

## **Request for Proposals: Website Improvement**

Manitoba Council for International Cooperation (MCIC)

**Proposal submission deadline: September 25, 2020**



*Manitoba Council for International Cooperation*

### **Manitoba Council for International Cooperation (MCIC)**

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**Contact:** Patricia Maruschak, Director of Engagement and Learning  
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### **Overview**

MCIC is looking for a website design firm to help us design and develop a new website which will prioritize a clean look and an accessible, user and mobile-friendly experience. The new website will help MCIC to provide better resources, opportunities and information to educators, organizations, institutions, and individuals working towards sustainable development in communities worldwide.

The project should be completed by no later than January 15, 2021, in order to soft launch during the week of January 25, 2021 prior to International Development Week (January 31 – February 5, 2021).

### **Organization Background**

The Manitoba Council for International Cooperation (MCIC) is a coalition of 40 Manitoba-based organizations involved in international development. MCIC supports, connects, and amplifies the work of its members and partners, while directly engaging and collaborating with Manitobans, particularly students and educators, for global sustainability. MCIC is also responsible for distributing government funds designated for international development and humanitarian projects.

### **Current Challenges**

MCIC's current website is out of date and requires revising to a more streamlined, accessible, user-friendly version which meets the information needs of our target audiences: educators, MCIC members, organizations applying for MCIC funding and Manitobans interested in international development and the Sustainable Development Goals (SDGs). MCIC also currently hosts several different websites with information for different target audiences and requires advice on the best way to present this information, either on its main website, or on multiple websites for different audiences.

### **Project Objectives and Scope of Work**

The ultimate goal for this project is to improve both the front and backend of the website to provide better user experience and services to our members and audiences. At the same time, we are putting emphasis on website accessibility.

Key objectives include:

- to incorporate accessibility design and functions into the website to assist persons with disabilities
- to ensure the website is mobile-friendly
- to select a web platform/software that is easy for MCIC staff to maintain and update
- create a clean look and feel that is brand consistent

- to create a space on the website where educators can access MCIC's education and SDG resources
- to ensure that information about funding opportunities and upcoming events is easily accessed
- to create links to MCIC's social media platforms: Instagram, Facebook, LinkedIn and YouTube and blogs
- to highlight MCIC's newsletter subscription option

The firm or organization is expected to work with MCIC to:

- understand MCIC's operational needs and improve the website's functionalities
- propose and implement a redesign for the MCIC website and related websites (Generating Momentum; Fair Trade Manitoba; Global Justice Film Festival)
- incorporate recommendations and considerations for web accessibility, including conducting user testing with users with accessibility needs
- conduct user testing on the testing site, with support from MCIC
- provide guidance around web maintenance and sufficient documentation specifying how to create new content, upgrade program modules, troubleshooting tips, and admin functions
- provide technical support at a co-determined level of minimum frequency after the project, for up to two years
- lead a secure website backup process and set up a staging site
- complete plugin updates on the testing site, and provide any technical support during the project timeline

## Project Timeline

The project timeline is as follows:

- **September 25, 2020:** Deadline for proposal submissions
- **Mid-October 2020:** Successful proposal selected
- **October 2020 – January 2021:** Project undertaken
- **January 31 – February 5 2021 :** Soft Launch

The overall process will be discussed and designed by the firm or organization in consultation with the MCIC Communications Specialist, Director of Engagement and Learning and Executive Director. In consideration of the COVID-19 pandemic, meetings and activities will take place on Zoom.

## Proposal Requirements

The proposal should include:

- an introduction to you/your company including overview of knowledge of and experience in website design and development, backup, user experience testing and accessibility compliance
- a brief overview and/or examples of your recent web design/development projects (experience working with nonprofits and charities is a plus)
- an explanation of proposed methods to improve MCIC's website, including recommendation for a website platform
- an outline of website user experience/accessibility improvement ideas based on observations of MCIC's current site
- a detailed budget and estimated timeline
- the team that will work on this project, including team lead and main contact for MCIC

- contact information for three relevant professional/client references

Proposals will be evaluated based on experience and capacity to deliver, relevance, value for money, availability during the timeline noted, references, and overall fit.

### **Proposal submission**

Applicants must be legally eligible to work in Canada. If this opportunity is of interest, you are invited to submit your proposal with all suggested documents and information to [patricia@mcic.ca](mailto:patricia@mcic.ca) **by no later than 10:00am (EDT), September 25, 2020**. Please note **"MCIC Web Proposal"** in the subject line.

As an equity seeking organization, MCIC encourages applications from qualified individuals/firms that represent the full diversity of communities in Canada, including complexities of intersecting identities such as ability, age, class, gender, race and sexual orientation. As such, applicants are encouraged to self-identify. While we appreciate the efforts of all applicants, only those selected for an interview will be contacted.