

Website Re-Design: Request for Proposals

*Roselle Public Library District
40 S. Park Street
Roselle, IL 60172
630-529-1641
www.roselle.lib.il.us*

The Roselle Public Library District is seeking proposals from qualified firms to create a new website for the library.

Deadlines (subject to change at Library's discretion)

- **May 1** Library issues RFP
- **May 15** Deadline for questions
- **May 31** Deadline for submitting proposals
- **June 6** Library completes RFP evaluation
- **June 18-29** Candidate interviews
- **July 11** Present final candidate to Board of Trustees
- **July 18** Contract signing

Summary

The library's current website (<http://www.roselle.lib.il.us>), built using Adobe Dreamweaver utilizing library and template modules, is largely static. The homepage is cluttered and appears dated. Our needs will be better suited with the ability to display announcements, features, services, and updated content in a fresh, appealing manner. Approximately 50-60% of the content of the current website will be retained and the new site will be maintained by library staff. All proposals must be founded on using a web-based content management system and using a theme that has been designed or modified from a template for the Roselle Public Library District.

Target Audience

The target audience includes Roselle residents of all ages who are regular library users and non-users but especially residents who may not physically come to the library building.

Roselle Demographic Information (2016 Estimates)

- Total Population: 22,911
- Individuals Aged 0-19: 27.2%
- Individuals Aged 20-54: 47.5%

- Individuals Aged 55+: 25.3%
- Languages Spoken at Home: Approximately 72.4% of residents over the age of 5 speak only English in the home; of the remaining 27.6%, the most common two languages spoken in the home are Polish and Spanish
- Approximately 93.7% of the population have attained a high school diploma or higher level of education
- The median household annual income is \$79,040

Project Requirements

- Clean, contemporary design with a short page and/or limited scrolling
- Intuitive navigation with a site structure that does not require multiple clicks to reach desired page
- Detailed menus with hover-over options (no Flash plug-in necessary)
- Display equally well in all browsers
- Incorporate library's location, hours, and catalog search in the header
- Prominent placement of My Account, digital resources, downloadable content, and upcoming events
- Incorporate dynamic data feeds to display upcoming events, as well as item information from our catalog, and blog posts, etc., giving staff the ability to easily post library news or promote library services on the homepage
 - All other pages can be static
- Teen and Youth pages should fit in with overall design yet have their own look
- Be compliant with all relevant state and federal laws regarding website accessibility
- Incorporate responsive web design, allowing good functionality of website on desktop computers and mobile devices
- Provide training for key staff in updating and maintenance of website
- Options to translate the page into foreign languages
- Staff intranet section that is password protected and not visible or searchable by the public
- Consulting support for optimal hosting options and statistics gathering
- Consulting on branding (including library logo) is not required, but would be considered a plus

Sites We Like

[Glenside Public Library District](#)

- Header design and content layout
- Drop down menu layouts
- Overall design and feel
- Prominent placement of search bar

[Barrington Area Library](#)

- Prominent location of search feature
- My Account section of header is frozen while users navigate down each page
- Ease of navigation to digital content

[Poplar Creek Library District](#)

- Overall design and layout
- Header and footer design and content organization
- Digital media shortcuts

[Champaign Public Library](#)

- Appealing, colorful design
- Layout: essentials on top, more details in the footer
- Homepage template carries over to all other pages
- Nested menus at the tops of each page

[Adler Planetarium](#)

- Bright and engaging look
- Navigation is intuitive
- Consistent and clean look throughout

Proposals Requirements

Submissions that do not include each of the six requirements listed below will not be considered.

1. Reference information for at least 3 clients, including their active websites
2. A description of your experience in producing sites for library, non-profit, and/or community-focused projects
3. An overview of your development process
4. A proposed timeline
5. An introduction to your team and their qualifications and details on the portions of the project you may outsource
6. An outline of pricing and total cost of this project

Selection Criteria

Selection criteria will include, but not be limited to the following:

- Quality of portfolio of projects

- Understanding of modern trends in design and development
- Understanding of web standards and usability
- Experience with content management systems and customization of themes
- References from previous clients
- Cost

Final vendor selection will be brought before the library's Board of Trustees for review and approval on **July 11, 2018**. The Board reserves the right to reject any and all proposal(s) for any reason.

Disclaimer

This Request for Proposals (RFP) is not an offer to purchase. The RFP is solely a request for expressions of interest and statements of qualifications. It is not an invitation for tenders, an offer to contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the Library and any other person can or will be created hereunder. The Library assumes no financial responsibility for the cost of preparation of proposals by respondents nor does it make any commitment to enter into a contract for service based on responses to this RFP.

Timeline

Questions and completed proposals can be submitted via email on or before **May 31, 2018** to:

- Samantha Millsap at smillsap@roselle.lib.il.us

All submissions will be acknowledged within 2 business days of receipt.