



National Council on Crime and Delinquency

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RFP | Web Redesign

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Request For Proposal

National Council on Crime and Delinquency

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www.nccd-crc.org

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Proposal Request

The National Council on Crime and Delinquency—the nation’s oldest nonprofit criminal justice research organization, working to reform the criminal and juvenile justice systems and child welfare—is soliciting proposals for its agency web redesign project.

NCCD will also have three additional website development projects in the next few months, a redesign of our gang initiative website (www.ccgpn.org), a PREA (Prison Rape Elimination Act) Resource Center website, and a Girls Institute website, that we would like to use the same vendor for if possible. The three additional projects have been funded, but are in the beginning stages of planning, so for the purpose of this proposal, just include bids for the agency website redesign, but please comment on your firm’s capacity to handle the other projects simultaneously.

Proposals should address the challenges and requirements presented within this document, and explain how your firm’s solution is suited to NCCD’s specific needs. Proposals should also describe the process to be implemented throughout the life cycle of the project.

According to our internal project plan, we are seeking to launch our new website in late spring/early summer of 2011. Given this scenario, we’d like to receive and review proposals in the beginning of October, evaluate and select a vendor in November, and commence work after the new year. Please let us know if your firm is unable to work within this timeframe.

The budget range for this project is between \$50,000 and \$75,000.

Please email proposals to Renee Plog at: rplog@sf.nccd-crc.org. Subject line: Web Proposal

Contact Information:

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History & Mission

NCCD is a private, nonprofit research and consulting firm specializing in child welfare, juvenile justice, and adult criminal justice issues. As the nation's oldest criminal justice research agency, NCCD has been at the forefront of innovative research and policy development in adult corrections and juvenile court-related services since 1907. Its mission is to conduct research and initiate programs and policies to reduce crime and delinquency and improve the lives of children and their families. The Council encourages citizen involvement in effective, humane, fair, and economically sound solutions to criminal justice and child welfare problems.

Organizational Structure

NCCD is headquartered in Oakland, CA, and has offices in Madison, WI, and Jacksonville, FL. The Madison office houses the Children's Research Center (CRC), a division of NCCD that works with federal, state, and local child welfare agencies to reduce child abuse and neglect by developing case management systems and conducting research that improves service delivery systems. The Jacksonville office operates NCCD's Center for Girls and Young Women, which provides assessment services, staff training, advocacy, evaluation, and direct services to meet the gender-specific needs of girls and young women in the criminal justice system.

NCCD's Work

NCCD is unique among nonprofit organizations in that we have developed and employ a range of methodological approaches to accomplish our mission. Methodologies include:

- **Research:** NCCD conducts research studies using quantitative and qualitative data in order to explore issues, evaluate innovative programs, and measure the quality of justice delivered by government partners. Its approach is data driven and research-based.
- **Program design:** NCCD works with jurisdictions to test and develop programmatic solutions to problems in the justice and social welfare systems.
- **Technical Assistance:** NCCD organizes and applies the practical and substantive expertise of staff and peer networks in order to help government and community partners develop and pursue agendas for justice and child welfare reform.

Creating a navigational scheme and information architecture that reflects the range of NCCD's substantive work—without eclipsing methodologies or confusing our web audience—will be a central challenge for the redesign.



Unification

NCCD's three offices currently have three different website looks and styles, and in the case of the Center for Girls and Young Women in Florida, a separate website altogether:

1. www.nccd-crc.org/nccd
2. www.nccd-crc.org/crc
3. www.justiceforallgirls.org

We are seeking a web solution that will bring the three together under one roof and clearly demonstrate the relationship between the three and the work we do and how we do it.

Tools

NCCD is seeking a sophisticated suite of web-based tools to streamline internal operations, improve knowledge management, empower communications and fundraising efforts, and facilitate information sharing across the agency and with NCCD's web audience.

Integration

NCCD is seeking web-based tools that fully integrate individual components (wherever possible) so that the whole may be greater than the sum of its parts. We are seeking to integrate CRM with our email marketing tool (currently Vertical Response), online forms, donor section, RSS, etc., in order to alleviate internal inefficiencies and missed opportunities to communicate our message in a timely, effective manner.

Open Source

NCCD prefers an open source solution for its web redesign. If your firm prefers a proprietary or commercial solution, please feel free to address this issue in your proposal.



Challenges

NCCD's current landing page, www.nccd-crc.org, is confusing to visitors. It is difficult to determine what NCCD does and how the different offices are related to each other. It appears that NCCD is three different agencies. Our landing page needs to address those issues and represent the agency as a whole. Our current site is un-dynamic, non-interactive, and un-engaging for visitors (and for staff). In addition, the site has fallen steeply behind the technology curve and suffers from many of the classic symptoms of poor web design, including: confusing navigation, uninteresting graphic design, inefficient page layouts, etc. Most importantly, the current site is incapable of supporting NCCD's strategic plan, which calls for:

- Building upon NCCD's reputation as one of the preeminent nonprofit organizations committed to the advancement of fairness and justice
- Growing financial capacity (in part, through enhanced online fundraising efforts)
- Building an expanded, strategic, and more powerful communications platform
- Building a deeper, more dynamic knowledge base in key substantive areas
- Expanding impact and reach into new substantive areas and geographic locations

For all of the above reasons (and others), the site has failed to gain traction among current constituents or to build an expanded community of new constituents. Internally, many NCCD staff view the site as an ineffective tool for promoting their work and for advancing the mission of the agency. We therefore view the redesign project as an opportunity to strategically reposition the website within the organization, to reinvigorate interest among staff, and to attract a wider web audience by demonstrating more effectively the knowledge we possess and the services and expertise we provide.

