

# Association Website Redesign RFP

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**A Website Redesign**

**REQUEST FOR PROPOSAL**

**from**

**The Society for Personality and Social Psychology**

**Contact:**

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# Background

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## I. About Organization

SPSP is a member-based nonprofit organization. With over 5,700 active members, the Society of Personality and Social Psychology is the largest organization of social psychologists and personality psychologists. Founded in 1974, the Society has three general missions:

- a. Produce and Disseminate Knowledge to the Profession and the Public for the Public Good through Personality and Social Psychological Science;
- b. Promote the Careers of Students and Professionals in the Areas of Personality and Social Psychology; and
- c. Recognize and Promote Achievement in Personality and Social Psychology.

We currently have four full-time staff members in our central DC office. We do not have in-house IT staff, but most staff members are capable of interacting with various technologies on a functional level. The project will be initiated and managed by Operations and Membership Assistant Brian Riddleberger. However, primary implementation and management of the project must be carried out by the vendor.

## II. Purpose of Project

SPSP is requesting a re-design proposal from vendors to help update the SPSP site to a contemporary design and migrate the site to an open-source CMS. Therefore, we are looking for a user-friendly CMS platform, such as WordPress, Joomla, or Drupal, that will allow us total customizability to meet our needs now and into the future. We need a website that will allow us to promote and leverage our content using a flexible and aesthetically pleasing design. The current web design was implemented in Spring of 2011.

## III. Existing Technologies

The technologies we currently utilize are:

- content management system
- association management system (membership database)
- career center
- event registration / management
- forums/listserve
- e-commerce
- Press room
- Publications (API with external site)
- External blog on WordPress (<http://www.spspblog.org/>)
- External Foundation site ([www.fpspfoundation.org](http://www.fpspfoundation.org))
- External Meeting site ([www.spspmeeting.org](http://www.spspmeeting.org))

*We currently use YourMembership.com – an “all-in-one” service which provides us with our Content Management System as well as our Association Management System. This package also has integrated functions such as a career center, forums, and event management. This system was implemented in Spring of 2011.*

## Project Requirements

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### IV. Website Vision Statement

SPSP’s website must incorporate the tri-fold mission of the organization by enabling us to engage with a public audience, provide career support to our members, and promote awareness of achievements in social psychology.

SPSP’s website should have a modern and dynamic design to engage our audience; utilize a CMS platform that allows us to easily customize the look, feel and content of the site; and a homepage that permits us to leverage important news and announcements to our membership.

### V. Website Objectives

- Provide a more engaging, positive experience for visitors to our website
- Increase awareness of our programs, services and capabilities
- Create distinct landing pages for target audiences (members, students, researchers, post-docs, press, etc.) [See <http://www.siop.org/> for dual navigation menu]
- Simplify the main navigation bar(s) across the top of the homepage, and minimize scrolling down on homepage
- Improve navigation menus and page organization across the site
- Use complimentary colors to make the overall site more dynamic and visually appealing
- Feature multimedia on the homepage and News pages [See tile layout on [www.aaas.org](http://www.aaas.org)]
- Leverage specific content on the homepage (i.e., press releases and Annual Meeting), and be able to customize overall page layout
- User-friendly, responsive CMS that is compatible with web browsers on both Mac and PC
- Integrate the existing blog into the main site, and be able to create other blogs/microsites to integrate with the main site (foundation, meeting)
- Integrate and communicate with an external membership database via API
- Leverage Facebook, YouTube and Twitter on the homepage [See <http://www.digitalanalyticsassociation.org/> top banner]
- Include media coverage on the News Center landing page [See ‘PNAS In the News’ section on [www.pnas.org](http://www.pnas.org)]

### VI. Scope of Project

- **Content management system** –The CMS should be compatible with web browsers across both Mac and PC platforms. The CMS should allow for event modules, news modules, and adding a

blog/micro-sites. It should be able to communicate via API with an external membership database to allow members to log in.

