

STUDY HAWAII EDUCATIONAL CONSORTIUM

2440 Campus Road #372
Honolulu, Hawai'i 96822
studyhawaii.org



WEBSITE DESIGN REQUEST FOR PROPOSAL

SCOPE OF PROJECT

Study Hawaii is seeking to establish a robust web presence with a redesigned website to replace our very basic one www.studyhawaii.org

Our desire is that the new website be the primary resource for information about studying and living in Hawaii, and provide our members access to a world-wide pool of potential clients for their services.

ORGANIZATIONAL BACKGROUND

Study Hawaii Educational Consortium (Study Hawaii) is a nonprofit 501(c)(3) organization incorporated in the state of Hawaii. The VISION of Study Hawaii is to establish Hawai'i as an international leader in education and training through global links, partnerships, and exchanges.

Study Hawaii members share a belief that international education advances learning and scholarship, builds understanding and respect among different peoples, and enhances constructive leadership in the global community. We believe that international education is fundamental to fostering peace, security and well-being. We believe that promotion of inbound and outbound educational travel to and from Hawaii will bring great benefit to the state economically and will contribute to the development of a more globally competent citizenry.

Membership in Study Hawaii is open to all accredited institutions and programs, as well as public and private organizations that subscribe to our vision. Currently we have 19 institutional members and 3 associate members, including:

- K-12 boarding schools
- vocational and avocational training institutions
- 2-year colleges; and
- 4-year and graduate degree granting institutions
- State organizations such as the Department of Business, Economic Development, and Tourism (DBEDT)
- Membership organizations such as realty companies and chambers of commerce

TARGET AUDIENCES FOR WEBSITE

1—potential students in other countries who are researching study options in the U.S./Hawaii;

2—overseas decision makers and media outlets who are interested in knowing more about study options in the U.S./Hawaii;

3—overseas governmental and quasi-governmental bodies making policy considerations regarding overseas study;

4—overseas educational consultants (study abroad agents) who are helping clients make decisions about study options in the U.S./Hawaii

5—Hawaii/U.S. based individuals and public or private organizations who need information about the value of studying in Hawaii

6—potential members of the Study Hawaii consortium

CORE OBJECTIVES AND FUNCTIONAL REQUIREMENTS FOR THE WEBSITE

- good search capability (by island, by level, by program, etc)
- a multimedia gallery for school pages—audio & video
- a database of school info to help in automatic responses
- dynamic pages editable by each school
- will work on PCs, tablets, and smartphones
- clickable map of the islands to zero in on school locations
- newsfeeds from school webpages
- links to school social media websites
- robust background database of school info for automatic inquiries
- scalable as we grow

DEADLINE

Due to certain support expectations, time is of essence. We would like to make a decision on a vendor by early December.

PROPOSAL GUIDELINES AND VENDOR REQUIREMENTS

In your proposal, please address these additional questions:

Other websites you have created?

Time in business, BBB rating?

Will you show us a sample before you build the site?

How many changes can we make during development?

Who will be designing our website?

Using templates or custom built?

Who will be programming the website? Using what CMS? (Drupal, Joomla, Wordpress, etc)

Time to delivery?

Who owns the website after it is built?

Is your price hourly based or project based?

Charge for hosting?

Ongoing maintenance? Do you train us in using it?

What happens if something goes wrong in 6 months?

Translation services?

Search Engine Optimization support?

BUDGET

Our budget is around \$10,000, though of course we would like to spend less.

In your proposal, please provide a line item budget so we can make decisions in case we cannot afford everything.

Contact Information

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