Services Request for Quotes (RFQ):
Logo and Website Redesign

Issue Date: July 15, 2022
Submission Deadline: August 19, 2022
Period of Performance: September 15, 2022 - April 28, 2023

SECOORA is seeking quotes to redesign the SECOORA website and logo and create a style guide. Responses will be due August 19, 2022. The primary goals are to update the virtual face and voice of SECOORA, strengthen our online presence, build brand awareness, and provide an overview of our organization to increase membership, drive traffic to SECOORA funding opportunities and news stories, expand community engagement, and streamline data discovery and access.

ORGANIZATION BACKGROUND

The [Southeast Coastal Ocean Observing Regional Association](#) (SECOORA) is a regional non-profit organization based in Charleston, SC and supports ocean observing and research in the coastal waters of North Carolina, South Carolina, Georgia, and Florida. SECOORA is one of the eleven coastal ocean observing regional associations partnered with the [NOAA US Integrated Ocean Observing System](#) (IOOS®).

SECOORA's Logo and Style Guide History

SECOORA's logo was created in 2007. SECOORA created a style guide in 2016 to inform outreach materials and our first website redesign. Example outreach materials include: [congressional outreach flier,](#) [membership flier,](#) [PowerPoint template,](#) [newsletter.](#) Respondents will need to manage the process of redesigning the logo and creating a style guide. This can include, but is not limited to: coordinating with a graphic designer, defining the audience, capturing outside input on SECOORA branding, creating brand identity, etc. (See services requested for full list.)

SECOORA's Website History

The SECOORA website is the virtual face of SECOORA and was last updated internally in 2016. The website includes information about SECOORA and our events, resources, and programmatic information as well as the data portal and visualization tools, data products, data catalog, and other applications. SECOORA is growing and needs a website that reflects the current and future path for the organization. Respondents will need to assist SECOORA in

content review, site map creation, defining website audiences, user experience testing, adding, and creating tags / categories for content, adding Google Analytics 4, etc. (See services requested for full list.)

SECOORA supports a data management system with [Axiom Data Science](#) (Axiom). The current site uses [WP Engine](#) to host and manage the SECOORA Wordpress site. Website content and updates are done in partnership between SECOORA staff and Axiom staff. Respondents will be given access to a new site in the WP Engine platform to manage the development of the new SECOORA website. Respondents should demonstrate how they will work in partnership with Axiom Data Science to manage and develop the new website under the existing WP Engine platform. As part of the existing website there are multiple widgets/plugins that display data feeds from the SECOORA data system. These existing widgets/plugins will need to be integrated into the new site in collaboration with Axiom Data Science. Respondents can contact Axiom with questions via email (dmac@secoora.org).

SECOORA's Growth

SECOORA has two new programs that partner and collaborate with coastal communities to install coastal observing technology: [The Southeast Water Level Network](#) and [Webcams for Coastal Observations and Operational Support](#). These two programs need assistance with branding and a strong web presence. Respondents will be expected to address how to organize, display, and create a user-driven landing page for these community projects.

SECOORA assists in website management for three different organizations ([SOCAN](#), [SCDRP](#), and [the FACT Network](#) known as affiliate programs). Affiliate program coordinators update their own content and two (SOCAN and SCDRP) of those affiliate programs websites are being hosted on Wix. SECOORA is looking to migrate all affiliate programs under SECOORA's general website and provide a way for coordinators to easily edit content. There is additional funding for respondents to integrate the affiliate programs' websites into the Wordpress platform and new SECOORA website template. Respondents will outline how they will engage the designated contact for affiliate programs for integration and design.

SECOORA does not have a plan on how to use Google Analytics and Search Engine Optimization for improving website traffic and understanding users. SECOORA is interested in an improved understanding of how to use the tools to increase membership, donations, news, and product and data access. See Phase III of services requested for information.

TIMELINE

The new logo and website will be unveiled at the SECOORA Annual Meeting in May 2023 (date and location TBD). All phases of the project and deliverables will be due by April 28, 2023. Below is a timeline:

- Request for Quotes due: August 19, 2022
- Review Process: August 20 - September 9, 2022
- Expected Contract Start Date: September 15, 2022
- Deliverables Due: April 28, 2023

SERVICES REQUESTED

SECOORA will obtain ownership of any text/images/graphics used/purchased for use on the website.