- **Responsive Web Design** – The website should be responsive to various browser sizes, and screen sizes. It should resize appropriately and function for mobile and tablet users.
- **Content** – There are 218 files currently uploaded on our site, including images, video and PDFs (not all files will ultimately migrate to the new site). There will be around 100 pages that will migrate over from the current website. Most will need to be rewritten/edited before or during migration.
- **Site architecture** – The navigation menus on the homepage should be simplified and re-organized. Ideally a dual navigation bar across the top, with one bar identifying the various audiences and the second mapping out important pages [See <http://www.siop.org/>]. Navigation menus should be available on sub-pages, to allow for easy of navigation to other pages within that section of the site [See left-hand menu on APA About Us page: <http://apa.org/about/index.aspx>].
- **Website functions** – The homepage should allow for more multimedia, utilizing a modern design and less reliance on strict columns. Annual Meeting content should be easy to leverage across the site, especially on the homepage. There should be landing pages for the various audiences visiting the site, for instance, a landing page for students linking any related pages that a student would access. A more robust News Center for the press is necessary for leveraging news content and media coverage. There is currently one WordPress blog that must be integrated into the main website, and should allow for integrating/creating other blogs as well. The site must be able to communicate with an external membership database, allowing members to log-in to view special sections.
- **Sign-On** – We will need a member log-in on the homepage that will need to communicate with an external membership database and give access to members-only content (e.g. Publication Access page)
- **Integrations** – SnapChat, Membership database, WordPress blog, RSS Aggregator, Wufoo Forms
- **Site Search** – We will need a basic search tool to allow visitors to search the content of the website.
- **Look and feel design** – The look and feel of the website should be more contemporary—less reliant on strict columns, with more use of tile design. Some websites that can be used for reference: [www.aaas.org](http://www.aaas.org), [www.gap.com](http://www.gap.com), and [www.weather.com](http://www.weather.com) – these sites use multimedia, and complimentary colors. We would like a color scheme that utilizes complimentary colors, and not just the blue and grey of the logo. We would like a dual navigation bar (like the one on [www.siop.org](http://www.siop.org)) where we can create sections for our various audiences, as well as provide tabs to key landing pages on the site.
- **Content migration** – SPSP staff will move the content over from the current website. There will be ~100 pages to migrate.
- **Taxonomy** – The current taxonomy of SPSP is very simple, and we do not currently tag pages with keywords. We would prefer a CMS that would permit us to tag pages with useful keywords, and categorize our content so that users can reach the information they desire more quickly and efficiently. Implementing a more robust taxonomy would also permit us to offer more customization for users when they log-in to our homepage.
- **Support** – Since we do not have in-house IT staff, we will need primary implementation and management of this project to be handled by the contracted company.
- **Hosting** – We are open to recommendations for hosting. Vendor must advise staff in domain management/pointing.

## VII. Project Due Date

This site must be preview-final by February 20, 2015. It will launch live mid-March. Along with the launch, SPSP will coordinate be the launch of a new database and separate members community.

# Submission Information

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## VIII. Schedule of Evaluation Process

RFP distributed to vendors	June 13, 2014
Intent to bid due*	June 25, 2014
RFP questions due*	June 27, 2014
Deadline for proposals	July 11, 2014
Vendor demonstrations/presentations	July 22-24, 2014
Vendor review	July 25-Aug. 11, 2014
Notification by	August 18, 2014
Start project	August 25, 2014

\*Intent and questions should be submitted by 5 pm EDT to [briddleberger@spsp.org](mailto:briddleberger@spsp.org). NO PHONE CALLS.

## IX. Submission Requirements

Submit proposals by 5 pm EDT, July 11, 2014, to:

Brian Riddleberger, Project Manager  
[briddleberger@spsp.org](mailto:briddleberger@spsp.org) | (202) 524-6544

Submissions should include:

- 1) Scope of Service (including any assumptions)
- 2) Plan for staffing the project and appropriate bios
- 3) Timeline for development
- 4) Samples of live products to review
- 5) List of 3-5 clients for references
- 6) Plan for training/transfer of product
- 7) Costs for project
- 8) Specific associated costs not covered, if applicable (software, graphics, etc)
- 9) Costs for additional development/support after transfer of project

## X. Evaluation Criteria

-Costs of project, additional development/support

- Prefer flat fee versus billable hours
- Timeline and ability to complete project on time
- Examples of previous work/track record
- Integration abilities (and previously integrated AMS)
- Project staff
- Support of software updates/upgrades

## **XI. Budget**

This project is currently budgeted at \$30,000.