington DC 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 100 Black Men of Greater Washington DC with all relevant log-in information (ftp, and any other places of storage for data necessary for the website)
- Our organization should receive files for the site upon the completion of the site.
- Back-ups should be a part of the hosting plan.
- 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 100 website to the new website

TIMELINE

- Bids open **Monday March 30, 2009**
- Bids close **Friday April 17, 2009**
- Interviews with shortlisted candidates late **April 2009**
- Selection of company after interviews by the **end of April 2009**
- The launch of the finished (and bug-free) product, should be no later than the **end of June 2009**

TO BID FOR THE PROJECT

The 100 Black Men of Greater Washington DC is looking for a development company that has previous experience of working with non-profits. The team must be able to work well in English. Preference for companies located in the Greater Washington DC area.

Please send a cover letter with the following information:

- References and links to other websites the company has built that resemble this project.
- Contact details of (3) previous clients who can be approached by 100 Black Men of Greater Washington DC.
- 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.
- 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 in the Greater Washington DC area.

For further information on the 100 Black Men of Greater Washington DC or the project please email technology@100blackmendc.org

Bids and accompanying materials should be sent by email to technology@100blackmendc.org by **April 17, 2009**.

-IN ADDITION- Two hard-copies should be sent by postal mail to P.O. Box 70558 Washington, DC 20024. These must be postmarked by April 17th.