



West Bend Community Memorial Library
630 Poplar Street
West Bend, WI 53095
(262) 335-5151

Website Redesign Project Request for Proposals

Main Contact: Amy Becker, Library Director

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Secondary Contact: Sara Davister, Adult Services Librarian

sdavister@west-bendlibrary.org

INTRODUCTION:

The West Bend Community Memorial Library is seeking proposals from web design professionals interested in redesigning the West Bend Community Memorial Library's website.

ABOUT THE LIBRARY:

The West Bend Community Memorial Library serves a community of about 32,000 people, with a number of users from surrounding communities. We have about 47,000 cardholders and are the largest library in Washington County, Wisconsin with no library branches. We are part of the Monarch Library System, which serves 32 libraries in Dodge, Ozaukee, Sheboygan, and Washington Counties.

We offer an array of programs and services for people of all ages, from babies to senior citizens, including Story Times, Family Nights, Movie Nights, book clubs, teen programs, an Outreach Department, and much more. The West Bend Community Memorial Library also has access to a variety of research databases that are one of the main reasons our patrons access our website. We are a very active library with an average of 225,000 visits per year. We would like our website redesign to reflect the busy community center that we are and have a web presence that is easy for our patrons to access across all platforms and devices for the next 5-10 years.

OUR CURRENT WEBSITE:

Our current website (www.west-bendlibrary.org) was designed in-house in 2011 by library staff. We designed the site using the Wordpress theme, Coraline. The Library's website has 38 pages. Librarians are responsible for maintaining the website and we have no web designer on staff. After the redesign, librarians will continue to maintain and update the site.

We would like to continue our current website's functionality. At the same time, a redesigned website could have a more vibrant appearance and be easy for our patrons to access information 24/7.

In preparation for the redesign, library staff evaluated other libraries' websites, completed a patron survey, and is working on a content audit and site mapping. According to a Google Analytics report, our most visited pages are the Monarch Catalog and our research databases.

PROJECT SCOPE/OVERVIEW:

The redesigned website must contain the following:

- A website design that library staff will continue to maintain, through a management system, preferably Wordpress or similar software
- Training for library staff who currently maintain the website

- Rotating banner on homepage for events, news, and programs
- Library hours, location, and contact information in a prominent location on our homepage
- A homepage that has a bright and friendly color scheme, but not cluttered with too much information and a consistent theme throughout the site
- The ability to link to outside websites, such as the Monarch Catalog, Overdrive, and RB Digital Magazines and any succession software
- An online form for people to be able to make financial or other donations to the library
- Seamless integration with mobile platforms through responsive design
- Accessibility features to be in compliance with Americans with Disabilities Act
- A combined search box for our catalog and website
- An online calendar to easily advertise library programs and events, featured on homepage
- Intuitive language that is easy for library patrons to understand (not just librarian jargon)
- Events, services, and programs that are presented by age group
- The flexibility to adapt and be able to change features as we move forward in the next 5-10 years

HOSTING AND MIGRATION:

Our website is hosted through the Monarch Library System in Sheboygan, WI. They will continue to host our website in the future. The migration of our new website will likely be IT Staff from the Monarch Library System

PROPOSAL REQUIREMENTS:

The following items are required when submitting your proposal:

- An overview of your process and how you would approach this project
- A proposed timeline of the project
- A sample homepage of how you envision our site
- Proposed budget of what the project will cost from start to finish
- Reference information for at least three clients in the past 2-3 years, including website URL and reference contact information. Experience in working with libraries or nonprofits a plus.
- The design must comply with all the Americans with Disabilities Act guidelines for web accessibility
- Training for all staff who manage the website must be included in the package
- Contact information for design staff who would be working on the project

PROPOSAL TIMELINE:

- Library issues RFP – January 3, 2018
- Questions on RFP by January 16, 2018
 - Please send questions to both primary and secondary emails on cover sheet
- Questions answered on RFP by January 26, 2018
- Deadline for submitting proposals – February 2, 2018 @ 3:30pm
- Recommendation to the West Bend Community Memorial Library Board – February 13, 2018

Please send proposals no later than February 2, 2018 at 3:30pm to:

Amy Becker, Library Director
West Bend Community Memorial Library
630 Poplar Street
West Bend, WI 53095

Or Email to:

Amy Becker, Library Director
abecker@west-bendlibrary.org