

SUMMARY

Community MusicWorks (CMW) is accepting proposals to redesign and develop its website, communitymusicworks.org.

The main redesign goals are to develop a site that:

- 1) clearly presents what CMW is and does via a clean design and uncomplicated navigation
- 2) integrates social media and showcases a range of audio and visual content that tells the story of CMW
- 3) updates and integrates CMW's Media Lab WordPress site, communitymusicworks.org/medialab
- 4) is built in WordPress or on a similar CMS platform and as such has limited ongoing administrative costs and is able to be updated by CMW staff
- 5) functions well on a variety of screen sizes (desktop, laptop, mobile devices)
- 6) can be adjusted within reason as the organization continues to evolve

CMW is not looking to fully rebrand but is looking to remix/evolve our current identity in conjunction with the new site design.

ORGANIZATION OVERVIEW

Based on the conviction that musicians can play an important public service role, Community MusicWorks has created an opportunity for professional musicians-in-residence to build and transform their own urban community.

Through the permanent residency of its core group of professional musicians, Community MusicWorks provides free after-school education and performance programs that build meaningful long-term relationships between professional musicians, children, and families in urban neighborhoods of Providence, Rhode Island through teaching, mentoring, program design, and performance activities.

DEVELOPMENT GUIDELINES

CMW currently has a web presence that, while sufficient for some, fails to effectively communicate the complexity of our programming to multiple stakeholders.

Our stakeholders and audience groups include:

- Primary: Donors, foundations, press, classical musicians and classical music organizations interested in community work.
- Secondary: Prospective/past/current teachers, staff, students, families, volunteers, and general community arts enthusiasts/other non-profit organizations

In order to better communicate with these various audiences, CMW's website redesign will address the following:

- The site should be easy to navigate. Information should be grouped and presented in a logical manner and require minimal "drill down" for the user to find the desired information. The IA should create simplified communication channels between student/teacher, family/teacher, student/family, family/organization, donor/organization, etc and should also clearly present the resources CMW provides to the community (current and past teachers, parents, participants in Institutes for Musicianship and Public Service conferences, etc).
- The site should use a content management system that allows CMW staff to easily update content after the initial launch (WordPress is our preference).
- CMW's current blog is a separate site (communitymusicworks.typepad.com). The new site will migrate blog content from TypePad to the new site (leaving TypePad and working entirely within the new site's CMS). The site should also incorporate CMW's Flickr, YouTube, Vimeo, and Facebook accounts.
- CMW is not looking to fully rebrand but is looking to remix/evolve its current identity in conjunction with the new site design. Each section of the site should have a common look and feel, and the CMW logo should be prominently displayed on every page. The use of photographs, fonts and layouts should be consistent throughout the site, and high-quality images of CMW's work should be featured (CMW will provide images).
- Teachers currently use the "Media Lab site" (communitymusicworks.org/medialab/) to share programming activities and track student progress. The Media Lab site requires some updating (for example, the current flash audio player does not work on some mobile devices) and could be better integrated into the rest of the site.
- The redesign will aid CMW's efforts to increase national visibility of our work and local awareness of programming.

CMW will create/provide site copy, original photography, and any previously established graphic elements as needed, including some language in translation to Spanish.

To be effective, CMW's site must be:

- Easy and intuitive to navigate (for multiple groups of our constituents: students, parents, teachers, new visitors, current audience)
- Visually pleasing (clean and uncluttered) on a variety of screens
- Informative without being overwhelming
- Quick to load and operate
- Safe, secure, and compliant with web standards for internet accessibility
- Expandable/customizable within reason (for example when needing to showcase new programs or projects)

PROJECT MANAGEMENT

Project Leads: Sebastian Ruth, Artistic Director, and Kimberly Young, Managing Director
Responsible for sign-off on key decisions. Provide project steering and maintain relationships with outside stakeholders. Limited availability.

Project Manager: Jori Ketten, Media Lab Director
Responsible for keeping the project on schedule and within the budget. Participates in key decisions. Maintains communication between other team members. Regular availability (up to 3-5 hrs per week when needed).

PROPOSAL GUIDELINES

A PDF version of your proposal must be received via email no later than February 14, 2013 at 5PM. You will receive an email confirmation your proposal has been received.

Deliver proposals to the attention of Jori Ketten at
website_redesign@communitymusicworks.org.

The scope of this project is to redesign the CMW website (communitymusicworks.org) as per the above. A firm that can handle all site planning, interface design, and production is required.

We have \$10,000 for this design team for this project. The budget must encompass all design and production necessary for development and maintenance of the web site. Please list pricing for the following phases and your timetable for each phase, or present your approach to the process with pricing. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. CMW will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Phase I: Initial Planning

Review feedback from audiences/stakeholders and complete further research as needed, create objectives and goals for the site, select CMS, determine graphic look and feel, determine required functionality.*

** The CMW Website Redesign Team has conducted preliminary research with students, staff, and parents that will be shared with designers.*

Phase II: Information Architecture

Complete site map planning / wireframe development to show information architecture and placement and prioritization on the front page.

Phase III: Aesthetic Design and Programming

Develop prototypes for front page, other template pages, and custom pages. Programming begins.

Phase IV: Site Development, Testing, and Deployment

Complete final coding, making revisions as needed based on multiple-platform testing usage. Launch.

QUALIFICATIONS

Please address the following in your proposal:

- List up to five sites your firm has produced that best reflect your work and relevancy to this project, including the role your firm played in each project.
- Provide current reference information for three former or current clients.
- Briefly describe your experience in producing sites for non-profit and/or arts organizations.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.). What type of team will be assigned

to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.

- Provide a company profile, length of time in business and core competencies.
- Please disclose any hardware/software vendor partnerships.
- Please discuss your testing and support plan.

EVALUATION CRITERIA

The following criteria will form the basis upon which CMW will evaluate proposals. The mandatory criteria must be met and include:

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal (proposed solution meets criteria set forth in RFP).
- Expertise in recommending and communicating appropriate technical and aesthetic solutions (candidate has successfully completed similar projects and has the qualifications necessary to undertake this project).
- Aesthetic capabilities (prior work demonstrates engaging, user-friendly interfaces and an aesthetic that will fit within or extend CMW's existing visual identity).
- Value/pricing structure and price levels (fee is commensurate with value offered).
- Depth and breadth of staff (firm has appropriate staff to develop the site in the time frame needed).
- Proposal presentation (the information is presented in a clear, logical manner and is well organized).
- Demonstrated commitment to high service level agreements (SLA).
- Clear indication that the proposer has familiarized themselves with the current CMW site, both content and aesthetic (<http://www.communitymusicworks.org>)

FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company.

Title Page

Please include: Community MusicWorks Website Development Proposal, your company name, primary contact person and their complete contact information.

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. Please use fonts no smaller than 10 point.

Qualifications

Budget and Fees

TIMELINE

This RFP is dated January 14, 2013. Proposals are due on February 14, 2013.

Proposals will be evaluated immediately and a decision will be reached no later than March 15, 2013. During the evaluation period we may request interviews at our office and will contact you to make arrangements if so.

We would like to finalize and launch the new site within 6 months of reaching a service agreement with a design partner.

CONTRACT TERMS

CMW will negotiate contract terms upon selection. All contracts are subject to review by CMW counsel, and the project will be considered officially awarded upon signing of an agreement or contract which outlines terms, scope, budget and other necessary items.