

NATIONAL IMMIGRANT JUSTICE CENTER

immigrantjustice.org

Request for Proposals Website Redesign and Rebuild June 2024

Respond to:

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Director of Communications
National Immigrant Justice Center
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Deadline:

July 24, 5 p.m. U.S. Central Time

RFP issued by:

National Immigrant Justice Center
immigrantjustice.org
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I. SUMMARY OF PROJECT

The National Immigrant Justice Center (NIJC) is accepting proposals to update the design and relaunch the organization's website, immigrantjustice.org. NIJC is a Chicago-based non-governmental organization that provides direct legal services to and advocates for immigrants, refugees, and asylum seekers through policy reform, impact litigation, and public education.

The purpose of this Request for Proposal (RFP) is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. NIJC's website is currently operating on Drupal 9, but we are open to migrating to WordPress for this next update. The site's content is maintained with in-house resources, relying on an outside company to provide technical support, security patches, and optimization updates when necessary.

II. BACKGROUND OF ORGANIZATION

For 40 years, NIJC has promoted human rights and access to justice for immigrants, refugees, and asylum seekers through legal services, policy reform, impact litigation, and public education. Thanks to the support of 2,000 pro bono attorneys from the nation's leading law firms, NIJC has made critical advances improving the lives of hundreds of thousands of individuals. NIJC provides legal services to more than 10,000 immigrants each year, including people seeking asylum, people in immigration detention, unaccompanied children, survivors of domestic violence and human trafficking, LGBTQ immigrants, and people who have lived in the United States for decades and are pursuing legal status to remain with their families and communities. NIJC and its pro bono attorneys have been on the vanguard of federal impact litigation and policy advocacy, setting positive precedents for those seeking human rights protections within our borders. In addition to its legal work, NIJC's policy analysis and issue-based reporting, hosted on the website, has helped to hold the U.S. government accountable for its treatment of immigrants and led to reforms within the system.

III. CONTRACT TERMS

NIJC will negotiate contract terms upon selection. All contracts are subject to review by NIJC, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

IV. PURPOSE, CRITERIA & AUDIENCES

This website redesign RFP, vendor selection, and project launch will happen concurrently with a rebranding and logo redesign process for NIJC. The RFP for the rebranding project is available

at <https://immigrantjustice.org/RFP-2024>. The target launch date for NIJC’s new brand identity is late October 2024.

The current NIJC website originally launched in late 2016, and has since undergone several Drupal upgrades and other updates including the addition of a searchable legal resource library and bilingual navigation. However, the original underlying templates of the site are no longer fully supported or compatible with more recent Drupal updates. While this redesign provides an opportunity for NIJC to streamline content and remove outdated content, much of the current content will need to migrate.

Upon completion of the development of the site, NIJC will assume full responsibility for website content and administration, but seeks to continue a long-term relationship with a developer who can assist with regular maintenance and security updates, as well as design and optimization updates as needed. The successful candidate must provide NIJC the necessary software and licenses to maintain the completed site.

A. Overall website criteria

The website overall should:

1. Have a strong and streamlined visual appeal that reflects NIJC’s brand and follows current standards for accessibility for both desktop and mobile users in compliance with WCAG 2.2 AA
2. Meet current standards for search engine optimization
3. Have an intuitive back-end content management system that allows a small team of editors and administrators to add and update content, while maintaining a consistent look and feel across the site
4. Allow some flexibility in how pages are structured and provide tools for graphics, video, and other visual and multimedia storytelling
5. Allow most pages to upload/link PDF documents that can be updated, with older versions removed from the internet entirely and URLs redirected to most-up-to-date content
6. Be easily navigable for both English- and Spanish-language readers, with the ability to add additional language translations for certain content in the future. Not all of the site’s content is translated to Spanish at this time, therefore the backend must allow NIJC to add Spanish translations to certain content only when needed
7. Have a robust site-wide search engine with advanced search options (separate from the legal resource library search and filter tool discussed below as part of the “For Attorneys” legal resources criteria)

8. Allow users to easily share links to social media and automatically optimize graphic components to meet each site's specifications (current priority sites are LinkedIn, Instagram, YouTube, Facebook, and X/Twitter, which we manage via Sprout Social)
9. Allow for easy online donation and newsletter subscription via Salsa Engage and similar online engagement tools (we are in the process of evaluating alternative CRMs and may transition away from Salsa in the near future)
10. Have a DONATE button prominently displayed on every page.
11. Provide a conspicuous access point to a prescreening/appointment scheduling tool on every page. This tool is in development and may be embedded as an externally hosted widget or be hosted directly on the site.

