



Request for Proposals (RFP)

WBDC Website Redesign, Hosting and Content Management System

ABOUT THE WOMEN'S BUSINESS DEVELOPMENT CENTER

The Women's Business Development Center (WBDC) is an internationally and nationally recognized leader in the field of women's economic development. The WBDC was founded in 1986 to provide services and programs to support and accelerate women's business ownership, strengthening the impact of women on the economy. The organization has grown from a two-person operation to a staff of 24 full-time employees and consultants and an annual budget of \$3.3 million.

The WBDC delivers vital information and resources on all aspects of business ownership through entrepreneurial training; individualized business counseling; financing assistance including direct loans for newly-formed and established businesses, loan packaging and micro-loan technical assistance; business development and procurement assistance with corporations and government entities; Women's Business Enterprise (WBE) certification; advocacy on women's economic and business development policy issues; Latina Business Programs, offering business development training and technical and financial assistance in Spanish; and Child Care Business Programs, which provide industry-specific training for home and center-based child care providers. Headquartered in Chicago with a satellite office in Minneapolis, MN, the WBDC serves a nine state Midwestern region (Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin). Over the past 25 years, the WBDC has helped over 65,000 women transform their lives through business ownership.

OPPORTUNITY

The WBDC has been strategically preparing for growth in the years ahead, and expanded and enhanced use of technology is a critical component for this growth. In an effort to maximize our online presence and reach to prospective and current clients, donors and other stakeholders, we are investing in redesigning and increasing the capacity of our website, one of our most important outreach and marketing tools.

The WBDC is seeking proposals from certified Women's Business Enterprise (WBE) companies for a robust website design, including mobile-compatibility, and website hosting. The website structure should include a powerful, flexible and scalable open-source Content Management System (CMS) that is easily accessible to WBDC staff for management and maintenance. The WBDC website is managed by one systems/network administrator and 2-3 content creators/editors.

We are seeking an innovative, cost-effective and sustainable solution that has the ability to grow and accommodate future needs as the WBDC expands programming to include online/on-demand business training, direct lending and other services to meet the changing needs of small business owners. We

have included our business requirements in the RFP Project Scope. However, we realize that there may be best practices and state-of-the art solutions that we are not aware of. Therefore, we encourage you to present the best, most cost-effective, innovative and flexible solution based on your expertise and the information laid out in this RFP.

REQUIREMENTS

- Liaise with WBDC staff on specifications outlined in Objectives and Project Scope – company must be available to meet with appropriate WBDC staff at Chicago office
- Ensure site design is consistent with WBDC brand identity
- Provide at least three initial design concepts
- Work with current website provider as necessary to migrate information from current website
- Coordinate all aspects of project to ensure website is delivered within specified timeframe
- Conduct knowledge transfer of website set-up and backend management to WBDC staff

PROPOSAL DEADLINE

Friday, February 24, 2012 by 5:00 p.m. CST

PROPOSAL SUBMISSION SHOULD INCLUDE

- Description of company, including services offered, years in business and client list
- Samples of company's previous work and list of client references that the WBDC can contact
- Budget estimate for initial set-up and ongoing maintenance, proposed fees and any discounts and/or pro-bono commitments

*Please note that the WBDC is a 501c3 non-profit organization, thus we rely upon the generous support and accommodation from the various consultants and companies with whom we work. **In your proposal please indicate if you would be willing to donate some of your services pro-bono.***

Please submit a soft copy of the completed proposal to egirma@wbdc.org and 4 hard copies to:

Ellenie Girma
Systems/Network Administrator
Women's Business Development Center
8 S. Michigan Avenue, 4th floor
Chicago, IL 60603

For questions, please contact Ellenie Girma at 312-853-3477 ex. 540 or by e-mail at egirma@wbdc.org.

TIMELINE

- RFP finalists will be notified and scheduled for in-person interviews no later than Wednesday, March 14, 2012.
- In-person finalist interviews will be scheduled for March 22-23, 2012 at the WBDC's office.
- Final vendor selection and notification will be completed by Friday, March 30, 2012.
- The new WBDC website ready for "soft launch" online no later than August 1, 2012.
- The new WBDC website will be announced at the WBDC's 26th Annual Entrepreneurial Woman's Conference on September 20, 2012.

BACKGROUND INFORMATION

- The WBDC's current website is designed with the architecture of Microsoft's .NET framework technology. It currently has 50 main pages with embedded frames and 8 primary navigation menus. It was designed and is being hosted by the provider.
- The current Content Management System is a proprietary system developed and managed by the host company. It includes a proprietary online event registration system that requires separate data entry.
- The WBDC is currently undergoing a brand refreshing, which will include a new WBDC logo. The new WBDC website must be consistent with the WBDC's refreshed brand, showcasing the WBDC as a strong, relevant and progressive organization. The website design should have a modern feel that includes more white space and clean lines. Our website is a major outlet to reach prospective and current clients, donors and other stakeholders and should be easy to access and navigate, populated with succinct and current content, and able to be adapted and scaled to future needs.
- WBDC staff will provide all website copy, but we require expertise from the selected vendor on best practices for Search Engine Optimization.

