



## EWA Website Redesign Request For Proposal

**Summary:** The Education Writers Association is seeking proposals for the redesign of its website <https://www.ewa.org>. EWA is a member-based nonprofit association that serves the community of journalists who cover the field of education. Our offerings include live and virtual training and networking opportunities, reporting fellowships, an array of online informational resources, and an annual awards program for education journalism. The mission of the Education Writers Association is “to strengthen the community of education writers and improve the quality of education coverage to better inform the public.”

### High Level Objectives:

- Clarify EWA and its mission, as well as the functional purpose of the website, for website visitors - then guide them to what they are looking for
- Increase EWA member and public engagement with EWA’s core offerings
- Improve the user experience by making desired content easier to find/access
- Create a more dynamic and enriched user experience through enhanced content presentation
- Ensure SEO best practices are followed
- Make the site GDPR & ADA compliant (WCAG 2.1 AA preferred)
- Reduce the CMS learning curve for EWA staff content creators/editors

### Submissions/Project Timeline:

- Target go-live date for the website project is December 2021.
- Interested developers may submit project inquiries through February 23, 2021 (please submit inquiries to [rwilson@ewa.org](mailto:rwilson@ewa.org)).
- Interested developers should submit their proposals by March 1, 2021 (see instructions at the end of this document).

*The project will be awarded as soon as possible following the submission deadline - pending the number of proposals received. Project will commence once the contract with the developer has been signed.*

### Evaluation Criteria

Developer selection will not be based solely on the lowest submitted bid. EWA is looking for a long-term partner to enable future website enhancements, as well as to provide ongoing support and maintenance. EWA is a nonprofit with a small staff, and as such will value developer experience working with similar organizations. Expertise in integration with Salesforce and other technologies to enhance business use of the website will be highly valued. A portfolio demonstrating completed websites that offer engaging user experiences should be a priority for those interested in submitting proposals..



## **Important Considerations**

- EWA will require a recommendation for a web hosting platform along with associated pricing. EWA's current web host is Pantheon.
- EWA's preliminary preference is for an open-source CMS that will prove easy for staff members to use. It is our belief that an open-source CMS will prove to be more cost-effective over time; however this is not an exclusive criteria for submission. If proposals submitted are for a proprietary/turnkey CMS, then a breakdown of ongoing costs should be provided along with cost-benefit analysis vs. open-source platform.
- While the current EWA website is not integrated with EWA's Salesforce AMS, we anticipate the need to integrate the two systems in the near future, if not as part of the initial redesign. At a minimum, the CMS platform should be extensible to support integration with EWA's native Salesforce AMS and potentially other systems (LMS, virtual conferencing platform, etc.). The scope and timeline for integration of the systems can be explored during the discovery phase of the project.
- Ongoing website maintenance and support agreement options should be included with the proposal along with associated pricing.
- Content migration: EWA's current website consists of >6,100 items (per DynoMapper) & > 11.2k indexed pages (per Google Search), which include approximately 2,000 linked files (images, pdfs, docs, etc., per Drupal). Not all content will be migrated to the new website, but we anticipate enough will be to necessitate a means of automated porting into the new system.

## **Other Criteria**

- Recommendation for an archiving strategy for the content not being migrated to new site for future reference
- Strategic tagging of the new site for GA4 analytics
- Scope project for extensibility to meet future EWA programmatic offerings

## **Current website design summary**

- Built in Drupal v6 (customized by website designer/manager Digital Deployment)
- Current site consists of > 11.2k indexed site pages & additional 7.3k excluded pages
- Estimate that 30% of these pages will not be migrated to new site
- Current site has no integration with EWA Salesforce AMS
- Current site is hosted on Pantheon



## Current Site Content Hierarchy

**Topics pages:** (aggregation feeds of site content related to a particular area of programmatic focus) Topics pages are sub-grouped into 3 categories: P-12, Higher Education, and P-16 (all levels)

**Events:** EWA produces an annual National Seminar, approximately 6 smaller professional learning events, 2-4 Webinars per month, and occasionally other events through the course of a program year. All events except webinars currently have a dedicated landing page/feed. Webinars have a dedicated post. Website is not integrated with EWA's AMS (event management system) or webinar hosting platform at this time.

**Resources:** Currently this is a catch-all for many types of content offerings, including: Online directories (EWA Source Search SME directory), Job Postings & Press Releases, Blogs (feeds of posts delineated mostly by their target audience), EWA weekly podcast episodes, Newsletter archive (outdated offering), Programmatic offerings and Member Services.

**Awards:** Information related to EWA's annual reporting competition, which typically includes presentations at the EWA National Seminar; this is a high-profile and long-standing organizational program.

**Join:** Overviews of membership levels and links to application forms

**About:** Also a bit of catch all. This section features: General announcements, Information about EWA governance (boards and bylaws), Contact EWA, Funder information, and Sponsorship opportunities.

**Donate:** Link to FormAssembly donation form that is tied to Salesforce AMS.

**Staff pages:** These are hidden pages on the site that serve the main function of allowing site content to be tagged to navigation terms that reflect Active program year grants from funders. This is intended to facilitate identifying web site content related to grants when preparing grant reports and is not intended for the use of visitors to the EWA website.

## Other Content

### Multimedia:



- Embedded webinar/event session players (videos are streamed from Vimeo)
- Embedded Podcast players (podcasts are streamed from Libsyn)
- PDF & Office file attachments: these are linked to posts throughout the site and are either generated by EWA or provided by guest speakers/presenters to be shared with the EWA audience
- Images - stored in Drupal database, most posts throughout the site feature at least one image

### **Proposal Submissions:**

The proposal should be sent to [ewa-rfp@ewa.org](mailto:ewa-rfp@ewa.org). The proposal should also include:

- A brief overview of your organization, including a short introduction to you/your team
- Any examples of work with member associations
- Proposed budget, including breakdown of major project phases

*EWA is committed to diversity and inclusion in every aspect of our mission to strengthen the community of education writers and improve the quality of education coverage to better inform the public. Our vision for excellence in education journalism includes improving the quality of education coverage by attracting, retaining and leveraging the talents of diverse education writers, as well as producing culturally competent resources. The Education Writers Association is an equal opportunity employer committed to a diverse work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to submit.*

*This commitment spans all our work, including this project. In light of that, submissions must include information on your own organization's commitment to DEI, not just as an underlying fundamental but also in how this commitment manifests in your work.*

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