Proposers must demonstrate how they will address the following services:

1. Phase I: Logo Redesign and Style Guide
   - Identify Project Manager that will lead the logo redesign and style guide process and lead communications with the SECOORA team.
   - Capture internal and external input to help inform SECOORA's identity, audience, goals, branding, and organizational personas. SECOORA will work with the selected contractor to identify users and members for input.
   - Redesign the logo with primary and secondary uses. Engage SECOORA members for feedback on logo development and design.
   - Create a style guide (colors, fonts / typography, logo placement, how to use different versions of logo) and PowerPoint template.

2. Phase II: Website Redesign
   - Identify Project Manager that will lead the website redesign process and lead communications with the SECOORA team.
   - Based on identified audiences, develop site map and inform site architecture that aims to improve and simplify website navigation, elevate web presence for SECOORA community programs (see SECOORA's Growth section), highlight membership, and increase data discovery.
   - Create tags and categories for content pages and news posts.
   - Align website design elements with Americans with Disabilities Act Standards for Accessible Design requirements.
   - Establish Google Analytics 4 (GA4) on the new website.
   - Coordinate with FACT Network on updating content to the new website template.

○ Perform user experience testing (specifically homepage interaction and streamline access to SECOORA data/products).
○ Address coordination of developing and launching the new website under the existing SECOORA WP Engine platform in partnership with the SECOORA staff and Axiom Data Science.

3. Phase III: Additional Opportunities Pending Performance and Funding
   ○ Migrate affiliate program (SOCAN and SCDRP) webpages from Wix to WordPress platform.
   ○ Create a GA4 and Search Engine Optimization plan to assist SECOORA in interpreting the analytics to improve website traffic and increase understanding of user behavior for new and existing web pages.

BUDGET

When constructing the budget, please list Phase I, Phase II, and Phase III elements separately. SECOORA is budgeting $25,000 to $70,000 for Phases I and II of the website and logo redesign process. There is up to $10,000 for Phase III opportunities. You are not required to apply for Phase III to receive funding for Phase I and Phase II.

SUBMISSION OF RESPONSES

Respondents will electronically submit the project package in PDF format through egrants.secoora.org. The submission deadline is August 19, 2022 at 5 PM ET. You must complete the registration process to upload a proposal to egrants.secoora.org. This is a two-part verification system (phone and email confirmations are required). Once you have registered, please select the RFP to which you are applying, complete the required fields, and upload your proposal as a PDF.

PROPOSAL FORMAT

Proposals must follow the required format and address the services requested.
- Title / Cover Page:
  ○ Include the name of the company, company website, company mailing address, and lead point of contact information (name, email address, and phone number).
  ○ Any additional information for outsourcing services (example: contact information for subcontractors like graphic designers, website designers, etc.).
  ○ Total budget request.

- Introduction and Summary
  - Team and Company Introduction: One paragraph overview of the project team and company.
  - Detailed Overview: Describe the end-to-end process of how you will meet the services requested under each phase (Phase I: Logo Redesign and Style Guide, Phase II: Website Redesign, and Phase III: Additional Opportunities Pending Performance). Describe the expected frequency of engagement with the SECOORA Communications Director.
  - Project Management Approach and Qualifications: Describe project management structure, identification of key personnel, responsibilities of key personnel, and technical experience.
  - Timeline: List in detail the timeline for project services requested. Highlight points of engagement with the SECOORA Communications Director. Include the expected number of hours from start to completion. A Gantt chart or other visual is requested.
- Cost Proposal
  - The cost proposal must outline the cost for each Phase I, II, and III separately. The cost proposal shall outline the categories of expected expenses for each phase which can include: subcontracting fees, market research, labor, hosting services, user interface testing, etc.
- Appendices
  - References (required): Provide at least two client references for SECOORA to contact and at least two portfolios that showcase relevant projects or examples.
  - Resumes (required): Provide resumes for 2-3 of the key personnel identified, with listed qualifications and credentials.
  - Awards / Certificates (optional): Provide a list of awards or certificates.

RFQ REVIEW PROCESS

A review panel will evaluate the responses to the RFQ and recommend up to three respondents for follow-up interviews. At the conclusion of the interviews, SECOORA will negotiate a contract for services with the selected contractor. This is an open and competitive process. SECOORA reserves the right to reject any and all responses received as a result of this process.

QUESTIONS AND CONTACT

For any questions or to schedule a discovery call related to this solicitation, please contact Abbey Wakley, SECOORA Director of Communications, via email (abbey@secoora.org).

DIVERSITY, EQUITY, AND INCLUSION

SECOORA is committed to building inclusive research, extension, communication, and education programs that serve people with unique backgrounds, circumstances, needs, perspectives, and ways of thinking. We encourage diverse applicants from all backgrounds to apply for this competitive opportunity.