



The Library Company OF PHILADELPHIA

Website Re-Design & Development Request for Proposal

RFP Sent: Friday, October 28, 2016

Responses Due: Friday, December 2, 2016

Send any questions on the RFP to:

Nicole H. Scalessa, *IT Manager and Digital Humanities Coordinator*
nscalessa@librarycompany.org | 610-731-8755

Send proposals to:

Nicole H. Scalessa, *IT Manager and Digital Humanities Coordinator*
nscalessa@librarycompany.org | 610-731-8755

Raechel Hammer, *Development Director*

rhammer@librarycompany.org | 215-546-3181 x142

Budget for new website: \$20,000

Goal for new website launch: May 2017

Library Company Background

Founded by Benjamin Franklin in 1731, the Library Company served as America's first successful lending library and the nation's first Library of Congress following the American Revolution. It remained the nation's largest library until the Civil War era. Since the 1950s, the Library Company has been an internationally-renowned research library. With significant collections in virtually all areas of American and global history before 1900, the Library Company has particular strengths in African American history, women's history, economic and political history, print and book history, and visual culture. For almost 300 years, the Library Company has supported the advancement of public knowledge.

This tradition continues in the 21st century with our commitment to Franklin's founding vision: knowledge is power. Steeped in Franklin's legacy of public service, the Library Company is proud to steward one of the nation's largest collections of early American books, pamphlets, broadsides, newspapers, magazines, graphics and photographs. Scholars from across the country and around the world depend on its renowned collections, expert curators, and collegial environment to advance their work Through

exhibitions, public programs, and online resources, the Library Company connects with thousands of visitors each year, ensuring that the lessons of the past will amaze, inspire and instruct people for generations to come.

Our Audience

The Library Company of Philadelphia serves a diverse international community of scholars, educators, artists, novelists, and filmmakers.

New Website Objectives

- Attract and engage on-line visitors by offering them a rich opportunity to explore our resources and connecting them to related resources.
- Be accessible to all audiences with a diverse range of hearing, movement, sight, and cognitive ability.
- Streamline a range of constituent relationship processes to improve the experience for users, save labor costs, and increase capacity for targeted responses.
- Provide Library Company development, marketing, and event staff with concrete data about what audiences are interested in, what experiences they find valuable and what they want more information about and enabling them, thereby, to create programming that will attract and keep members.
- Create an essential vehicle for speaking to the next generations of members, donors, and Trustees.

Current Website

Our current website, www.librarycompany.org, is 13 years old and no longer meets the needs or expectations of the institution and its users. The design does not reflect the image of an active forward thinking institution with a strong digitization initiative and digital humanities program. The navigation is not intuitive and does not meet the needs of our diverse audience. The site focuses on the needs of a single subset of our scholarly users and does not reflect the full breadth of our constituency. The site is full of rich content that is often hidden many levels deep within its hierarchy.

Maintained using Adobe Dreamweaver by two staff members, the site is inefficient and global changes are tedious and time consuming. There is an express need to merge the development site, support.librarycompany.org, designed in 2014 in Drupal with a Salesforce component, with the primary domain and expand the capabilities of that part of our online presence to support such activities as rights and reproductions and events registration.

We are currently implementing Islandora with a Drupal front end as our new Digital Asset Repository and migrating collections from our ExLibris DigiTool digital asset management system. Upon completion we will begin the development of a global discovery layer to access collections from diverse array of online resources - including the institutional website, online exhibitions, digital humanities resources, finding aids, and collection catalogs.

New Website Functionality Requirements

- Drupal CMS
- Fully responsive design for accessibility on mobile devices.
- Meets level AA conformance to Web Content Accessibility (WCA) Guidelines
- Intuitive navigation
- Clean and focused design
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)
- Site search
- Access to discovery layer search portal.
- Import of existing blogs
- Site map

Secondary Website Functionalities

- Integration of support.librarycompany.org site
- Integration of current Salesforce instance
- Events registration and feedback forms integrated with Salesforce
- Rights and reproductions order management component integrated with Salesforce.

Additional Needs

- Test and production sites to be built on Library Company servers in collaboration with the LCP Systems and Security consultant to ensure alignment with DAR implementation.
- Library Company Staff Training, including but not limited to:
 - Security and Permissions
 - Updates and general maintenance
 - Backup and restoration
 - Page generation
 - Content migration
- 6 months of basic support following launch.

Budget Details

This is a grant funded project with a total budget of \$20,000 that requires report of completion and public launch by June 2017. Subsequent basic support expected through December 31, 2017 to ensure sustainable transition to the internal web development team.

Proposal Requirements

Please include the following in your proposal response:

- Company overview
- Introduction of proposed team members
- How you plan to meet our objectives
- Outline of your website design & development strategy
- Proposed project timeline
- Pricing with optional elements line-itemed
- Terms & conditions
- Recent design & development examples
- References

RFP & Project Timeline Details

RFP Sent: Friday, October 28, 2016

Responses Due: Monday, December 2, 2016

Finalists Selected & Contacted: Monday, December 12, 2016

Winner Selected & Contacted: Monday, January 16, 2017

Project Kick-off: Monday, January 30, 2016

New Website Launch Target Date: Monday, May 29, 2017

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact:

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