OBJECTIVES FOR NEW WEBSITE

1. INCREASED FEATURES/FUNCTIONALITIES AND UPDATED DESIGN

- Online event registration system that can be seamlessly integrated with the website
- Capacity to integrate with online business education including webinars (currently provided through GoToWebinar) and online/on-demand trainings (platform yet to be selected)
- Incorporates WBDC social media outlets, blog, videos, photos and a homepage showcase of current news and events
- Design that makes the site easily accessible for visitors and is consistent with the WBDC's refreshed branding

2. IMPROVED BACKEND MANAGEMENT

- Open-source Content Management System that allows users to have full control of the design and content with a stage site for review and workflow process for content approval
- Detailed tracking and reporting of website traffic and usage (Google Analytics)
- Sound storage system for archiving
- Backend management of event registration system allowing for customization and reporting

3. HOSTING AND VENDOR RELATIONSHIP

- Vendor which provides website hosting and maintenance
- Hosting capacity for online/on-demand courses
- Good client/vendor relationship where the host company seeks to keep the WBDC technologically up-to-date and utilizing technology to fulfill the organization's mission

PROJECT SCOPE

SITE MANAGEMENT (CMS)

- Must provide secure remote access for backend users and control and restrictions of access to content and functionality through user accounts and permissions.
- Must provide easy-to-use methods to add directories and manage documents within them (adding, renaming, moving, deleting, archiving). Must provide users the ability to automatically generate pages, menus and navigations based on directory content and rearrange to any order with user permission. Moreover, users must have the ability to delete and rename pages, page headers, menus and navigations.
- Must include style restrictions and constraints on text or graphic contents to automatically format images and other rich media based on pre-defined standards for resolution and size.
- Must have the ability to integrate feeds from third-party content providers such as blogs, Facebook, Twitter, etc. An easy way for content contributors and site administrators to manage these feeds.
- Must be able to pull registration and payment reports from event registration system.
- Multi-lingual support built into the system.
- Allow visitors to render any given page as a PDF document.

CONTENT EDITING AND MANAGEMENT

- Contents must be directly entered in the editor or copied and pasted from other web pages (html), MS Word documents, PDF documents, etc. and multimedia objects (graphics, audio, video, etc.). In other words, the system must offer the option of stripping-out Microsoft formatting.
- Text formatting tools should be available in a WYSIWYG (what you see is what you get) option that is familiar to word-processor users. Content displayed in preview must appear the same to the final output. Text editor should include built-in spell checker.
- Must have the ability to create online forms.
- The CMS must provide content “review and approval processes” workflow including the ability to “red-line” to view content changes and approve or reject previous drafts.
- Must allow editors to attach notes to content items within the workflow, and for these notes to remain until final submission.
- Must support a staging or test server for development work and content archive. Must support content versioning and roll-back.
- Must be able to track content and support action dates (begin date, review date, archive date, end date, etc). Ability to generate automated e-mail notification for certain types of content that are nearing their expiration dates preferred.
- Must have the ability for site administrators and editors to search for pages that have not been updated in "x" number of days, weeks, months, or years.
- Must integrate “Event Online Registration System” for conferences, workshops, webinars, online/on-demand training or any other types of events.
- Must have the capability of supporting multiple page templates that take advantage of various browser capabilities to display content. In other words, must allow users to edit or preview their content for multiple display formats, e.g., for mobile, print-friendly and various browser versions.

CONTENT STORAGE AND RE-USE

- Must provide content storage and archive.

- Must provide backend database for event registration system and other online forms.

SECURITY

- Must integrate with payment gateway for secure online transactions for online event registration.
- In the future, will need to be able to accept online applications, including confidential business financial information.

SEARCH

- Must include search functionality for website visitors.
- Must support or facilitate indexing of published content by Internet search engines such as Google, Yahoo, Bing, etc.
- Must allow the flexibility to include or exclude content for search capability by various criteria. For example, the ability to tag content as available, or not available, to each search function on the site.
- Search functionality for content within the live website and archived contents.
- Support output to RSS.

TRACKING AND REPORTING

- Detailed tracking and reporting of website traffic and usage using Google Analytics.

SYSTEM ADMINISTRATION, SUPPORT AND TRAINING

- Strategies for emergencies (e.g. when site is down, etc.)
- Standard 24/7 technical support and its cost.
- Vendor must provide training on the CMS, preferably at the WBDC's location.