



## **Website Design Request for Proposals**

### **Request Overview**

The Society for Community Research and Action (SCRA) is soliciting vendor proposals for redesigning and launching a website using the domain name ([www.scra27.org](http://www.scra27.org)) The site will be focused on providing general education about the field of community psychology, attracting students and practitioners to the field, membership to SCRA 27 through publicly accessible content, and supporting existing members through content accessed with a username and login.

### **About SCRA**

The Society for Community Research and Action, Division 27 of the American Psychological Association, is an international organization with over 1,500 members devoted to advancing theory, research, and social action. Its members are committed to promoting health and empowerment and to preventing problems in communities, groups, and individuals. SCRA serves many different disciplines that focus on community research and action. Our public facing site is <https://www.communitypsychology.com/>

### **Organizational Resources and Experience**

The organization is almost entirely volunteer-run, with three part-time staff including an executive director, administrative coordinator, and outreach communications specialist that runs a sister website (communitypsychology.com). The organization has several active working committees that will provide input and oversight into the final design choices. There are a few members with extensive experience in website management and online community building, and several members who are active generators of online content including active social media handles. However, the vast majority of SCRA members identify as users and not generators of online content. SCRA's Administrative Coordinator serves a role in adding and managing content for SCRA's mostly members-based website ([www.scra27.org](http://www.scra27.org)) and its social media, along with other staff and volunteers who contribute.

## Vision, Objectives and Target Audiences

The vision for the new website is to provide support to existing SCRA members and encourage website visitors to become members. Secondary, but important audiences are people and organizations engaged in community work, including nonprofits and government, who may benefit from community psychology resources; students, researchers, and academics who may or may not be familiar with community psychology; and representatives of the media who may come to the site for information on community psychology as a field. The website focus includes membership recruitment and retainment. The website design should support members in the following areas: ability to learn about current SCRA initiatives, access to governing documents, access membership database, and schedule events for zoom calendar.

## Design Requirements

Our main concern is to have a website that supports current members in accessing membership account and organizational content.

Design should include:

- Content management system that is easy for a layperson to maintain
- API integration with MemberClicks database
- Modern, intuitive design with rich imagery and multimedia (videos and audio)
- Prominent links to social media channels
- Mobile phone/tablet capability: excellent translation to multiple mobile platforms
- Align with principles of Universal Design

These are example websites showcasing work similar to our own. We provide these as examples and are open to the designer's vision.

- American Evaluation Association <https://www.eval.org/>
- Global Alliance for Behavioral Health and Social Justice <https://www.bhjustice.org/>
- International Psychology <https://div52.net/>
- Society for the Psychological Study of Social Issues <https://www.spssi.org/>

Ideal features to include that are in websites above:

1. Easy to navigate
2. Concise information shared
3. Navigation footer
4. Appealing graphics or photos
5. Events on home page
6. Crisp color choices
7. Locating the member login or join buttons close together in the right hand corner navigation

## Functionality Requirements

- API Integration with our MemberClicks database
- Website content updates can be made internally by SCRA administrative team
- Security updates or CMS problems will be handled by contractor
- Compliance with current ADA recommendations for web design (including features for visual and hearing impairments)
- Restricted access/permissions to different areas of the site depending on the level of user privileges, including different roles for administrators for site maintenance.
- Search engine feature within website
- Member access to a calendar of events that they can modify
- Professional video and audio player plugin(s)
- Prominent integration with our social media accounts (Facebook, Twitter, etc.) that enables easy sharing of articles and media via our members' social media.
- Integration with future and current audio capabilities, (e.g. [YouTube page videos](#), podcasts etc.)
- Friendly URLs, including ability to create “redirects” (short URLs that redirect to longer URLs on site)
- Accessible from low bandwidths, graceful degradation
- Mobile phone/tablet capability: all functionality works on multiple mobile platforms
- Extensive file storage capabilities that are easily searchable by users (document "libraries")

## Ongoing Maintenance

We expect some ongoing support will be needed, to fix problems as they are discovered or occur on the new website, and possibly requests for new functionality. This work would be covered under a new contract.

## Proposal Instructions

Please submit a document with the following:

- Diversity and inclusion statement from you or your organization (see [SCRAs Statement on Diversity](#))
- Project plan:
  - Timeline including milestones
    - Two 2 week open comment periods for members to provide feedback on website progress

- Strategy for admin team to provide updates the website such as adding new website content
- Copying current website shell offline
- Strategy for contractor to address security updates.
- Protocol for addressing maintenance requests (including response time, format for submissions)
- Budget for site design
- Budget for timeline described above
- Annual maintenance plan including budget (if supplied by your company)
- A description of your approach to web design and the benefits of using your services
- Deliverable includes manual with detailed instructions for using the site
- References to at least three websites you developed in entirety that are similar to our vision
- Contact information from at least two references
- Provide examples of your work

Proposals should be submitted by **July 20th @ 5 pm EST to Amber Kelly** [amberkelly@scra27.org](mailto:amberkelly@scra27.org) . Please include as a subject line SCRA Website Proposal.