Project Scope

NCCD is seeking a comprehensive, integrated internet/intranet solution. The provided solution should encompass the following core components:

Internet

- Content Management System (CMS)
- Customer Relationship Management (eCRM)
- Online fundraising tool
- Integrated communications and eMarketing capabilities
- A centralized, database-driven site with powerful search and query functions

Intranet

- Blogs
- Calendar
- Forum/discussion board

Our expectation is that the above elements will be integrated into a unified, cohesive system that will maximize usability, productivity, and knowledge management.



Goals & Objectives

Our goals for the project have been informed thus far by our own internal discovery process and by NCCD's current strategic plan.

In this regard, we believe the new site must:

- Reflect the quality of NCCD's work and build upon its reputation as a leading nonprofit organization in the social justice arena
- Make NCCD research more accessible and understandable
- Enhance online fundraising capacities
- Provide a powerful communications outreach and eMarketing platform
- Enhance usability & accessibility
- Build an intranet that fosters information sharing, teamwork, and participation
- Centralize databases across the agency
- Integrate what is now a patchwork of disparate, incomplete systems into a unified, cohesive whole

Accessibility / Browser Compatibility

To better serve important sectors of our web audience, and to satisfy specific legal requirements, NCCD is committed to creating a site that complies with WAI accessibility standards and existing accessibility laws (*American Disabilities Act and the Rehabilitation Act*). We are interested in web design firms who may have expertise in this area and who have built sites that conform to accessibility guidelines and laws.

The site should also work similarly across all modern browsers and operating systems, as well as for mobile devices.

Search Engine Optimization

Given our investment in web technologies, we want to leverage the enormous marketing potential of the search engines to fulfill our short-term and long-term goals. This includes:

- Insights into our website traffic and marketing effectiveness
- Driving up our Google ranking so that we are always a top result in our fields of expertise



Features & Functionality

NCCD is looking to build a site that facilitates and promotes its work, engages and informs its web audience, and extends its impact and reach. Below are some of the features we believe will help accomplish these objectives:

- RSS feeds
- Podcasts
- Blogs
- Interactive maps
- Rich media (audio, video, presentations, etc.)
- Advanced search
- Events calendar
- eCRM
- Dynamic donor section
- eNewsletters
- Email alerts
- Online forms (e.g., job applications, event RSVPs, etc.)
- Social networking capabilities (Facebook, Twitter, Youtube, tagging, bookmarks, etc.)
- Media center
- Site metrics
- Relational content
- Interactive bios with photos and contact info (i.e., link to related publications, projects, etc.)
- Compelling graphic design



NCCD effectively operates as three separate agencies and we believe that a useful intranet will aid in the unification of the offices by serving as an efficient means of inter-office communication and information sharing.

We're looking to encourage wide acceptance and use of the intranet among staff. An intuitive, useful, elegant solution will go a long way to accomplishing this goal.

In general, we believe the intranet should strive to achieve the following:

- Enhance knowledge management (central repository of important organizational information)
- Foster information sharing and an institutional culture of cooperation, participation, and teamwork (blogs, calendar, etc.)
- Create a forum for exchange of ideas regarding substantive work-related issues and NCCD workplace issues



Web Audience

Our internal discovery process has identified the following web audience groups:

- Legislators
- Judges
- Policy analysts
- Academics
- Researchers
- Journalists / reporters / media
- Funders (foundations, government agencies, and donors)
- Nonprofit organizations
- Advocates
- Justice / child welfare practitioners (public defenders, prosecutors, police, district attorneys, foster care and social service agencies, etc.)
- Students
- General public

At this stage, we do not see a need to personalize the site by audience type, although we will certainly want to capture audience type and interests as part of the subscription process (and other contact management processes) for eMarketing purposes.



Training

Weekly updating of content will be handled by staff in Oakland, Madison, and Jacksonville.

Prior to the rollout of the new site, it is our expectation that staff involved in the maintenance of the website will be trained to perform their role. This training may be done either in person or remotely.



Graphic Design

It's important to mention that the NCCD portion of our current site is the product of a recent redesign that was done mostly in house and on a very small budget. Prior to that, the entire site looked very much like the current CRC portion of the site. While the redesign was clearly a vast improvement, many improvements can still be made. Staff have indicated that the new site should have a more clean, simple, and modern look.

We are currently in the process of a logo redesign as well. Our current logo was implemented to commemorate our centennial in 2007, and our three offices all have different logos that are not related. The logo/branding process will reveal new identity standards that will inform the look and feel of the website.

Our expectation is that the selected web design firm will supply 3 sets of comps that follow different creative paths as part of the design phase.



Peer Sites

The following sites have been identified as peers that may serve as useful models for NCCD's new website. Though none are perfect, there's something to learn from each. Please note that this is not considered to be a final list.

www.vera.org

www.burnsinstitute.org

www.justdetention.org

www.casey.org

www.ppv.org

www.aspeninstitute.org

www.urban.org

www.safepassages.org



Measurements of Success

A successful redesign will result in a website that:

- Reflects and builds upon NCCD's standing as a leading nonprofit organization in the field of social justice
- Prominently features NCCD's research and publications
- Clearly conveys who we are, what we do, and how we do it
- Exhibits our expertise and markets our services
- Is user-friendly and complies with accessibility guidelines
- Facilitates NCCD's work and advances its mission

A successful redesign will be evidenced by:

- A significant increase in web traffic and downloads
- A significant increase in online fundraising and individual donations
- A significant increase in subscriptions and registrations, growing the number of contacts contained in NCCD's constituent database
- Increased and expanded media coverage
- Informative, detailed site metrics