MREA

Voice For Greater Minnesota Education

Request for Proposals for Website Redesign

Updating the design and functionality of the website while ensuring security and backup best practices

Proposals Due Electronically By
12:00 pm (noon) CDT
Monday, June 27, 2016
via email to
Dawn Zimmerman
Communications Director
Dawn@WriteAdv.com

Background

MREA is a 501(c)(4) membership organization and the only advocate exclusively for Greater Minnesota schools. As a key player in education policy, we redefine education from the Greater Minnesota perspective, analyzing demographic trends and their impact on rural Minnesota to:

- Sponsor and shape legislation to promote educational equity, quality and accountability
- Champion continuous school improvement and performance funding
- Work for improvements in student education and outcomes

Our programs include educational lobbying and advocacy, membership meetings, annual professional conference, regular member communications, training workshops, and member benefit discount opportunities.

MREA is supported primarily by membership dues from 215 public school districts throughout Greater Minnesota. We also have additional agency, business, and individual memberships. We employ one administrative assistant and contract for executive director, communications, advocacy/lobbying, and bookkeeping services. Learn more at mnrea.org

Project Overview

MREA seeks to engage a partner to redesign its current website, migrate the content and host it in a stable environment that meets security best practices and provides regular backups.

The website is an integral part of MREA's communications efforts, providing the vehicle for regular news updates that can be shared through e-blasts, social media and other means.

MREA's website is a dynamic tool that stays fresh with new content every week and attracts high traffic during the legislative session.

Through the website, MREA aims to:
- Provide easy access to the latest new and information on the education issues that matter to members
- Establish thought leadership in education advocacy and be a resource for extensive information on the impact of an issue with maps, graphics, guides and other resources
- Maintain an archive on legislative news related to key issues impacting Greater Minnesota schools

Services Requested

Website hosting with new design, migration of current content, security and backup provided on ongoing basis. MREA will be responsible for all new content following migration of current content.

PROJECT COMPONENTS:

1. Website design refresh

   This includes the development of a new template that is highly visual, dynamic and flexible. Key needs include:
   - Highly visual appearance
   - Rotating displays (main banner and special features)
   - Integration with social media (links to Facebook and Twitter)
   - Adherence to MREA brand standards
   - Mobile responsive

2. Content Management System

   MREA currently uses WordPress and requires the same or comparable CMS capable of managing at a minimum:
   - Highly active news posts, typically 10 posts a week
   - New landing pages developed monthly
   - Pages updated monthly

3. Functionality Need

   MREA needs the website to include these key functions:
   - Blog – Categorized by Issues that can be added/changed
   - News Module (can be combined with blog)
   - Forms Module (with auto responders)
   - Search Engine (with functionality like Google) – not just a search bar

4. Hosting

   The website needs to be hosted in a secure environment and on a server that can handle high traffic and routine spikes. Since the content on the website is so dynamic, regular back ups also are critical. Speed and reliability are important to MREA.

5. Additional Features (Optional)

   MREA seeks to integrate other functions into the website, if possible, to condense its current number of platforms. Please price separately Current platforms are noted in parentheses.
   - Event Management and Registration (Reg Online)
   - Membership Directory (FileMaker Pro)
   - E-Marketing Platform with tracking and segmentation (Mail Chimp - 2,500 people reached 8-10 times per month)
   - Survey (Survey Monkey)

Proposal Requirements

Proposals must include the following:

1. Statement of understanding of work to be performed
2. Evidence of qualifications to provide services, including background and experience with other similar clients
3. At least three examples of your work.
4. Names and biographies of manager and other staff who will work on the project
5. Organization size and structure.
6. Proposed process and timeline for new site launch.
7. Proposed fees and the maximum fee charged.
8. Proposed ongoing hosting plans, including your ability to meet security, speed, performance and backup needs.
9. Billing rates and procedures for technical questions after site launch.
10. References and contact information for at least two comparable clients.

Proposal Submissions

Proposals must be received via email to no later than noon (CDT) on June 27, 2016.

Submit proposals and direct any questions to:
Dawn Zimmerman
dawn@writeadv.com
320-493-0041

Interviews of the finalists will be conducted in July 2016. The selected partner will be notified no later than August 1, 2016.