



Statement of Work (Draft)

Website Redesign of NYSBDC Main Website & Website Template for NYSBDC Centers

New York Small Business Development Center (NYSBDC) - SUNY

I. INTRODUCTION & PROJECT OVERVIEW

This Statement of Work (SOW) outlines the website redesign to be provided by the selected vendor for the New York Small Business Development Center (NYSBDC). The project aims to modernize and optimize NYSBDC's main external website (www.nysbdc.org) to further the organization's strategic and marketing goals. The redesigned main website should present NYSBDC in a modern, engaging, and dynamic manner while incorporating best practices in design, functionality, interactivity, and communication. It will seek to spotlight the strength of our business advisory services, our powerful approach to research and data, and our learning and professional development offerings. It will also seek to better connect us with the higher educational institutions that host us (SUNY, CUNY, Columbia University, Pace University). Beyond the redesign of the main website, it also seeks to crucially create a uniform communications approach and link across the SBDC Network by developing a basic website template that could be used by our 22 centers to better align our network and strategic priorities and initiatives.

II. PROJECT PURPOSE

The current main website is hindering our network's growth and impact across New York State. It fails to accurately represent our accomplishments and services, limiting our ability to reach the diverse audiences we serve. An outdated website limits our accessibility and restricts client attraction, retention, and relationships with small business owners and stakeholders. A redesigned website will enhance our organization's image and improve user access to information, appointments, and workshops. Investing in a new website is vital for continued growth, expanded reach, and sustained impact on small and medium-size businesses across New York State. Additionally, ensuring that each center's website is aligned with our website and communications approach is essential to present a unified and accessible communications program.

III. PROJECT GOALS

The primary goals of the website redesign are to:

- a.** Improve the website's organization, prioritization, and presentation of NYSBDC's offerings in a clean, dynamic, and modern manner incorporating a user-experience focused approach.
- b.** Effectively attract and convert target audiences, resulting in increased appointments for counseling, online service registrations, and workshop attendance.
- c.** Spotlight the NYSBDC's key focus areas of advisory services, research & data, and learning & professional development
- d.** Ensure the website serves as an effective resource for small businesses throughout their life cycle and advance NYSBDC's mission of creating impact through small business support.



- e. Better align the 22 center websites from across the state with the main NYSBDC website.
- f. Create better alignment between the host institutions and the NYSBDC
- g. Improve accessibility, language access, and cross-platform compatibility

IV. SCOPE OF WORK

The selected vendor shall perform the following tasks:

- a. Analyze the current website's user experience and performance, including reviews of analytics, search engine performance, and conversion rates.
- b. Conduct a discovery phase to understand the various users targeted by NYSBDC, their needs, and how best to communicate offered services. This phase should involve interviews with NYSBDC main office staff, regional directors, and other stakeholders.
- c. Design the main website, incorporating findings from the discovery phase, and create a uniform brand experience that reflects NYSBDC's print and existing marketing materials.
- d. Develop the website according to industry standard best practices, using the Wordpress as the primary development platform.
- e. Ensure the redesigned website meets functionality requirements, including organized presentation of services, online appointment scheduling, interactive maps, content management system integration, SEO best practices, social media integration, and ADA compliance.
- f. Design and build a child website template that can be used by individual centers (22). (NYSBDC is open to vendor recommendations on best ways to achieve this objective)
- f. Provide ongoing support, training, and maintenance services for the redesigned main website as needed one year past the completion date.

V. PROJECT TIMELINE & BUDGET

The selected vendor shall complete the corresponding phases no later than the specified project deadlines. The budget for this project shall not exceed the predetermined amount.

Project Timeline

Below is an estimated timeline based on initial discussions.



Milestone(s): RFP Issued, Submissions Reviewed, Vendor Selected

Milestone Meeting(s): November 1, 2023

Phase 1: Specifications Completed (December 21, 2023)

Milestone(s): Launch meeting with vendor, discovery interviews, sitemap and wireframes prepared

Phase 2: Designs Completed (January 31, 2024)

Milestone(s): Primary and child website designs, interaction mockups (as relevant)

Phase 3: Development Completed (March 8, 2023)

Milestone(s): Beta website delivered, bug fixes addressed, APIs and other interactive functionality implemented

Phase 4: Content Population, Testing, and Launch (April 15, 2024)

Milestone(s): Additional testing, content production and population, archiving existing site, launching new website, addressing post-launch bugs

Phase 5: Training and Support (April 2024 - April 2025)

Milestone(s): Admin documentation, training of relevant SBDC stakeholders, ongoing monthly support and maintenance

VI. DELIVERABLES

The selected vendor shall deliver the following core deliverables:

- a. A redesigned NYSBDC website that meets the project goals and requirements. Includes
- B. A templated site based on the NYSBDC main website that can be used by centers to allow for more uniform messaging and approach.
- c. Documentation, materials, and training session for NYSBDC staff to manage the website and execute the website.
- d. Additional Items as identified in the timeline include stakeholder surveys, competitive audit, main website and center website audit, and website recommendations.
- e. Archive of all development and production files used in the final website(s)



VII. VENDOR QUALIFICATIONS

To be considered for this project, vendors must demonstrate a minimum of five years of experience in website design development, either as a company or as the median length of experience of team members if the candidate company has existed for less than five years. Vendors must also show experience developing web sites that utilize current design best practices. Must have experience designing system-wide or franchise style websites.

Additional preferences are a strong understanding and knowledge of user experience, user-centered design and ecosystem design. And additional preferences for strong understanding of complex communications ecosystems like the SBDC, SUNY & CUNY systems.

X. PROPOSAL SUBMISSION

Vendors shall submit a proposal that includes a company description, project process overview, discovery approach, recommended technical approach, proposed timeline, team bios, three recent relevant project samples, two client references, pricing, terms and conditions, and any other relevant information.

Proposals must be sent via email to communications@nysbdc.org by 5:00PM ET on October 25, 2023. Finalists will be notified and asked to present their proposal virtually November 6-7, 2023.

XII. KEY PERSONNEL

The project will be run by the NYSBDC Director of Communications & Marketing. He will be assisted by NYSBDC's Communications Coordinator, NYSBDC's Website Committee & NYSBDC's Website Consultant. Additional insight and advice provided by SUNY's Executive Vice Chancellor for Marketing & Creative Strategy.

XIII. RFP TIMELINE

The RFP that we issue shall follow the specified schedule, with deadlines for vendor questions, proposal submission, finalist selection, in-person capabilities presentation, winner selection, service start date, and project completion. Our RFP (Request for Proposal) is built off of the framework provided by this document.