

NMPW Website Upgrade Request for Proposal (RFP)

RFP Name	NMPW Website Upgrade
Date Issued	August 29, 2024
Contact Person	Regina M Griego
Contact Info	President@newmexicopresswomen.org
Submittal Accepted Until	October 9, 2024

Purpose of Website RFP	Create an engaging, user-friendly, and informative online presence for New Mexico Press Women (NMPW) by designing and implementing a new website.
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Project Goals and Objectives	<p>The primary goals are to enhance NMPW visibility, provide valuable information to NMPW members and visitors to the website, and facilitate seamless interactions from social media accounts, newsletter, financial transactions, and outreach.</p> <ul style="list-style-type: none"> • Establish an engaging online presence that reflects NMPW's identity and values through a clean, modern, and efficient website. • Offer an intuitive and interactive user experience to retain audience, generate membership, and promote overall interest. • Present information in a clear, organized manner for easy navigation. • Facilitate the integration of multi-media elements (i.e. videos). • A website that is maintainable by non-web-designers. • A website that is secure and reliable; to include a dependable hosting platform.
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Project Background and Summary	<p>The current NMPW Website (newmexicopresswomen.org) is dated, it is at least 16 years old and has been updated only to present current information. It is dated both in functionality, professional appearance, and technology used. It is not very engaging, user friendly, or seamless. The functionality is limited.</p> <p>Technology used is WordPress version 6.6.1 and cannot be further upgraded until we change the design of the website. The website is hosted on GoDaddy.com server and there are delayed responses in keeping the website up to date and updated to the latest revisions of applications.</p>
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<p>Scope of Work</p>	<ol style="list-style-type: none"> 1. Design a website with the following: <ul style="list-style-type: none"> - Fully functional on desktop, tablet, and phone - Visually appealing homepage with clear navigation, showcasing membership opportunities and contest information - Provides ongoing information about NMPW Chapters (i.e. APW and NNMPW) - Provides detailed and visually appealing information about the organization, history, mission, vision, and board members - A user-friendly contact form and contact details for streamlined communication - Organized and clear menu design - Search bar to help users find information - Links to social media profiles, outside websites, and sharing options - Seamless financial integration (e.g. paying for membership, contests/conference fees, and branded merchandise). Provide a separate cost estimate is optional. - Secure, reliable, and maintainable based on the technology used and the hosting platform. 2. Ensure no current functionality or information is lost. 3. Create a project plan for defining requirements, design, verification, incremental validation, and maintenance concept. Maintenance concept can optionally be submitted with separate cost. 4. Bidder web development qualifications, 2-3 references, and three reference websites.
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<p>Instructions for Submission of Proposals</p>	<p>Submit a copy of the bid to newmexicopresswomen@gmail.com Subject Line: NMPW Website Bid Deadline: October 9, 2024</p>
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<p>Selection Criteria</p>	<p>Criteria:</p> <ul style="list-style-type: none"> - Completeness of bid - Cost and payment structure (Maximum amount ~ \$5,000) - Technology proposed, including where the website will be hosted - Maintenance plan and options - Feasibility including likelihood of success, timeliness, etc. - Bidder web development qualifications, 2-3 references, and three reference websites. - Meeting the deadline of the RFP
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