B. Homepage criteria

The homepage should:

1. Include graphic elements/photos that reflect the organization and can be easily changed
2. Provide intuitive, mobile-responsive navigation to audience-focused sections of the site
3. Allow visitors to immediately recognize NIJC as an expert source of information about immigration and human rights
4. Feature content curated by NIJC staff
5. Include an event calendar, with events taggable based on audience, content, and location which automatically disappear from the site within a certain timeframe following the event date
6. Provide prominent links where visitors can donate to NIJC, connect to NIJC's social media channels, and sign up for NIJC's email list

C. Criteria for audience-focused sections

In addition to the above criteria, the website should meet the following objectives for the following audiences:

1. **Spanish- and English-speaking immigrants** in Chicago and beyond, including clients and potential clients of NIJC. Much of this audience finds NIJC's website through search engines and referring sites. (We also would like the ability to add pages translated into additional languages in the future.)

This audience should be able to:

- a. Easily navigate to information, in English and Spanish, about NIJC's legal services and how to contact and make an appointment with the program relevant to their needs

- b. Access basic “know your rights” information regarding immigration laws and policies that affect them
 - c. Browse NIJC’s events calendar for dates and registration information for legal clinics
- 2. Immigration attorneys**, especially NIJC’s pro bono attorney network. This audience often arrives at the NIJC website with a specific topic/need in mind.

This audience should be able to:

- a. Use a robust search and filter tool to search a library of NIJC legal resources ([see current library here](#)), comprising nearly 300 separate resource pages. Resources currently include about 180 PDF documents; about 75 links to external web pages or government forms; and about 35 HTML content pages, including a handful of pages that each bundle a collection of resource pages relevant to a specific type of case.
 - b. Trust that PDF documents found via Google and other web searches are the most updated versions NIJC has posted to the site (in other words, when a PDF file is removed from the site and/or replaced with an updated file, the older file no longer is available on the internet; bonus if old PDF URLs can be redirected to the most updated content)
 - c. Easily find information about opportunities to volunteer for NIJC and to express interest in getting involved
 - d. Browse NIJC’s events calendar for dates and registration information for volunteer trainings
 - e. Access information about key NIJC impact litigation cases, including case documents uploaded as PDFs
- 3. Immigrant rights advocates, journalists, and policy makers** seeking information and expertise about immigration issues that are central to NIJC’s mission, including NIJC’s policy positions, litigation, and direct service work. These audiences often arrive at the NIJC website with a specific topic in mind, thus easy navigation and a robust website search function are critical.

This audience should easily be able to:

- a. Find NIJC’s press releases, commentary, and other content regarding breaking news and new policies
- b. Navigate to NIJC’s collection of policy reports and briefs (about 4-6 published per per year), which are published directly to the website with flexible options for structure, graphic design, and integration of video and other media, and also allow readers to download a PDF version

- c. Read about federal court impact litigation cases NIJC is litigating in federal court which implicate policies and issues they deal with
 - d. Easily view the date content was published, and be able to navigate to the most recent content on that subject
- 4. Current and potential donors, foundations, and other funders** looking for information about NIJC's impact, core programs, priorities and events, and seeking to connect with key staff.

These audiences should be able to:

- a. Quickly and easily donate to NIJC via a call-to-action button uniquely/prominently displayed throughout the website
- b. Easily navigate to basic agency information and information about how to support NIJC beyond financial donations
- c. Find modes of contact for key development staff

D. Databases and Hosting

The current CMS for immigrantjustice.org is Drupal 9, however the underlying templates were based on Drupal 7 which no longer is supported. We are open to proposals to rebuild the site from scratch using Drupal, or migrating to a WordPress CMS if it meets the above criteria while providing a more intuitive back-end experience for NIJC staff.

The site will continue to have a mix of mostly static content, some limited dynamic content, linked PDF documents, visual graphics, and embedded video. It will potentially host audio content as well in the near future. We must be able to maintain an event calendar. As mentioned previously, PDF documents should be able to be removed and/or updated and old PDF files should be able to be removed from the internet entirely (with a URL redirect to the updated version if possible).

The website currently is hosted by Pantheon. Please note in proposals any recommendations related to hosting, including the name of alternative hosts and an estimate of their monthly or annual hosting cost, and information about their fee structure.

NIJC's web presence is supplemented by campaigns and outreach managed through Salsa Engage (note that Salsa was recently acquired by Bonterra and NIJC expects to migrate to Bonterra's Every Action tool this year). This RFP is for the development of a CMS-based website only, however firms are encouraged to include suggestions for how a site update could better integrate NIJC's email and other online advocacy and fundraising campaigns.

NIJC is also interested in developing integrations between the website and the LegalServer case management system. The latter supports API endpoints for information about pro bono case opportunities, and NIJC wants to provide real-time information about the opportunities available to pro bono attorneys through the website. NIJC is also potentially interested in presenting real-time data about the impact of our work through API calls to LegalServer and visualizations of various aggregated data points reflected in our case records.

E. Structure & Functionality

Proposals should include recommendations for appropriate structure that reflects the purpose and criteria listed above. While we are open to some updates to the site's overall navigation and structure, we need to ensure that the site's current regular visitors, particularly immigrants and volunteer attorneys, do not have too great a learning curve to be able to continue to access NIJC's resources.

