



ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

Request for Proposals: WEBSITE REDESIGN

Dated: August 6, 2021

Proposals Due: September 15, 2021

Overview

The Association of Southeastern Research Libraries (ASERL) requests proposals for the redesign of its website, found at <http://www.aserl.org>.

The new website should have a fresh, contemporary look that provides our users with the best possible experience in their interactions with ASERL. It should build confidence in our staff expertise and services, promote online and in-person engagement with our programming, and include more graphics/imagery to support visual learners.

We will accept proposals until **12:00pm ET on September 15, 2021**. Please see Requirements and Proposal Guidelines below for detailed information. We look forward to hearing from you.

About ASERL

Founded in 1956, the Association of Southeastern Research Librarians is one of the largest regional research library consortia in the United States. ASERL programming focuses on four main areas:

- Supporting innovation within our profession and membership
- Enabling enhanced sharing of library resources to support research, teaching, and learning
- Providing top-quality professional development and leadership activities, with an explicit focus on improving diversity, equity, and inclusion within our member libraries
- Leading the development of shared print library collections within the region and more broadly

Membership in ASERL is institutional: We provide valuable programming and services to only 37 members, which are the libraries at the largest research universities in the region.

ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

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Telephone: 404-727-0137 | **Web:** www.aserl.org

ASERL's Mission Statement

ASERL advances southeastern research libraries by enabling collaboration, sharing knowledge, fostering innovation, and building community.

ASERL's Values

1. We collaborate and foster collegiality and best practices among the research libraries of the southeast
2. We exceed expectations by building upon traditional strengths and responding to rapidly changing research technologies
3. We provide leadership for developing staff and programs to keep libraries at the core of teaching, technology, and research activities at our universities
4. We work collectively toward creating a more equitable and inclusive environment

Current Site Overview

ASERL's current website was originally developed in 2011 by one of our member libraries on our behalf.

- It uses WordPress for content maintenance and includes a customized WP theme that has proven difficult to maintain over time. As a result, we are using an outdated version of WordPress (v 4.5.24) to avoid breaking the customizations that are in place.
- A content audit is underway, conducted by ASERL staff and volunteers.
- The site was not designed with accessibility for nontraditional users in mind; rectifying this error is a critical component of the new site. We are also deliberating options for how to improve the accessibility of the many legacy PDF documents found on the site.

Requirements for the New Website

We seek clever, smart ideas for a new site architecture that would better serve the needs of all our audiences, including our library deans/directors, others working in our member institutions, webinar presenters and attendees, colleagues and collaborators outside ASERL's membership, and potential funders. We are completing a content audit in-house, and will work with your team to prioritize, write, edit, and organize content. We would like your team to build out one page for each main section of the new site. ASERL staff and volunteers will maintain website content on an ongoing basis.

Minimum Requirements

1. Use WordPress for site management
2. Compliant with WCAG 2.1 AA Guidelines
3. Improve site security
4. Improve navigation – not everything in one long list on the homepage
5. Improve search functionality

6. Fully responsive design to ensure user experience on mobile phones is similar to desktop PCs, laptops, tablets, etc
7. Add password-protected pages/sections for member-only content
8. Add categories / tracks / tagging to webinar recordings
9. Reduce clicks to access linked documents
10. Keep the look and feel simple, classic
11. Improve mix of text and graphics for visual learners
12. Improve findability of “contact us” information

Also on the Wish List

- Event calendar that is easy to maintain
- Job board that is easy to maintain
- Add method for members to update their contact information / email subscriptions

Design

The design should communicate:

- ASERL’s role as a leader in cooperative library programming
- The value of ASERL membership – access to innovative programming, collegial networking with others in the field, and sharing the benefits and efforts on programs of mutual interest
- The ease of working with ASERL

It must follow the best practices within in the academic library profession, but innovate to provide better solutions where feasible.

Finally, the design must be attractive and functional across all modern Web browsers. It must be fully responsive and functional across all screen resolutions and all devices. The site must follow all best practices that will lead to strong SEO and provide Google Tag Manager data.

Proposal Guidelines

This is an open and competitive process. Proposals received after 12pm Eastern Time on September 15, 2021 will not be considered.

