

National Newspaper Association Website Design and Development RFP

Project Overview

The purpose of the NNA's website redesign is to transform www.nnaweb.org into a cleaner and more modern design with easy navigation. This will encourage interactive use from NNA member newspapers, NNA member prospects, the newspaper industry overall and the general public. The association's new site should be a modern example of a newspaper association website, as well as a leading example of a newspaper's online presence.

An upgraded site will help showcase the NNA brand and mission, while promoting NNA's meetings, products and services. It will offer members multiple opportunities to support the organization through advocacy, volunteering and participation.

Present Site

The current website is functional, but it needs updated to a cleaner and more modern look.

Future State

- **Simple to Use:** Users should easily find what they are looking for. Site architecture, design and navigation will be well organized and intuitive for audiences. Search results will be accurate and relevant. Regardless of what they wish to accomplish on the site, users should consider their experience on NNA's site successful.
- **User Centric:** The design and functionality of the site should reflect member's needs. The site should invite users to get involved. Users should have the ability to interact or contribute content via article comments, blogs and similar functionality.
- **Branded:** The site should reflect a strong brand identity and should reinforce NNA's mission through its presentation, organization and content offering.
- **Easy to Maintain:** The internal process for managing, maintaining and updating content should be simple (easy to use) and reliable. Ease of use and support will be key factors in selecting a vendor.
- **Functional Design:** We need to be able to easily switch from showcasing our annual meeting to covering important news of the industry on our home page. We need a clean, modern design that draws from both best practices of both newspaper and association web site functionality. The first impression should be that we are an association in the newspaper industry. But the display of our association publication, Pub Aux, is also important since this reflects the same kind of product our members publish online. We want to include an effective and flexible display of news content on the website.
- **Trackable:** The site should provide metrics to measure, analyze and adjust our communication efforts.

Specific requests

- **Classified ads:** User could submit classified (text and photo) through website. Admin would just have to approve addition.
- **Convention page:** More design options with ability to easily add sponsor and exhibitor info to page.
- **Member directory:** More prominent placement of Allied Partner listings so members can easily find.
- **Member login:** A metered paywall is requested, which will allow non-members to view a specified amount of members-only content (including publication Publishers' Auxiliary) before prompting a login to continue.
- Would like to launch a **Postal Q&A page** with only questions visible to public. NNA members must log in to site to view the answers. Non-members may pay to ask a question and access Postal Q&A.
- **Commerce** — interactive membership page and convention pages where users can register for membership or events and pay on the NNA website.

Need for RFP

The National Newspaper Association is seeking an experienced web design and development firm to assist in transforming www.nnaweb.org into a simple-to-use information hub for members, member prospects and the newspaper industry at large.

Primary audiences/users of the site include:

- **Member Newspapers:** Employees of member papers – owners, publishers and employees of various newspaper departments (editorial, advertising, circulation, etc.).
- **Other Newspaper Associations:** Members of state, regional or other national newspaper associations.
- **Allied Members:** Any company, organization or association that provides products or services to community newspapers or which supports community newspapers.
- **The Newspaper Industry:** Non-members of NNA, but other professionals working in the newspaper industry. This includes vendors.
- **Journalism Students:** Those individuals currently studying journalism, communications, etc. or those working towards a career in the newspaper industry.
- **Association Staff Members**
- **General Public:** Anyone interested in learning more about the newspaper industry.

Some of the unique challenges NNA faces with this redesign project include:

- **Time:** NNA has a small staff charged with producing several products in addition to the web site. Web production and content management time needs to be easy and fast.

- **Knowledge:** NNA's staff has above average knowledge of new media, but lacks advanced technical skills (programming, etc.). No IT employees on staff. We need a vendor that can provide close support.
- **Design:** While we produce a publication, our site needs to look like an association site, not a newspaper site. It needs to have features that showcase our membership, our annual meeting, our leadership and our vendors. But it needs to have many of the elements of a newspaper site, including the ability to feature news and our e-edition.
- **Cost:** Because NNA has drastically cut back, funds for web development are limited. Trade outs are available. Email wendy@nna.org to talk trade-out specifics.

