

**REQUEST FOR BID
FOR:**



WEBSITE REDESIGN

AUGUST 2020

1. SUMMARY AND BACKGROUND

WESST is a 501(c)(3) New Mexico nonprofit. **Our mission** is to be a home to entrepreneurs. We provide a support system of consulting, training and lending to help clients successfully strengthen and grow their businesses through sustainable sales, financial knowledge and job creation.

Founded by women for women in 1989, WESST demonstrates its commitment to diversity, inclusion and access by developing programs with no barriers to entry. WESST primarily serves women, people of color and low-wealth individuals and there are no prerequisites that clients must present nor do they have to qualify for assistance. Our diverse staff embodies inclusion values by providing bilingual program services, statewide geographic reach (urban and rural), and consulting and training that can be delivered virtually or on-site. Informed by our mission, history, experience and community relationships, WESST is a leader in serving under-represented groups in the state. We empathize with our clients, listen to their dreams of business ownership and work with them to design solutions to reaching their goals. In the last five years our client demographics: 65% women, 65% low wealth, 60% minority.

WESST is accepting proposals to redesign our current website: www.westt.org. The existing WESST website was developed and launched several years ago. In an effort to enhance our website presence and further our goal of increasing client and stakeholder engagement, WESST has determined that a redesigned site is needed that allows for improved interaction with our visitors and potential clients, donors and other stakeholders.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various companies, conduct a fair evaluation based on criteria listed, and select the candidate who can best deliver what an improved WESST website requires.

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until September 15, 2020. Any proposals received after this date and time will be returned to the sender. An official agent or representative of the company submitting the proposal must sign all proposals.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

WESST's current website was implemented several years ago on a WordPress platform but the theme and structure have become out of date. WESST believes that by using a more effective site design, we can provide our visitors and potential clients, donors and other stakeholders with a more user-friendly environment and generate more engagement.

Project Description:

WESST is seeking a provider to utilize the latest web-based technology to create a website that is user friendly, simple to navigate, provides detailed information about our services and offerings, and is easy to add or modify content. The site design should incorporate the latest key word search practices and maximize searchability/rankings in all current internet search engines. In addition, it must be a responsive design template following all best practices for usability that is optimized for a variety of tablet and mobile browsers. The site must also be completely secure against intrusion.

The finished website must allow multiple WESST users of different levels access to a content management system with fully editable content to allow for frequent changes in the dynamic environment in which we work where things continuously change.

The website design and layout should be aesthetically pleasing, simple for users to navigate, provide descriptions of all WESST benefits, services, board/staff information, and contact forms that can be submitted securely. The site should also allow for the submission of a variety of **secure forms** that will enable users to do the following:

- Submit contact information in order to be added to our list of stakeholders (and allow for segmentation into appropriate audiences) to receive regular updates and new developments
- Submit pre-applications for loans
- Submit requests for consulting assistance
- Apply for open employment opportunities
- Submit training registration and payments
- Submit donations
- Submit volunteer inquiries
- Other form submission as needed in the future

4. PROJECT SCOPE

The scope of this project includes all design and development of WESST's new website. The web developer will release all document files and intellectual property to WESST. All text copy, logos and images will be provided to the selected bidder by WESST for inclusion in the design of the new website.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing website design
- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the website in a design theme that fits targeted market segment(s) (potential clients, donors and other stakeholders)
- Ability to migrate current web content to new website (esp., permalinks)
- Site can be changed/modified easily by WESST personnel with minimal effort
- All software and plugin licensing requirements should be included as part of this project
- Site should be searchable with key word searches based on site content
- Site should be compatible with all current web browsing technology and easily upgradeable; site design must also be a responsive design
- Ability to work closely with WESST on coordination of project tasks and resources
- Plan and perform a complete testing process on website and database in order to ensure functionality
- Ability to embed video and multi-media files
- Integration with social media (LinkedIn, Facebook, Instagram, Twitter, YouTube, Flickr slideshows, etc.) and email marketing platform
- Training on Content Management System
- Provide the ability to easily display the entire site in Spanish/English
- 3-5 revisions on first draft of website design/structure
- Google Analytics installation (using WESST's Google Account)
- Installation of best practice SEO modules
- Ability for WESST staff to add microdata to events
- An easily navigable Class Calendar and platform for registration (see next item)
- Platform to accept registrations for workshops (both free and paid) that will process payment (or no payment) and forward all registrant information to appropriate WESST staff person as well as provide auto-reply forms to registrants to confirm process and provide detailed workshop instructions (editable by WESST staff according to workshop)
- Ability to accept secure online donations
- An easily navigable Client Directory: These pages and subpages include WESST client contact information and care will need to be taken to design it so users will be able to easily navigate, search and cross reference items.
- ADA compliant
- Full access to designated WESST staff of all site files, databases, CSS files, etc.
- The site and its contents will be owned by WESST
- Back up system that is easily recoverable

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5:00 p.m. on September 15, 2020. Women, minorities and people of color are encouraged to apply.

Evaluation of proposals will be conducted from September 16, 2020 until September 30, 2020. If additional information or discussions are needed with any bidders during this two-week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than October 9, 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed as quickly as possible.

Notifications to bidders who were not selected will be completed by October 30, 2020.

Project Timeline:

Project must be completed in a timely manner and an estimate of time must be completed by chosen bidder.

6. BUDGET AND METHOD OF COMPENSATION

All proposals must include proposed costs to complete the tasks described in the project scope. Pricing should be listed for each of the following items in accordance with the format below:

- Project Initiation and Planning
- Site Development
- Site Testing
- Site Deployment
- Site Training

Please provide total for each non-recurring cost and monthly recurring cost with a total for the overall project.

7. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal:

- Description of experience in planning, building, implementing and testing corporate or non-profit websites
- Examples of 3 or more corporate or non-profit websites designed and implemented by your organization
- Testimonials from past clients on website building and implementation
- Explanation of your proposed platform/CMS
- Project management methodology
- A full testing plan
- Any key differentiators about you?
- Details about your team
- Timeframe for completion of the project
- Terms & conditions

8. PROPOSAL EVALUATION CRITERIA

WESST will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to website design as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

Each bidder must submit a copy of their proposal by September 15, 2020 at 5pm Mountain Time either via snail mail or email to:

Lorena Schott – lschott@wesst.org
Director of Marketing Communications
609 Broadway Blvd NE.
Albuquerque, New Mexico 87102

Please include **WESST WEBSITE RFP** in the Subject Line or on the Envelope.