Requested Information

1. Your vision for our website
2. Your plan for addressing our requirements
3. A realistic timeline, assuming we enter into contract in early October 2021
4. An estimated budget, itemized
5. Your qualifications, including:
 - a. Three to five websites that best reflect your work and relevancy to this project.

- Detail the role you played in each project. Only sites that are live will qualify during evaluation
- b. Contact information for current references for three former or current clients whose sites are included in the list above
6. Your capacity to provide the requested level of support throughout this engagement (e.g., company profile, length of time in business and core competencies, identify who will be assigned to this project and explain their roles and your project management processes)
7. Terms and conditions

Timeline and Questions

- Issuance of Request for Proposals: August 6, 2021
- Due date for questions: August 23, 2021
- Questions answered by: August 27, 2021
- Due date for proposal: September 15, 2021 at 12:00pm ET

Please direct questions regarding this proposal to John Burger, ASERL Executive Director, at jburger@aserl.org.

Submission Guidelines

1. ASERL will accept proposals until 12:00pm ET on September 15, 2021. Proposals must be submitted electronically as attachments to John Burger / jburger@aserl.org.
2. Any costs incurred in developing a proposal in response to this RFP are the responsibility of the Bidder.
3. Proposals are to be prepared in a simple manner designed to provide ASERL with a straightforward presentation of the Bidder's capability to satisfy the requirements of this RFP.
4. Proposals must include all applicable requested information and meet all specification requirements. If significant errors are found in the proposal, or if the proposal fails materially to conform to the requirements of the RFP, the proposal will be rejected.
5. Proposals must be made in the official name of the firm or individual under whom business is conducted and must be signed by a duly authorized person.
6. Any commercial or financial information obtained in response to this RFP will not be disclosed. All Bidders must visibly mark as "Confidential" any proprietary, financial or commercial information, which, if disclosed, might cause harm to the Bidder's competitive position.
7. Once submitted, proposals and any supporting materials will not be returned to the Bidder.

Evaluation Criteria

The winning Bidder will be selected by the project committee and approved by the ASERL Board of Directors. The selection will be based upon a best value decision. This means that the Bidder's past performance, demonstrated capabilities, customer service, technical expertise, and commitment to delivering top-quality work are as important as competitive pricing.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

1. **Proposal Presentation** — The information is presented in a clear, logical manner and is well organized.
2. **Suitability of the Proposal** — The proposed solution meets the needs and criteria as set forth in this RFP.
3. **Candidate Experience** — Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
4. **Value/Pricing Structure and Price Levels** — The price is commensurate with the value offered by the proposer.

Contract Terms

1. ASERL reserves the right to accept or reject any and all proposals, in whole or in part, received as a result of this RFP, to waive minor irregularities and to negotiate in any manner necessary to best serve its interests. ASERL reserves the right to make a whole award, multiple awards, a partial award, or no award at all. Non-acceptance of a proposal will mean that one or more others were deemed more advantageous to ASERL, or that all proposals were rejected.
2. ASERL reserves the right to amend this RFP at any time prior to the due date. If it does become necessary to amend any part of this RFP, ASERL will furnish an addendum to all prospective Bidders. Amendments shall be distributed within a reasonable time to allow Bidders to consider them in preparing their proposals. If the time and date for receipt of bids does not permit preparation, the time shall be increased to the extent possible in the amendment.
3. All documentation received from Bidders will become the property of ASERL and will not be returned.
4. Bidders shall not assign all or part of any agreement resulting from this RFP without express written permission from ASERL's Executive Director.
5. Bidders may not use the name "ASERL," "Association of Southeastern Research Libraries," or ASERL's logo in other publications/communications beyond this RFP except upon approval from ASERL's Executive Director.
6. ASERL will negotiate contract terms upon selection. All contracts are subject to review by legal counsel, and a project will be awarded upon signing of an agreement or

contract, which outlines terms, scope, budget and other necessary items.

7. Upon completion of the development and deployment of the site, ASERL will assume full responsibility for website content maintenance and administration. All content and graphics will become the sole property of ASERL.