Business Needs

- **Advertising:** Site needs to have a variety of advertising options available, including performance reports. Ease of module to add advertising to just one page or to the whole website.
- **Commerce:** Interactive membership page offers membership calculator and easy way to join and pay online. Convention page allows members to register; vendors to register for a sponsorship or exhibition.
- **Flexible Content Organization Capability:** Architecture and the organization of content on the new site should be intuitive and easy to navigate. The architecture should be flexible enough to offer multiple ways to present and organize content on the site. Navigation should be consistent throughout the site and use breadcrumbs for simple path direction.
- **Multi-Media Capability:** Site should be able to support a variety of multimedia functionality (i.e., audio clips, video clips, FTP site for loading images, print advertising, e-editions, etc.).
- **User Interaction Capability:** Site should offer users functionality that encourages idea-exchange or interaction (i.e., article comments, blogs, forward-to-friend function, polling features, etc.).
- **Strong Search Function:** Search function should offer relevant and reliable search results.
- **Simple Content Management:** Content should be easy to update and maintain. The system should be reliable, work as expected and offer quality control over content management. It should offer a test/development environment and offer the ability to arbitrarily arrange content on pages.
- **Cross-Linking Capability:** Site should offer the ability to cross link content/articles throughout its pages.
- **Detailed Reporting/Tracking:** NNA staff will be able to capture detailed site usage statistics easily and often.
- **Branding:** The site should project a clear, consistent reflection of brand identity and mission throughout its pages.
- **Simple E-commerce Functionality:** Site should offer functionality that allows users to purchase products online with ease.
- **Simple Search Engine Optimization:** Site content should be easily tagged (metadata) so that the site will be highly visible in search results.

- **Employment Ad/Job Board Platform:** An easy-to-use job and resume posting/searching platform for users.
- **Password-Protected Areas:** NNA should be able to create secure, administrator-defined password protected areas/pages for members or select user groups. Registration for these areas should be a quick and simple process.
- **Prompt help support:** With a small staff and frequent deadlines, need to be able to call or email support for help and receive prompt response.

Proposals

Please provide information about your company, including contact information and company profile.

Contact Information

- Company name
- Address
- Phone number
- Fax number
- Email address
- Website address
- Primary contact

Company Profile

- International, national or regional scope
- Association and/or not-for-profit experience
- Years in business
- Staff size (total and by department)
- Major industry concentrations
- Description and/or statistics about your server hardware, backup capacity, server downtime, etc.
- Biographies of those on the account
- Billing policy and terms
- Your proposal

Several Items Will Need to Be Clearly Defined in Your Proposal

- Concisely articulate your understanding of the scope of this project and provide recommendations/examples of experience in the development of websites as outlined above.
- Identify the most critical areas for success and failure and how the company will ensure that it will be successful.
- Describe how you will approach this project, including project schedules, design strategies and development timeframe for the program.
- Estimated price structure for the scope of this project. Provide the approximate total price for the development of a new website.
- Monthly website hosting fee following the redesign.

- Please note any other services or capabilities that may extend or enhance the website project.
- Turnaround time and processes.

References

- Names and phone numbers of at least three existing associations/not-for-profit, newspaper clients or newspaper associations.
- Examples of similar completed work that is recent and relevant to the scope of this project (please provide public urls).

RFP Schedule

RFP will be announced on the current NNA website no later than June 3, 2019 and in the June products and services newsletter (sent approximately the 15th of every month).
Deadline for questions: 12 p.m. Central July 7, 2019.

Bids are due no later than 5 p.m. Central on July 8, 2019.

Potential suppliers not responding by this time will be disqualified. Notification of winning RFP will be announced August 1, 2019.

Questions Regarding RFP

Should any questions arise relative to the RFP documents, the respondent shall notify Associate Director Kate Richardson at kate@nna.org. Any explanation desired by the respondent regarding the interpretation of the RFP must be emailed within the time indicated. Any information given to a respondent concerning this request will be furnished to all respondents as an addendum to the request. Questions will not be accepted by telephone.

Evaluation Criteria

The following criteria will be used to evaluate each respondent:

- **Specifications / Scope of Services:** Proposals will be evaluated in this category. Respondents must adequately incorporate and address all of the requirements of the RFP.
- **Experience of Respondent:** The experience, capability and staff to perform this work, based upon the firm's prior experience with other similar projects.
- **Price:** Pricing will be reviewed to determine the proposal that is in the best financial interest of the association. A thorough and accurate pricing proposal for each contract term is required detailing how the respondent intends to bill for services. Creative use of trade outs and exchange of services will be an important consideration. Provide redesign cost and monthly hosting fee.
- **Ability to Support NNA Staff:** The vendor's ability and willingness to support the NNA staff in operating the site with user-friendly software, training and support services.
- **Previous Work:** The respondent's prior experience in the development of similar Web sites will be considered. The ability to design a site that is in keeping with this RFP and flexibility to support NNA's changing needs in the future will also be considered.

Proposals (electronic or two paper copies) should be sent to:

Kate Richardson, associate director, at kate@nna.org

Or:

National Newspaper Association
101 S Palafox Pl Unit 13323
Pensacola, FL 32591