



Request for Proposals

Web Site Redesign

November 24, 2008

Background

The EastWest Institute is an international, non-partisan, not-for profit policy organization focused solely on confronting critical challenges that endanger peace. EWI was established in 1980 as a catalyst to build trust, develop leadership, and promote collaboration for positive change. The institute has offices in New York, Brussels and Moscow.

EWI's core strength is its wide, international network of high-level government, business, and NGO leaders. When official government channels fail to resolve or prevent conflicts, EWI uses these networks to maintain lines of communication between adversarial parties. EWI has recently used this technique, also known as Track Two diplomacy, to build a new consensus on the elimination of weapons of mass destruction, to establish communication between U.S. and Chinese officials, and to help diffuse tensions between the Russia and NATO in the aftermath of the Russia-Georgia conflict.

In addition to its traditional strength in Track Two diplomacy, EWI is expanding its scope to counter violent extremism around the world. This initiative requires us to reach beyond our traditional audience of diplomatic, academic and military leaders to faith-based organizations and youth.

Site Audience

EWI's primary audiences, in order of priority, are:

- Board of Directors
- Current donors
- Potential donors
- Network participants
- Policy makers, including leaders of government, military, and business.
- Partner organizations and similar NGOs
- Journalists and bloggers
- Academics
- Lay audiences

Goals and Objectives

1. Clearly communicate EWI's mission and areas of work, and demonstrate the relation of EWI activities to its core mission of forging collective action to create a safer and better world
2. Establish EWI as the hub of global Track Two diplomacy that is trusted by high-level influencers around the world
3. Establish EWI as a highly networked organization with a global (as opposed to a country-specific) agenda
4. Demonstrate EWI's history, the role it has played in facilitating global change, and its successes in resolving and preventing conflicts worldwide
5. Highlight current supporters and link the contribution of donors to the end results of EWI efforts

6. Engage new donors, supporters and network participants
7. Capture email addresses and build EWI online constituencies

What We Want to Present About EWI

1. EWI is a leader in Track Two diplomacy
2. EWI is a trusted partner on all sides of potential and current conflicts
3. EWI is a thought leader in the field of worldwide security
4. EWI is an innovator and adapts to global political realities
5. EWI is an organization with an established history and wide and influential networks
6. EWI is an organization with a global vision for peace and security
7. EWI is an organization that is increasingly looking east to Asia.

Content Inventory

1. Program descriptions
2. Publications
3. Event listings
4. Event reports
5. News
6. News archives
7. Donor lists and profiles
8. Achievements
9. Accolades
10. Senior staff profiles
11. Multimedia, including video, audio. Eventually, we'll likely have a podcast
12. Media coverage of EWI publications and events
13. Press releases
14. Blog
15. Forums

Site Components

The EWI site will have two major components: a brochure site that will serve as the public face of the organization, and a number of online communities that will allow EWI staff, board, and extended networks to collaborate and share information.

1. The brochure site will consist of the following categories of content.
 - o Home page
 - o Program descriptions
 - o Publications (with RSS)
 - o Event listings (with RSS)
 - o Event reports
 - o Event calendars (with RSS)
 - o News (with RSS)
 - o News archives
 - o Multimedia

- Press releases (with RSS)
- Blog (with RSS)
- External links
- 2. Online communities will include the following content. Each community will have its own content with some overlap, managed by community manager(s).
 - Customizable home page
 - Blog (with RSS)
 - Forums
 - News (with RSS)
 - News archives
 - External links
 - Ability to “request to promote item to site front page”

Functional Requirements and Access Levels

Access levels will be defined by role. The site roles will be:

1. **Visitor:** any member of the general public visiting the site
2. **Registered User:** any member of the general public who chooses to register on the EWJ site with a user ID and password
3. **Community member:** Anyone who has accepted an invitation from a community administrator to join a community, or anyone who has been approved by a community administrator to join the community
4. **Community contributor:** Anyone who has accepted an invitation from a community administrator or a site administrator to contribute content to a community
5. **Community administrator:** Anyone assigned to manage an online community
6. **EWJ Board:** A member of the EWJ board or a board community
7. **Board/Staff Liaison:** An EWJ staff member who has been assigned to maintain staff and board contact and committee information
8. **Site Content Contributor:** Anyone who contributes content to the EWJ site. This category will include, but will not be limited to, all EWJ staff.
9. **Site Content Editor:** EWJ communications staff that will be responsible for editorial content of the site
10. **Site administrator:** EWJ staff responsible for all site content and functions

The following requirements, defined by role, are a working template. EWJ should be able to change permissions to existing online communities and customize new communities as needs arise.

