



Request for Proposal: Website Redesign

May 10, 2024

PROPOSALS DUE: 5:00 pm EDT, May 24, 2024

Send the proposal to Gina Zhang (gina@myfuturenc.org)

myFutureNC is seeking proposals from qualified website design agencies or freelancers to redesign our company website. The purpose of this redesign is to enhance user experience, improve functionality, and modernize the design to better align with our brand identity and strategic priorities. We invite interested parties to submit proposals outlining their approach to the project, relevant experience and proposed cost.

I. Project Overview:

myFutureNC is a 501c3 non-profit, non-partisan organization laser-focused on achieving educational attainment and workforce development for students and adults across North Carolina. myFutureNC is charged with ensuring North Carolina achieves the state's educational attainment goal, which is to ensure that by 2030, 2 million North Carolinians ages 25-44 have an industry-valued credential or college degree. Our mission is twofold - to provide opportunities for upward mobility for all North Carolinians while also ensuring employers have access to a skilled workforce.

Our current website (<https://www.myfuturenc.org/>) serves as a primary platform for showcasing our robust data and resources and generating leads. The redesigned website should reflect our brand and strategic priorities, be user-friendly, and optimize outreach and communication efforts. The objectives of the project are 1) Decrease bounce rates and increase conversion rates to encourage desired actions from website visitors, i.e., download myFutureNC attainment profiles, make donations, and gain an understanding of myFutureNC's approach and priorities. 2) Simplify and streamline processes for managing and updating the website, such as content creation, editing, and publishing. 3) Align the website's design, content, and functionality with myFutureNC's identity and strategic priorities. 4) Incorporate SEO best practices to improve site visibility.

5) Evaluation of our current website governance and site management, site support, hosting, and recommendations to support our new website strategy. 6) Provide a user-friendly backend platform that allows myFutureNC staff to make website updates in the future that do not require coding knowledge.

We have identified the following core audiences whom the site is specifically geared to address. The new website should provide unique customer journeys to audiences from these sectors: Business, Education, Philanthropy, and Government.

II. **Scope of Work:**

1. Planning:

- Review the existing site and analytics data to provide a thorough assessment of the current website.
- Develop a comprehensive project plan outlining milestones and deliverables.

2. Design:

- Create wireframes and design mockups for key pages based on the project requirements and brand guidelines provided by myFutureNC.
- Ensure the design is responsive, accessible, and visually appealing.
- Incorporate feedback from myFutureNC and key stakeholders throughout the design process.

3. Development:

- Implement the approved designs using modern web technologies.
- Ensure compatibility across browsers and devices, and integrate necessary functionality.
- Adhere to web accessibility standards: WCAG 2.1, WCAG 2.0 Level A, and Level AA, Section 504, Section 508.
- Display optimally on a range of screen sizes and devices (smartphones, tablets, desktop monitors). A mobile navigation for smaller screens and a desktop navigation for larger screens.
- Ensure the new website incorporates Google Translate.

4. Content Creation and Migration:

- Assist with content strategy and optimization.
- Migrate existing content to the new website, ensuring accuracy and consistency.

5. Testing and Quality Assurance:

- Conduct thorough testing to identify and resolve any issues.
 - Ensure the website meets industry standards for security, performance, and accessibility.
6. Training and Documentation:
- Provide training to myFutureNC staff on how to manage and update the website.
 - Create documentation outlining the website's structure, functionality, and maintenance procedures.
7. Launch and Post-Launch Support:
- Coordinate the launch of the redesigned website.
 - Provide ongoing support and maintenance to address any issues that may arise post-launch.
 - myFutureNC will obtain ownership of ALL design, code, and content of the website upon completion of the project.

III. Project Timeline

1. Proposal Submission Deadline: May 24, 2024
2. Selection of Vendor: June 7, 2024
3. Planning Phase: June 2024
4. Design Phase: June-July 2024
5. Development Phase: July - August 2024
6. Content Creation and Migration: August-September 2024
7. Testing and Quality Assurance: September - October 2024
8. Launch: November 2024
9. Post-Launch Support: November - December 2024

IV. Proposal Requirements:

Interested parties are requested to submit proposals that include the following information:

1. Company Overview: Provide an overview of your company, including relevant experience and expertise in website design.
2. Project Approach: Outline your approach to the website redesign project, including your process for discovery, design, development, testing, and launch.
3. Portfolio: Provide examples of previous website redesign projects that demonstrate your design capabilities and expertise.

4. Team Composition: Detail the members of your project team, including their roles and qualifications.
5. Timeline: Provide a proposed timeline for the project, including key milestones and deliverables.
6. Cost Estimate: Provide a detailed breakdown of costs, including design, development, and any other relevant expenses.
7. myFutureNC is interested in working with a long-term strategic partner after site delivery. The vendor should include recommendations and a menu of options and pricing for ongoing website support, maintenance, and development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go, or per-hour pricing (time and materials). myFutureNC is interested in vendor recommendations for how much budget we should allocate toward ongoing maintenance and support for a website similar in size or scope.

V. Submission Instructions:

Proposals should be submitted via email to gina@myfuturenc.org no later than 5 PM EDT on May 24, 2024. If you have any questions or need clarification on the project requirements, please contact Gina Zhang at gina@myfuturenc.org.

myFutureNC reserves the right to reject any or all proposals received and to negotiate separately with any source necessary to serve the organization's best interests.

We look forward to receiving your proposals.

Sincerely,
myFutureNC