

REQUEST FOR PROPOSAL (RFP)
WEB SITE UPGRADE

POETRY SOCIETY OF NEW HAMPSHIRE
PO BOX 1118
AMHERST, NH 03031

DECEMBER 1, 2017

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1. SUMMARY AND BACKGROUND

Poetry Society of New Hampshire, hereafter referred to as PSNH, is currently accepting proposals to develop, design, launch, and host a new web site. PSNH Board members have determined that a new user-friendly platform is needed for the web site to allow for improved functionality, member access and participation, and content management.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction PSNH wishes to go.

PSNH is a non-profit membership organization, incorporated in early 1960, that promotes poetry through the publication of books, The Poets Touchstone magazine, open mics, workshops, contests, a monthly calendar of events, collaborations with other artists, and assisting the Governor in selecting the State Poet Laureate.

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST December 22, 2017. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

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. All contractual terms and conditions will be subject to review by PSNH board of directors and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

3.1 Project Purpose

The purpose of the portal upgrade project is as follows:
PSNH's current web site was implemented in 2009. The PSNH board of directors has determined that the website platform is not providing the features that our members need and deserve, and the services that the officers of PSNH require to facilitate their tasks. PSNH believes that by using current web-based technologies and a more effective web site design

we can provide our members and potential members with more information, a more user-friendly environment, and achieve a higher success rate on our mission goals.

3.2 Project Description:

PSNH is seeking a provider to utilize the latest web-based technology to create a web site that is user friendly, simple to use, provides detailed information about who we are and what we do, and is easy to add or modify content. The site design should incorporate the latest key word search practices and maximize “searchability” in all current internet search engines.

The finished web site must allow PSNH’s designated Webmaster to easily manipulate the layout and content to allow for staying up-to-date with both technology and information. The new site should take into account changes in technology, larger screens and faster connection as well as a mobile site for display on phones and tablets.

The web site design and layout should be aesthetically pleasing, simple for users and members to navigate, provide descriptions of PSNH history, mission, Board of Directors names, and contact information. The site must also be completely secure against intrusion. The site should also allow members to access their profiles, and download digital copies of TPT, (if they have a subscription to).

4. PROJECT SCOPE AND REQUIREMENTS

4.1 Project Scope

The scope of this project includes all design, development, coding, licensing, and hosting of PSNH’s new web site. Related content will be provided to the selected bidder by PSNH’s Board of Directors for inclusion in the design of the new web site.

The selected bidder will be responsible for planning and conducting a thorough market research to ensure the best technology in all aspects of the Web Site, including security, speed, maintainability, and upgradability.

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

- Visually and aesthetically pleasing web site design
- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the web site in a design theme that fits targeted audience
- Ability to migrate current web content to new web site
- Site can be changed/modified easily by PSNH-designated personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site content should be searchable with key word searches
- Prominent display of PSNH logo, mission, and vision throughout all pages of the web site

- Site should be compatible with all current web browsing technology and easily upgradeable
- The selected bidder to work closely with a PSNH-designated webmaster on coordination of project tasks and resources
- Plan and perform a complete testing process on web site and database to ensure functionality
- Hosting of both the web site and database and a repository which collects and tracks site visitor information to include:
 - Pages visited
 - Length of page visit
 - Visitor trends
 - Visitor origin URLs
 - Search tool analysis
 - Visitor page maps
 - Site referrals

4.2 Requirements

- 4.2.1 All the current web content shall be migrated to the new web site.
- 4.2.2 A search engine shall be part of the new web site platform.
- 4.2.3 All site content shall be searchable with key word searches.
- 4.2.4 A content management system shall be integrated with the platform, so that authorized members of the organization can post new content or update pages.
- 4.2.5 The Platform shall have Membership Management Plug-In Application (App.).
- 4.2.6 The Membership App shall provide and support a membership portal.
- 4.2.7 The members shall be able to securely do the following tasks:
- register online,
 - create a profile,
 - log in to update their profile,
 - pay their dues,
 - obtain information on their membership status,
 - select a notification mechanism (text, or email) for renewal notices.
- 4.2.8 The membership App shall automatically notify members on their membership renewal status three months, two months, and one week prior to the expiration of the membership as well on the day the membership expired via a notification mechanism chosen by the members in their profile.
- 4.2.9 The Membership App should support and maintain a membership database.
- 4.2.10 At a minimum the membership database shall include the following fields:
- name,
 - mailing address,
 - email address,
 - phone number,

- the date of last membership dues paid,
 - the next membership renewal date
- 4.2.11 The members whose subscription include digital copies of the TPT shall have the ability to download them.
- 4.2.12 As with the current site, the new web site shall have “Contests and Submissions” menu item.
- 4.2.13 Clicking the “Contests and Submissions” menu shall open a page in which visitors can choose from “Submission to TPT”, “Members Contests”, or “National Contest”.
- 4.2.14 “Submission to TPT”, “Members Contests”, and “National Contest” pages shall have related submission information.
- 4.2.15 “Submission to TPT”, “Members Contests”, and “National Contest” pages shall have an “Upload” function for the respective visitor to upload his or her poem(s) in the required format.
- 4.2.16 The website shall direct automatically the uploaded poem(s) to a folder designated for the respective editor(s) and administrator.
- 4.2.17 The designated editor(s) and administrator for each of the submission folders shall have the ability to securely access that folder.
- 4.2.18 The platform shall include a user interface for smart phones and tablets.
- 4.2.19 The web site shall be easy to maintain and update to enable PSNH volunteers to take on the tasks.
- 4.2.20 The web site shall include sufficient security to prevent unauthorized access to membership database.
- 4.2.21 The new PSNH web site shall be operational no later than March 21, 2018.

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5pm EST December 22, 2017.

Evaluation of proposals will be conducted from January 2, 2018 until January 12, 2018. 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 January 31, 2018.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by February 16, 2018.

Notifications to bidders who were not selected will be completed by February 23, 2018.

Project Timeline:

Project initiation phase must be completed by March 1, 2018.

Project planning phase must be completed by March 3, 2018. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

The new PSNH web site shall be operational no later than March 21, 2018.

6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC), monthly recurring costs (MRC), or Annually Recurring Costs (ARC). Pricing should be listed for each of the following items in accordance with the format below:

Task	NRC	MRC	ARC
Project Initiation and Planning			
Market Research			
Site/Database Development			
Site/Database Testing			
Site/Database Deployment			
Site/Database Hosting			
Other			

NOTE: All costs and fees must be clearly described in each proposal.

7. BIDDER QUALIFICATIONS

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

- Description of experience in planning, building, and hosting corporate web sites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more corporate web sites designed and implemented by your organization
- Testimonials from past clients on web site building and hosting work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Detailed Test Plan
- Timeframe for completion of the project
- Project management methodology

8. PROPOSAL EVALUATION CRITERIA

PSNH will evaluate all proposals based on the criteria set below. To ensure consideration for this RFP, your proposal should be complete and meet all 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 web site design and hosting 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
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit 5 copies of their proposal to the address below by 5pm EST
December 22, 2017:

PSNH
PO Box 1118
Amherst, NH 03031