Function	Access									
	Visitor	Registered user	Community Member	Community Contributor	Community Admin	EWI Board	Board/Staff Liaison	Site Content Contributor (all EWI Staff)	Site Content Editor	Site Admin
Brochure Site										
<i>General Content</i>										
View brochure site content	X	X	X	X	X	X	X	X	X	X
Comment on site document or multimedia		X	X	X	X	X	X	X	X	X
Submit document, news, link, or multimedia to publish on the site					X			X	X	X
Publish document, news, link, or multimedia to site									X	X
Edit site document, news, link, or multimedia									X	X
Remove site document, news, link, or multimedia									X	X
<i>Blog</i>										
View public blog post	X	X	X	X	X	X	X	X	X	X
View public blog comments	X	X	X	X	X	X	X	X	X	X
Comment on public blog		X	X	X	X	X	X	X	X	X
Post to public blog								X	X	X
Create public blog									X	X
Remove public blog post									X	X
<i>Profiles</i>										
View staff profiles	X	X	X	X	X	X	X	X	X	X

Function	Access									
	Visitor	Registered user	Community Member	Community Contributor	Community Admin	EWI Board	Board/Staff Liaison	Site Content Contributor (all EWI Staff)	Site Content Editor	Site Admin
View board profiles	X	X	X	X	X	X	X	X	X	X
Edit or reset password		X (self)	X (self)	X (self)	X (community only)	X (self)	X (board and staff only)	X (self)	X (self)	X
Edit staff profiles							X	X (self)	X	X
Edit board profiles						X (self)	X		X	X
<i>Taxonomy and metadata</i>										
View taxonomy tree	X	X	X	X	X	X	X	X	X	X
Add taxonomy terms									X	X
Edit taxonomy terms									X	X
Remove taxonomy terms									X	X
<i>Site Roles and Management</i>										
Invite or add site content contributor									X	X
Invite or add site content editor									X	X
Invite or add site administrator										X
Online Communities										
<i>General Content</i>										
View online community home pages	X*	X*	X	X	X	X	X	X	X	X
View community document, news, link, or multimedia	X*	X*	X*	X*	X*	X*	X*	X*	X	X

Function	Access									
	Visitor	Registered user	Community Member	Community Contributor	Community Admin	EWI Board	Board/Staff Liaison	Site Content Contributor (all EWI Staff)	Site Content Editor	Site Admin
View comments on community document, news, link, or multimedia	X*	X*	X	X	X	X	X	X	X	X
Comment on community document, news, link, or multimedia			X	X	X				X	X
Submit document, news, link, or multimedia to post to community			X	X	X				X	X
Post document, news, link, or multimedia to community				X	X				X	X
Edit community document, news, link, or multimedia				X (only if posted by self)	X				X	X
Remove community, news, link, document or multimedia				X (only if posted by self)	X				X	X
<i>Forums</i>										
View community forum			X	X	X				X	X
Submit new forum topic to community			X	X	X				X	X
Submit response to forum topic			X	X	X				X	X
Approve forum topics and responses					X				X	X
Delete forum topic					X					X

Function	Access									
	Visitor	Registered user	Community Member	Community Contributor	Community Admin	EWI Board	Board/Staff Liaison	Site Content Contributor (all EWI Staff)	Site Content Editor	Site Admin
<i>Blogs</i>										
View community blog post			X	X	X	X	X	X	X	X
View community blog comments			X	X	X	X	X	X	X	X
Comment on community blog			X	X	X				X	X
Post to community blog				X	X				X	X
Create community blog					X				X	X
Remove community blog post					X				X	X
<i>Community Profiles</i>										
View public profile/photo	X	X	X	X	X	X	X	X	X	X
Post profile/photo			X	X	X	X	X	X	X	X
View full profile/photo			X	X	X	X	X	X	X	X
Edit profile/photo (Self)			X	X	X	X	X	X	X	X
Edit profile/photo (Other)					X		X		X	X
Set contact preferences (Self)		X	X	X	X	X	X	X	X	X
Edit contact preferences (self)		X	X	X	X	X	X	X	X	X
Edit contact preferences (other)					X				X	X
<i>Messaging</i>										

Function	Access									
	Visitor	Registered user	Community Member	Community Contributor	Community Admin	EWI Board	Board/Staff Liaison	Site Content Contributor (all EWI Staff)	Site Content Editor	Site Admin
Message individual community members			X	X	X				X	X
Message entire community					X				X	X
<i>Community Roles and Management</i>										
Request to join community		X	X*	X	X	X	X	X	X	X
Join community					X				X	X
Invite community member			X	X	X				X	X
Approve community member					X					X
Invite community contributor					X					X
Invite community administrator					X					X

* These options will differ based on the needs of the specific online community. The access requirements mentioned here are included as a starting template. EWI must have the ability to change these options for each community.