F. Ongoing site development and support

Site functionality should facilitate additions and changes over time. NIJC prefers to work with a firm that is able to provide ongoing website support, incremental upgrades and improvements, ongoing security monitoring and patching, data backup, and troubleshooting following the site's launch.

V. PROJECT SCOPE

The scope of this project is to plan, design, develop, test, and implement an updated CMS-based website, and ideally provide post-launch support. NIJC's staff will provide all of the site copy and provide the successful candidate with necessary original and stock photography.

A. Discovery/Planning

Confirm audiences and content strategy, goals/objectives, graphic look and feel, navigation needs, site marketing, required functionality, and budgetary constraints, resulting in a creative brief.

B. Site Definition/Design

Provide wireframes and mockups showing the site's content structure and user navigation. In your proposal, please indicate the number of design templates and user types that are included in the proposed budget. Please also indicate the number of mockups/rounds of review that are included. The successful candidate must provide at

least two desktop and mobile-responsive home page design mock-ups for consideration by NIJC.

C. Development & Content Migration

The website developed by the successful candidate must meet the guidelines described in Section IV. An assigned project manager from NIJC will be made available to provide information and coordinate with NIJC staff, including a reasonable number of meetings/calls to present design and development solutions and navigate any considerations for content migration.

D. Testing

Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised.

E. Training

The successful candidate will be asked to provide training for two to five NIJC staff members on use and maintenance of the website and any necessary APIs.

F. Delivery

Delivery and uploading of site to the host server.

G. Post-Launch Support

Outline the extent of support available to address errors that are discovered once the site is launched. Please also describe how your firm typically structures long-term partnerships for maintenance and security upgrades and occasional design and functionality improvements.

VI. BUDGET

The proposed budget must encompass the full scope as defined above, as well as design, production, and software acquisitions necessary for the site's development and maintenance.

VII. TIMELINE

June 24, 2024: RFP issued
July 1, 2024: Deadline for prospective candidates to submit questions
July 8, 2024: NIJC will respond to all questions submitted
July 24, 2024: Proposals due
July 29, 2024: NIJC will reach out to finalists with questions or requests for more information
August 2, 2024: NIJC will select firm
August 19, 2024: Project launch
Late October: Launch new brand identity

VIII. STAFF RESOURCES

The NIJC core team involved in the website upgrade will be:

Project Manager (NIJC Director of Communications Tara Tidwell Cullen) - Responsible for keeping the project on schedule and within budget, compiling content not currently available on immigrantjustice.org, acting as a liaison between the vendor and NIJC stakeholders, and managing other NIJC staff involved in the website development.

Project Lead (NIJC Executive Director Mary Meg McCarthy) - Responsible for sign-off on contract and key decisions.

IX. PROPOSAL REQUIREMENTS AND QUALIFICATIONS

A. Requirements

**Deliver proposal as a PDF attachment to the attention of:
Tara Tidwell Cullen
National Immigrant Justice Center
ttidwellcullen@immigrantjustice.org**

- The mandatory criteria must be met and include itemized cost proposals. The price you quote should be inclusive. If your price excludes certain fees or charges (including potential overage fees), you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the subcontractor.

- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

B. Qualifications

Please discuss the following elements in your proposal:

- At least three WordPress and/or Drupal websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project, and include the URL. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit advocacy organizations.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, office location, etc.).
- Provide a company profile including size of staff, length of time in business, and core competencies.
- Describe what type of team will be assigned to this project. What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's approach or methodology for the way you work, including your project management process.
- Discuss any planned mergers or acquisitions.
- Discuss any hardware/software vendor partnerships.
- Discuss your testing and support plan.
- Identify any pending litigation or litigation within the past five years related to the company's website development contracts.

X. PROPOSAL FORMAT

Please use the following guidelines to format your proposal:

Proposal

Discuss your proposed solution to meet the needs and criteria outlined in section IX

Timeline

Proposals must include timeline for proposed work. Time frames will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested. Please indicate how many rounds of review are typically provided for projects of this scale and budget. Please also describe how you recommend coordinating the website redesign project with NIJC's rebranding and logo redesign process.

Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length should not exceed 15 pages

Title Page

Should include: "National Immigrant Justice Center Website Redesign Proposal," your company name, address, website address, telephone number, fax number, e-mail address and primary contact person

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company

Qualifications

Provide the information requested in Section IX

Budget and Fees

List budget as requested above

XI. EVALUATION CRITERIA

The following criteria will form the basis upon which NIJC will evaluate proposals.

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities – Prior work demonstrates artistic and user-friendly interfaces that engage communities and viewers.
- Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/pricing structure and price levels – The price is commensurate with the value offered by the proposer and meets NIJC's budget requirements based on funding availability.
- Depth and breadth of staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal presentation – The information is presented in a clear, logical manner and is well-organized.
- NIJC encourages proposals by minority-, and women-owned businesses.

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