

University of North Alabama

Request for Proposal

Website Re-Design

For the

Muscle Shoals National Heritage Area

Release Date Nov 25, 2013

Questions due Dec. 13, 2013

Proposal due Jan 10, 2014

4:00 pm

## About the Muscle Shoals National Heritage Area

The Muscle Shoals National Heritage Area (MSNHA) is one of 49 congressionally designated National Heritage Areas (NHAs) in the United States and currently the only one in Alabama. Congress designates NHAs as places where natural, cultural and historic resources combine to form a cohesive, nationally important landscape. Through their resources, NHAs tell nationally important stories that celebrate our nation's diverse heritage. NHAs are lived-in landscapes that collaborate with communities to determine how to make heritage relevant to local interests and needs.

### Project Overview

UNA/MSNHA is seeking proposals from a firm or individual designer/website developer to redevelop the current website (<http://msnha.una.edu>) to enhance its over-all online presence. Our goal is to expand the online information about the six-county area which makes up the MSNHA.

The website is expected to consist of a main site with separate pages as required to incorporate all current website content and primary web services including links to outside websites as well as the use of email to contact MSNHA. The upgrade must be able to handle increased content and additional features through the use of content management system (CMS) and add-on components/plugin-ins.

### Short-Term Goals

1. Redesign the website with a look and feel that reflects MSNHA'S diverse makeup and vision.
2. Create a website that is modern and visually appealing.
3. Improve the timeliness of website information being updated through the use of a CMS.
4. Implement a design architecture that allows for easy accommodation of new pages and features as well as future sub-sites.

### Long-Term Goals

1. Expand the amount of information and documents the MSNHA can publish on the website.
2. Enable updating the look and feel of the website on an as-needed basis.

### Scope of Work

The vendor must deliver to MSNHA/UNA a new fully operation website with the following:

1. A project plan for the entire scope of work with input from MSNHA
2. A comprehensive "full function" CMS software solution including, but not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.
  - a. The responding vendor should limited-release CMS solutions.
  - b. The proposed CMS software must currently be in use in a wide variety of industries/government entities and shall not be a beta, release candidate or other early adopter technology.

- c. The responding vendor must have prior experience with this CMS.
3. A website redesign that includes, at a minimum:
  - a. Consistent look and feel for the website, including color schemes and graphic element to unify the website based on collaboration with the MNSHA.
  - b. Two (2) different design prototypes of a new home page for the MSNHA to consider. Then to ensure agreement on the design concept, the vendor will design a minimum of five (5) pages as determined by the MSNHA based on the selected prototype. The MSNHA will sign off on the design before the vendor proceeds with the development of the website.
  - c. New website content information architecture that supports easy navigation to information.
  - d. A navigational layout for the entire website. The MSNHA will sign off on the design navigation before the vendor proceeds.
  - e. A look and feel that works with mobile and tablet browsers using a "responsive website design" (RWD). This is to provide an optimal viewing experience -- easy reading and navigation with a minimum of resizing, panning and scrolling -- across a wide range of devices.
  - f. Google Analytics and Google Webmaster Tools.
  - g. American Disabilities Act Section 508 standards compliance.
  - h. Correct display in all major browsers, minimally including Internet Explorer, Firefox, Chrome, Safari and Opera.
4. A development and implementation of the website using the proposed CMS. The selector contractor must coordinate and work with the web communications manager to implement the website at <http://msnha.una.edu>
5. Conversion of all content and documents from the existing website into the CMS-based website/templates
6. CMS training to MSNHA employees who will be responsible for updating the website pages.
7. Additional items not listed above to provide a new fully operational website.

#### Selection Criteria

Applicants will be minimally judged based on the following criteria:

- Qualification of the design/development team
- Past experience on similar projects
- Viability of the proposed CMS
- Demonstrable web design skills
- References
- Stability of firm
- Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting “look and feel” for the website, a reasonable process for development of the website’s information architecture and ability to transfer web content.

#### Finalist Presentations

Project finalists may be required to give a presentation that minimally includes the respondent’s background and experience, vision for the website, website samples for similar projects, overview of the proposed content management system and project cost.

#### Proposal Submissions

Submission should consist of the following:

1. Letter of interest
2. Overview and background of the firm or individual submitting this proposal
3. Names of web designer(s), web developer(s) and content manager(s) who will work on the project as well as each individual’s relevant experience.
4. Proposal narrative, including your understanding of the Scope of Work, your vision for the project and other information you would like to include.
5. Detailed timeline of creation, implementation and training
6. Information about the proposed CMS, including functional specs, licensing provided in proposal and links to websites you’ve developed that use this CMS product
7. Samples of or links to previous work relevant to this project.
8. Reference contacts for similar projects. This including names and contact information for individuals who can speak to the team’s qualifications.

#### Project timeline

Submit proposal to the Procurement office, UNA Bibb Graves Hall, by 4:00 pm on Jan xx, 2014.

#### Proposal Delivery Address

UNA Box 5025  
Florence, AL 35632

Bib Graves Room 21

#### Questions

Address questions regarding this project to

Judy Sizemore  
UNA Box 5231  
Florence, AL 35632

Or email

[jsizemore@una.edu](mailto:jsizemore@una.edu)