Website Redesign Request for Proposal (RFP)

Introduction
The Texas International Education Consortium (TIEC) has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute, and deliver a refresh/redesign of TIEC’s website (www.TIEC.org).

TIEC seeks a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website architecture, design, development, and deployment, as well as SEO optimization and paywall management.

About the Organization
The Texas International Education Consortium is a 35-year-old 501c3 non-profit international education organization that serves a membership of 43 universities - 33 in Texas and 10 around the world - with the mission of increasing university internationalization. TIEC was originally established as an independent non-profit for the purpose of creating a flexible, non-bureaucratic entity through which member universities could work with foreign partners to receive students and send faculty overseas on higher education consulting projects. The marketing value of a Texas-wide consortium is high and attracts foreign partners who want a variety of programs that TIEC manages, either utilizing in-house talent or drawing from faculty across the membership.

Throughout most of its history, TIEC used a word-of-mouth marketing method with a weak website and non-existent social media presence. In 2017, with the onboarding of its current CEO, TIEC began to invest in digital marketing and promotion. In 2018, the website was completely overhauled and TIEC built a presence across social media platforms. TIEC’s digital strategy supports both the marketing and outreach needed to find new partners and clients, as well as to establish TIEC as a thought leader. As its membership has grown, its services have increased, and its web presence must serve its diverse needs. In addition to promoting its membership and services, its website should house the potential for subscription services in the future, and a paywall feature for training and membership activities.

TIEC staff have reached the limit of what they can do without a professional services contract. Thus, TIEC is seeking support for the following efforts.
Project Deliverables

The goals of this project include creating a TIEC website that:

- Conveys information effectively and efficiently for its audience, including through compelling content and user-friendly, multiple navigation paths to simplify finding relevant content;
- Accurately and eloquently tells its story through design and content, including case studies, promotion, and services;
- Is visually compelling with a clean and modern design;
- Is integrated with social media;
- Thoughtfully directs site visits based on company objectives (i.e., promotes TIEC services in line with its goals, rather than its past);
- Utilizes dynamic design elements to keep content fresh and relevant;
- Hosts a members-only function and paywall function for training and subscription content;
- Has maximal audience engagement/conversion;
- Utilizes SEO;
- Integrates with TIEC’s Learning Management System interface (Moodle) (uses WP interface)

TIEC seeks a firm that will deliver a visual refresh and a site-map redesign as well as expertise on best practices and usability surrounding architecture and navigation. In addition, the refresh will maximize and promote constituent engagement.

TIEC’s website is an integral component of its mission, and as TIEC wishes to add more information and reach more users, the site design and usability are increasingly important.

In the five years since the last redesign, new technologies have changed the way that information is delivered online. TIEC seeks to leverage these technologies while also revitalizing the site design and building an online brand presence for the organization.

In particular, the site must be designed and built responsively to assure visitors can view content from any type of device in high- and low-bandwidth environments. Visual redesign of the entire site must be coordinated to create a cohesive message and be easily accessible to users.
Target Audiences
The target audiences for the site are:

- International education organizations
- University personnel
- Potential funders and partners on grant-funded projects
- Potential clients for project management
- Consortium members

Style
TIEC will provide a copy of its current brand standards but will be open to creation of complementary colors and font standards for the web, depending on design direction. TIEC will require the creation of an online brand standard document.

Website Samples
TIEC seeks samples of websites that the vendor would recommend modeling after, given TEC’s goals and objectives for content and usability.

Web Content Copy
Any new content will be developed by TIEC. New landing pages or text that would drive lead conversion and partnership creation given changed architecture will be the priority. TIEC seeks vendor’s plan for designing such new pages and TIEC will draft text. Vendor’s expertise will be sought when finalizing content.

Associated Databases / Catalogs / Accounting / Membership Software
Currently, the TIEC website is built on the WordPress platform and hosted by a third party. TIEC will continue to host in this way and would like to make use of the tools already in place whenever possible when new data collection or payment opportunities are presented on the site.

Required Elements

- Updated architecture and user-centered design
- Social Media integration at the page level (LinkedIn, Facebook, Twitter, Instagram)
- Responsive design and infrastructure for mobile and tablets
- Interactive content and design to engage the user
- Strong SEO to lead visitors to site
• Knowledge of linking website build into Wordpress
• Incorporation of usability testing
• Strong adherence and awareness of ADA compliance issues and other issues around disability that are prevalent among our constituency

**Search Engine Optimization**
Site must be built in a way that maximizes any SEO opportunities and will continue to do so as new pages and posts are added.

**ADA Compliance**
The website should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among TIEC constituency.

**Traffic Reporting**
Vendor should ensure that website traffic is being analyzed successfully using appropriate analysis tools (e.g. Google Analytics).

**Response Deadline**
The deadline for submitting a proposal is August 15, 2023.

**Vendor Selection**
Upon the deadline, TIEC will review all proposals and select three finalists. Those three will be invited to present their firm, accomplishments, and resources, and to provide greater clarity on their proposal. TIEC intends to select the vendor by September 1, 2023.

**Project Duration**
TIEC seeks to launch the project on September 11, 2023 and conclude no later than January 12, 2024.

**Proposal Instructions**
Proposals, as well as questions and requests for clarification, should be sent to TIECSearch@tiec.org with “Website RFP” in the subject line. Applicants are requested to address/provide the following in their proposals:

1. Sample project plan
2. Itemized project budget
3. Applicant’s approach to website design
4. Details regarding applicant’s website project management process
5. A summary of website development experience
6. Existing client references that are also using WordPress
7. Contact details of persons to be approached for clarification of the proposal, if needed
8. Identify individuals who will make up the project team, including their relevant experience and credentials:
   a. Name, address, email, phone, website
   b. Number of years in operation
   c. Top clients and when (date) they partnered
   d. Four to six client references
   e. Three to five most relevant projects, who worked on each project, link to case study or website URL
   f. Number of individuals (approx.) that will work on the website project, their roles & responsibilities, bios, years of experience for each, awards/certifications
   g. Any additional resources required for support (ex: sub-contractors)
   h. Number of hours and general timeline from start to completion (approx.)
   i. General overview of website build process end-to-end