

New Brunswick Association of Social Workers



Website Design & Development Request for Proposal

The New Brunswick Association of Social Workers (NBASW) is seeking an innovative and dynamic web design company to design and develop a new website for our organization.

RFP Sent: June 12, 2017
Responses Due: July 13, 2017

Send proposals or questions on the RFP to: Rachel Mills, RSW
Social Work Consultant
(506) 459-2557
rmills@nbasw-atsnb.ca

Budget for new website: Maximum of \$50,000

Timeline for new website launch: June 2018

NBASW Overview

The NBASW holds two primary roles. We represent a membership of approximately 1,900 social workers and are responsible for promoting the profession of social work. We do this by organizing activities during social work week each year, offering continuing education, participating in community events and consultations where we represent the voice of NB social workers, and using traditional and social media to comment on issues important to social workers. We also have a legislated responsibility to protect the public, which we carry out by ensuring that people working as social workers are registered with us, and by investigating complaints against our members. Our office is located in Fredericton, NB and we have four full-time staff members.

Our Audience

Our primary audience is our membership and future members. Members may access our site for registration information, to keep up to date on the work of the Association or to learn about upcoming events and professional development opportunities. 39% of our membership is unilingual English, 4% unilingual French and 56% report a level of bilingualism. While the age of our members is varied and includes student members and retired social workers, 72% of our members are under the age of 50. The provincial

government is the largest employer of social workers in NB, however, you will find our members working in: policy and research, academia, child and adult protection, disability services and long-term care, adoptions, corrections, schools, hospitals and healthcare, community-based non-profits, private practices and more. Social work is a values-based profession guided by a Code of Ethics which includes a strong commitment to social justice.

Our secondary audience is the general public, who may be seeking to learn more about the profession of social work in New Brunswick or the process to make a complaint against a social worker.

New Website Objectives

Our website's number one objective is to inform and educate our members and the public about the profession of social work in New Brunswick and our role as the professional association.

The second objective is to serve as a central source of information for NB social workers about resources, education or employment opportunities that may be of interest to them.

Current Website

Our current website, www.nbasw-atsnb.ca, is about 7-8 years old and does not serve us well anymore.

The navigation is not intuitive, and even our own staff have a hard time finding things on the website. The site lacks a clear path for our visitors to find the information they are looking for. The site is also not visually appealing as it is mostly text, with very little ability to add visual content (photos, infographics) or embed videos. The colour and feel of our website is dull and does not portray the diverse and vibrant work of our profession. We are seeking to rebrand and must ensure our website is consistent with this new image.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS) for use by NBASW staff
- Intuitive navigation and search functionality
- To be fully bilingual (English-French)
- Clean and focused design
- Highly visual with ability to easily embed video content (YouTube videos)
- Any applicable content imported from current site
- Optimized with SEO best practices
- A blog
- Social media integration (share buttons, follow buttons, feed from social media networks on website, etc.)
- Responsive website design (for use on Smartphones, Tablets)
- Contact us page with staff profiles and email links

- Basic accessibility features
- Ability to track website analytics
- Well organized news section (possibly with carousel style content on homepage)
- Employment opportunity section that would allow employers to submit job advertisements directly through the website
- Searchable Online Public Registry (To determine if someone is a registered member)
- Searchable Private Practice Registry (To allow members of the public to find a social worker in private practice by region, language or specialty)
- Ability for new applicants or existing members to submit applications forms and supporting documentation through the website (with fillable forms or by uploading scanned documents)
- Call to Action buttons

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Resource section that would allow members to place orders for resources online
- Secure login section of website for members only (member portal)
 - Unique sections for each of our 11 local chapters to post news, meeting information or events. Could include calendar of events. Ideally these sections could be edited by the local chapter representative, independent of the NBASW office.
 - Ability to link external databases with website (to allow members to renew online registration, submit continuing education hours through their website login)
- Ability to integrate interactive tools (example: <http://ethical.nscsw.org/>) into the website

Budget Details

As listed in the summary, our budget for this project is a maximum of \$50,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements in the future.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy

- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: June 12, 2017

Responses Due: July 13, 2017

Finalists Selected & Contacted : July-August 2017

Winner Selected & Contacted : October 2017

Project Kick-off : November 2017

New Website Launch Target Date: June 2018

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Rachel Mills at rmills@nbasw-atsnb.ca or (506) 459-2557.