

Request for Proposals:

WordPress Theme Change and Web Improvement

Ontario Council for International Cooperation (OCIC)

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Proposal submission deadline: September 9, 2020

Ontario Council for International Cooperation (OCIC)

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Overview

OCIC is looking for a website design/development firm or organization to help migrate our current WordPress site to a new WP theme that could maintain most of the look and feel and functionality of the current site. On the new site, the designer/developer will help redesign and improve parts of the website, specifically the Membership Renewal setup, *What We Do* page redesign, and Event Board improvement. The designer/developer will work alongside OCIC to ensure that the new theme and design are accessible, user-friendly and mobile-friendly.

Your contribution will help OCIC to provide better services, communications, opportunities and resources to organizations, institutions and individuals working towards sustainable development in communities worldwide.

The project should be completed by no later than December 15, 2020, in order to soft launch in January 2021. The project budget is \$6,000 CAD, inclusive of HST, excluding costs associated with the purchasing of an existing theme, plugin(s) or software licensing, if applicable.

Organization Background

The Ontario Council for International Cooperation (OCIC) is an expanding community of Ontario-based international cooperation and global citizenship-focused organizations, institutions, and individual associate members committed to working for global social justice, human dignity and participation for all. As a Council, OCIC supports our members and the development of the Ontario international cooperation and global education sectors by sharing resources and providing capacity building, networking, and public engagement opportunities for collective reflection and action towards sustainable development.

Current Challenges

OCIC's current WordPress site uses a child theme of *TheLeader*, which is no longer updated. Besides security concerns, this has caused ongoing clashes between the website's theme and several plugin updates. The *Final Tiles Gallery* plugin, for example, has stopped functioning and resulted in the failure to update some key website pages, such as the *What We Do* page, which usually showcases our latest programs, activities and resources. The WordPress updates also cause JavaScript errors that fail to redirect users to payment pages when they renew or apply for membership.

Project Objectives and Scope of Work

The ultimate goal for this project is to improve both the front and backend of the website to provide better user experience and services to our members and audiences. At the same time, we are putting emphasis on website accessibility, in compliance with the *Accessibility for Ontarians with Disabilities Act* (AODA) and WCAG 2.0.

Key objectives include:

- to maintain most of the current clean look and feel of the OCIC website
- to resolve errors and glitches caused by the current theme and WP update clash
- to streamline our membership data collection and the annual membership renewal processes
- to improve the *What We Do* page to provide better user experience and to help our members and new users locate resources, programs and opportunities available
- to improve the user experience for the site's Event Board
- to incorporate accessibility design and functions to the website to better comply with the AODA and WCAG 2.0 AA standards

The firm or organization is expected to work with OCIC:

- to determine and select a new WordPress theme
- to lead a secure website backup process and set up a staging site
- to complete plugin updates on the testing site, and provide any technical support during the project timeline
- to understand OCIC's operational needs and improve the membership database functionalities on *Formidable Forms*, including report generation, tagging, automated renewal process, etc.
- to propose and implement a redesign for the *What We Do* page
- to materialize aspects of a UX design prototype prepared previously for OCIC for our Event Board (including event listing page and posting page)
- to incorporate recommendations and considerations for web accessibility, including conducting user testing with users with accessibility needs
- to conduct user testing on the testing site, with support from OCIC
- to provide guidance around web maintenance and sufficient documentation specifying how to create new content, upgrade program modules, troubleshooting tips, and admin functions
- to provide technical support at a co-determined level of minimum frequency after the project, for up to two years

Functionality Requirements and Details

Membership Database

OCIC's Annual Membership renewal process for organizations, institutions, and individuals is undertaken in the spring of each year. The current renewal and membership application processes are powered by the *Formidable Forms* plugin. We hope to adjust the backend in *Formidable Forms* to allow automated renewal reminders to be sent via email, accompanied by an invoice. We are also looking for ways to better capture and tag membership data in order to generate reports, and to search, index, and archive data more effectively.

What We Do page

OCIC's current *What We Do* page has three menu items based on our three strategic directions (capacity building, multi-sectoral dialogue, and influence and inspire). The three categories have not been

effective or self-explanatory enough for users to find specific programs or activities they would like to explore under *What We Do*. We hope the redesigned *What We Do* page could more effectively highlight OCIC's latest initiatives, while also serving as an archive of previous initiatives.

Event Board

OCIC has worked with UX designers in the past to create a prototype for the Event Board. The design hopes to mitigate the current pain points where users find it hard to find specific events and their details. The Event Board is powered by *Formidable Forms* and we hope to incorporate more tagging and categorization to help streamline the user experience in finding events that are most relevant to them. The prototype will be shared and discussed with the contracted designer/developer at the start of the project.

Project Budget and Timeline

The project budget is six thousand (\$6,000) CAD, excluding costs associated with the purchasing of an existing theme, plugin(s) or software licensing, if applicable. The project timeline is as below:

- **September 9, 2020:** Deadline for proposal submissions
- **Week of September 14, 2020:** Finalists selected and invited for interviews
- **Late-September 2020:** Successful proposal selected
- **October-December:** Project undertaken, including user testing with members and audiences with accessibility needs (OCIC will help recruit user testing participants)
- **January 2021:** Soft Launch

The overall process will be discussed and designed by the firm or organization in consultation with the OCIC Communications Specialist, Director of Operations, and Executive Director. In consideration of the COVID-19 pandemic, meetings and activities will take place on Zoom.

Proposal Requirements

The ideal candidate(s) will showcase in your proposal a work plan for theme selection (or customization) and migration. You will also demonstrate strong knowledge of and experience in website backup, user experience testing, and accessibility compliance (AODA, WCAG 2.0).

We encourage you to include:

- an introduction to you/your company and key differentiator(s)
- a brief overview and/or examples of your recent web design/development projects (experience working with nonprofits and charities is a plus)
- explanation of proposed methods to select and migrate to a new WP theme
- explanation of proposed methods to improve OCIC's current What We Do page
- proof of proficiency and knowledge of Formidable Forms, if applicable
- an outline of website user experience/accessibility improvement ideas based on observations of OCIC's current site

- a detailed budget and estimated timeline
- contact information for three relevant professional/client references

Proposals will be evaluated based on experience and capacity to deliver, relevance, value for money, availability during the timeline noted, references, and overall fit. Proposals should not exceed 10 pages, including all references and appendix.

Proposal submission

Applicants must be legally eligible to work in Canada. If this opportunity is of interest, you are invited to submit your proposal with all suggested documents and information to elisa@ocic.on.ca **by no later than 10:00am (EDT), September 9, 2020**. Please note **“OCIC Web Proposal”** in the subject line.

As an equity seeking organization, OCIC encourages applications from qualified individuals/firms that represent the full diversity of communities in Canada, including complexities of intersecting identities such as ability, age, class, gender, race and sexual orientation. As such, applicants are encouraged to self-identify. While we appreciate the efforts of all applicants, only those selected for an interview will be contacted.