



**Request for Proposal**  
**Website Design and Development**  
**National Society of Black Engineers**  
**August 3, 2018**

**Summary**

The National Society of Black Engineers (NSBE) is seeking a company to redesign the NSBE national website (NSBE.org) and associated websites. The company should have extensive experience building high-performance, scalable, cross-platform (web and mobile) applications for a high-traffic website. The company should be experienced in creating designs that are visually impactful, while promoting UX best practices across various platforms.

**National Society of Black Engineers (NSBE)**

With nearly 600 chapters and more than 18,500 active members in the U.S. and abroad, NSBE is one of the largest student-governed organizations based in the United States. NSBE, founded in 1975, supports and promotes the aspirations of collegiate and pre-collegiate students and technical professionals in engineering and technology. NSBE's mission is "to increase the number of culturally responsible black engineers who excel academically, succeed professionally and positively impact the community."

**Project Scope Guidelines**

NSBE is looking to retain a company to develop the NSBE national website (NSBE.org) and associated websites. The national website consists of the following:

- National website
- International website
- Six Collegiate regional websites
- Six NSBE Professionals regional websites
- Pre-College Initiative website
- Career Center website
- Corporate Partnership website

The proposed solution will need to incorporate the following:

- E-commerce solutions
- Membership management
- Resume management
- Content management
- Event management
- Scholarship management
- Donation management

- Ad management
- Third-party integration
- Notifications (web and mobile)

The company will need to follow these guidelines:

- All NSBE.org sites should be responsive and mobile-compatible.
- All aspects of the site should be encrypted.
- The chosen company will need to be able to develop APIs.
- The proposed solution will need to include data migration from the current site.
- The content management solution should be secure and provide controlled level access to authorized clients and users.
- The content served should be delivered to each user based on their personal preferences.
- The site should have a notifications and alert system upon login.
- The solution should have a comprehensive solution to support search engine optimization (SEO).

The company should provide implementation details on the following:

- Design:
  - Two (or three) mock designs for consideration, demonstrating the key components of the current website
  - Website map/architecture
  - User interface/user experience description (wireframes, copy decks)
  - Description of core user interface components
- Technology (Proposed technology stack; you have the liberty to recommend anything you believe is best.)
- Source code access and code reviews (source code delivery)
- Development process outline
  - Timeline
  - Requirements gathering
  - Assessment
  - Feature review and approvals
  - Design review and approval
  - Release schedule and approval
- Timeline
  - Requirements gathering
  - Development process
  - Current site audit/assessment
  - Site development schedule
  - Fee schedule
  - Development timeline
  - Delivery timeline
- Search engine optimization (SEO)
  - Business and competitor research
  - Keyword research
  - On-site optimization
  - Content optimization
  - Maintenance of Google tracking codes via Google Tag Manager
  - Indexing audit

- Monthly analytics / website performance report
- Monthly keyword / content ranking report
- Monthly SEO A/B testing and reporting
- Monthly heatmap + funnel report
- Monthly SEO consulting call for review and questions
- Quarterly high-level SEO audit
- Quarterly keyword research update and competitor analysis
- Hosting
  - Cloud (AWS) vs. in-house hosting recommendations
  - Server configurations
  - Backup
  - Disaster recovery
  - Access
  - Hardware specs
  - Backups/failover
- Maintenance and support
  - Maintenance schedule
  - Support
    - Method of contact (phone/email/chat?)
    - Frequency
  - Service level agreement (SLA)
  - Escalation process
  - List of services included
- Google AdSense integration
- ADA compliance
- Detailed description of the site cost including:
  - Website design
  - Website development
  - Website maintenance
  - Hosting
  - Encryption and SSL
  - Other costs
- Development team overview
  - Local developers (U.S.-based)
  - Developer availability for design meetings, discussions, etc.
  - Lead developers' skill sets, etc.

## **Proposal Requirements**

### **Cover Sheet**

- Company name, address, telephone number, contact person, email address, website address and number of offices in the United States
- At least two proposed designs, demonstrating the user experience
- Signature of an authorized agent of the company submitting the proposal

### **Company and Proposal Overview**

- Communicate the depth of your company's understanding of the entire scope of this request for proposal.
- Describe how your company would approach this engagement specific to the major category of the project scope guidelines.

- Provide your company profile, including its length of time in business, core competencies, values, philosophy and mission.
- Provide an in-depth list of your company's capabilities and services.
- Provide at least three examples of websites your company has developed and maintained.
- Describe how your company differentiates itself from its competitors.
- Provide a list of your key personnel with a brief bio of the person(s) who would manage the website development.

### **Client-related Questions and Requests**

- Please provide a current client list, including contact information for two clients with whom you have had a long-term relationship. Please provide details about why these relationships have been successful.
- What is the average term for which your clients have worked with your company?

### **Budget Development**

The budget for this phase of the project is a maximum of \$100,000.

### **Proposal Due Dates**

The company shall submit an electronic version of the proposal in an Adobe Acrobat format to [ywatson@nsbe.org](mailto:ywatson@nsbe.org) no later than 5:00 p.m. (EDT) on **Friday, August 17, 2018**. No proposals received after this deadline will be considered.

### **Timeline for Proposal**

August 3, 2018:	Request for proposal announced
August 17, 2018:	Proposals due
August 31, 2018:	Notification to agencies
September 21, 2018:	Presentations from agencies
September 28, 2018:	Final notification and decision announced
October 8–12, 2018:	Contract negotiations
October 22, 2018:	Kickoff meeting to develop and design NSBE.org

### **Timeline for Project**

This initial phase of the project should be completed no later than April 19, 2019.

*All responses should be no longer than 12 pages, with font no smaller than 12 points.*

### **Source Files**

All files used to create pages, templates, images, or other elements associated with this project shall be delivered prior to project completion. This includes, but is not limited to, the following types of files: HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPEG, and PNG.

### **Intellectual Property Rights**

All copyright and other intellectual property rights in the project deliverables shall be assigned to NSBE, prior to project completion. Exception will be made for third party, commercial, or open software.

**Confidentiality & Disclaimer**

This document contains NSBE proprietary and confidential information. The information contained in this document may not be published, disclosed or used for any purpose other than to prepare for this Request for Proposal (RFP), without the prior written consent of NSBE.

**Disclaimer:** NSBE reserves the right to accept any proposals deemed to be in the best interest of NSBE, to waive any irregularities in any proposals, or to reject any or all proposals and to re-advertise for new proposals. In its sole discretion, NSBE may withdraw the Request for Proposal ("RFP") either before or after receiving proposals, may accept or reject proposals, and may accept proposals which deviate from the RFP as it deems appropriate and in its best interest. In its sole discretion, NSBE may determine the qualifications and acceptability of any party or parties submitting proposals in response to this RFP. Completing and submitting this RFP does not imply a contract with NSBE.