

# Psychometric Society Website Request For Proposals

*September 14, 2018*

## Overview

The Psychometric Society is seeking a web developer and back-end maintainer to enhance and support their existing website. The society would like to preserve much of the content and design of the current website, while adding some new features and increasing member database functionality. Initial responsibilities include website transfer and feature additions, while long-term responsibilities include server maintenance and system administration. Content is generally handled by society members and society management.

The website is currently designed in Drupal, and there is a preference to remain in Drupal to preserve content. However, the society will consider proposals to move out of Drupal if the current website's content can be easily transferred. The society wishes to stay with a Content Management System (CMS) like Drupal or Wordpress, so that society staff and volunteers can add content while using minimal HTML or other programming languages. Also, the CMS must be web-based so that staff/volunteers can add content via a browser.

## About the society

The Psychometric Society, founded in 1935, is an international 700-member group of quantitatively-oriented researchers. The society's website was redesigned around 2014, with considerable content additions related to the society's history, past conferences, and other happenings. The society would like to preserve this information as they move to a new back-end vendor, while also adding some new features to make information gathering/organization easier. Much of the current site can be viewed publicly, without a login, at <https://psychometricsociety.org>.

## Technical specifications

- Hosting will be at the recommendation of the bidder.
- Privacy: Vendors must be General Data Protection Regulation (GDPR) compliant, because many society members are from the EU.
- Association Management System: The society requires association management functionality, including ability to store membership records, dues automation and payment processing (eCommerce), conference registration, and eCommerce.
- Annual conference: Vendors must be able to implement an abstract submission system for the society's annual conference. The abstract submission system largely involves many text fields containing presenter name(s), affiliations, and presentation summaries. The submission data should be linked to the membership and eCommerce databases, so that (1) users can pay on the website, and (2) relevant conference data are easily obtained and formatted. All systems must be GDPR compliant.
- Permissions: Optimally, the CMS will allow multiple permission levels for different types of members so that, e.g., trustees can access parts of the website that regular members cannot.
- Maintenance: The CMS will allow society and management staff to allocate administrative controls and manage workflow so that individual members or small groups can contribute to site maintenance, keeping content up-to-date and dynamic.
- Metrics/analytics: Vendors should provide a component for tracking visitors, such as Google Analytics.
- Search Engine Optimization (SEO) is required.
- Accessibility: Where possible, adhere to W3C guidelines for accessibility (level 1). (<http://www.w3.org/WAI/intro/wcag20#related>)
- Support and initial training are to be supplied by vendor.

## **Launch goals**

Soft launch by (site is live, but not announced): Week of August 12, 2019.

Hard launch on September 9, 2019.

## **Rights over products**

The Society will retain all physical and property rights over the software, and text and image files that are products of the project described in this proposal. The Vendor will be performing work for hire and will be expected to sign a legal waiver regarding any use of the products delivered to the Society.

## **Bid information**

Based on the above information, please provide the Society with a fixed price bid to transfer <https://psychometricsociety.org> and to maintain it.

This fixed price bid should include a detailed breakdown of the vendor's pricing for the different elements.

## **Vendor information**

Please include the following information in your submission:

- Staffing: How will project be staffed (e.g., all internal staff or team of consultants)
- Your team: Bios of staff and/or consultants that you anticipate working on the project, their experience (including association websites they worked on), their role in the Society's project, titles and how we will interact (e.g., do we deal with project manager who relates our messages to rest of team?)
- Maintenance fees: Cost of maintaining the site after it is live (e.g., hosting, programming, maintenance charges, troubleshooting)
- Budget control: Explain how the budget will be controlled and communicated, both during the initial transfer process and on an ongoing basis
- Workflow: Describe the preferred process for obtaining specific details/descriptions of the desired product (e.g., kickoff meetings, use cases, wireframes, scoping workshops)
- Business Summary (one page or less) on your company, including physical address, whether publicly or privately held, years in the web design business, annual sales, number of full and part time employees, and a comprehensive client list
- References: Three customer references including contact name, phone number, and brief description of work with them. References from other associations are especially valued.
- Portfolio: Provide URLs of relevant web sites designed and implemented
- Association management: Provide examples of the proposed association management system and its functionality, including databases and generated reports.

## **Criteria for vendor selection**

Proposals will be evaluated with the following criteria:

1. Suitability of proposal – the proposed solution meets the needs and criteria set forth in the RFP
2. Expertise in communicating and recommending appropriate technical and aesthetic solutions
3. Value – The price is commensurate with the value offered by the proposal.
  - Define cost of project. Include a separate cost estimate for any proposed features not outlined in the scope above

- Provide a payment schedule based on your estimate and aligned with each completed phase of the work.
4. Budget control procedures, sound process flow, and the ability to meet the launch deadlines
- Include detailed work plan that describes all deliverables and anticipated decision points. Deliverables are considered tangible evidence of performance and work completed. Include ability to meet dates of soft and hard launch.
  - Describe how your firm will report progress, including how you will interact with the Society (i.e., weekly meetings? conference calls? Some of each?) Please provide a rough schedule of meetings with the Society, from initial conversations to launch.
  - Describe current and completed projects comparable to this one. Include specific services provided, start and completion dates, name, address, and phone number of the client reference, and the names of all firm members involved. Please include any non-profit or government clients, with contact information for references.

### **Contact information for potential vendors**

We appreciate your interest in this project and look forward to reviewing your response to this solicitation. Letters of intent should be submitted by October 5, 2018 (5:00pm eastern time), with the deadline for full proposals being November 16, 2018 (5:00pm eastern time). Letters of intent, proposals, and questions should be sent to Kaylee Walters at [kwalters@reesgroupinc.com](mailto:kwalters@reesgroupinc.com).

We will make every effort to respond to your questions within one business day of your request. We realize your question may result in a change or modification of the scope of the project. If we have additional information that is relevant to all potential respondents, we will send an email to all respondents, also by that date.