Language Support

As we build our capacity, EWI will eventually need to publish much of online content in multiple languages. The contractor should prepare the site in a manner that will allow adaptation of the site for multiple languages, especially Russian and Chinese. If any piece of content is available in multiple languages, users should be able to switch from one language to another in no more than two clicks.

Project Constraints

EWI has chosen Acquia Drupal as the technical platform for the site. All technical architecture must be implemented in Drupal and all design must be compatible with Acquia Drupal.

Scope of Work

The scope of work of proposals should include:

- Advice on site navigation and a new site map that accomplishes the above objectives with as little duplication of effort as possible
- Development of a design that is consistent with the EWI logo and branding and is compatible with major browsers, including Internet Explorer, Firefox, Safari, Opera, Chrome, and their mobile equivalents
- Creation of style sheets for final, approved designs
- Development of a clear Taxonomy for content (based on existing taxonomy)
- Creation of an editorial Content Publishing Workflow
- Usage rights for all fonts and images (if not provided by EWI)
- Creation of multimedia elements where necessary
- Usability testing on design and navigation
- Transfer and taxonomy tagging of content in existing ColdFusion-based main website and in existing transition networks.ewi.info sites.
- Featured Story management
- Creation of a member-to-member private messaging system in online communities
- Content update notifications/subscriptions (in addition to RSS)

Deliverables

EWI will expect the following deliverables as part of the contract

- Acquia Drupal compatible, fully configured, performance-optimized (tables indexed as needed) database(s) for EWI projects, publications, events, news, online communities, and users, including documentation on customization of all of the above.
- A technical architecture that allows for scalability into multiple languages, especially languages that use Unicode or double byte character sets. Support for content translation system into workflow.
- Complete documentation on expanding into new languages
- Templates and fully commented style sheets for the following types of pages (templates may be applied to multiple page types as appropriate):
 - Home page
 - Project and sub-project landing pages
 - Publication pages
 - News story pages
 - Blogs
 - Network home pages
 - Network forums
 - Event calendars
 - Multimedia (including images, audio, video)
 - Press releases

CSS Stylesheets should be provided in both formats, fully commented and performance optimized.

- Consultation on site structure and navigation
- SEO optimized site structure and content with automatic sitemap updates to the major search engines. Meta-tags support.
- Usability testing
- Technical quality assurance and testing
- Complete documentation of technical architecture and style guides, including documentation specific to community owners
- Publishable User Profiles, editable by owner
- About this Author section on Articles, Blogs, etc
- Digg/Share on Facebook/etc... functionality (Service Links)
- Written recommendations for scalability, both in terms of content and network complexity

Project Start

January 10, or earliest acceptable bid.

Project Duration

10 - 12 weeks

Possible Additional Work

Potential contractors should include in their proposal hourly costs for support after project completion.

Quality Measures

Following are the main factors to determine the quality of the finished product. Where possible, the contractor should present results from usability and QA tests to evaluate the final product

- A site map that is clear and accessible
- A design that makes it as easy as possible to read dense material
- Flexibility in design to display multimedia and widgets (such as Flickr galleries)
- Manageable page weight for users on slower connections
- Flexibility in technical architecture to present content dynamically in other languages as EWI capacity increases to produce translated materials

Effort Required by the EastWest Institute

During the project, the EastWest Institute will:

- Determine online communication priorities
- Provide the contractor with all necessary information about content, design, technical requirements, and offline events that are expected to drive traffic to the web site
- Work with the contractor to determine site navigation and layout
- Provide timely feedback on wireframes and draft templates
- Provide the contractor with available digital resources, including photos, videos, and other online content
- Assist with quality assurance testing on technical modules as they become available.

Required Information for Proposal

- Scope of work
- Project description
- Timeline
- Requirements of EWI
- Detailed budget
- Portfolio of previous work
- Resumes or bios of project staff

Proposal Submission and Deadline

All proposals must be emailed to ssyed@ewi.info by 5 p.m. on Wednesday, December 10.

Proposal Evaluation

The winning proposal will be determined based on:

- Adherence to the goals and objectives of the brochure site and networks
- Cost
- Turnaround time
- Examples of previous work
- Resumes/bios of project staff
- Scalability and post-project support

Response to Queries

Sarosh Syed
Deputy Director of Communications
EastWest Institute
ssyed@ewi.info