

Fund for Education Abroad (FEA) Website Redesign RFP

Proposals due by: July 20, 2020 at 5pm EDT

About FEA

Mission & Vision

The mission of the [Fund for Education Abroad](#) is to provide scholarships and ongoing support to students who are underrepresented among the U.S. study abroad population. FEA makes life-changing, international experiences accessible to all by supporting minority, community college, and first-generation college students before, during, and after they participate in education abroad programs.

We envision a future in which any U.S. student who dreams of studying abroad will be able to participate. We believe the value of education abroad is so great that no barrier—financial, curricular, or personal—should be insurmountable. We foresee a future in which our scholars work to increase global understanding, give back to their communities, and mentor future generations of FEA scholars.

Project Overview

The current Fund for Education Abroad (FEA) website was created in 2015. Many things have changed since that time. Internally, changes have included the addition of a strategic plan and a **new mission and vision**, the **expansion of scholarship offerings** and programs (such as the Access Partner Program), and the launch of a **comprehensive campaign**. Externally, search engine optimization (SEO) has grown more sophisticated, while the website’s overall content has grown and **performance has slowed**. For these reasons, we seek an **entirely new website** addressing the **overall functionality and accessibility** of the current FEA website.

Project Goals

Goal 1: Improve the performance and accessibility of the FEA website

Goal 2: Minimize the number of clicks it takes to get to a users’ intended destination

Sub goal: Create a clear pathway for our three main constituent groups: applicants, partners, and donors.

Goal 3: Create a seamless user experience that does not prompt viewers to leave the FEA website for information

Sub goal: Embed the donation form into the FEA website

Sub goal: Create a form for potential partners and sponsors to contact us

Target Timeline

Action	Responsibility	Date
Issue of RFP	FEA	Week of 6/15/2020
Deadline to submit proposals	Potential vendors	7/20/2020
Internal decisions made	FEA	8/3/2020
FEA Board of Trustees approval	FEA Board of Trustees	8/14/2020
Issue offer/sign contract	FEA	8/21/2020
Preferred launch date	All	11/23/2020

Audience

FEA has two distinct audience types that view our website:

1. Students (applicants and awarded scholars)
2. Supporters (donors, volunteers, partners, sponsors)

The student side of the website should appeal to Generation Z and be intuitive and user-friendly. Navigation of the application requirements, scholarship types, eligibility information, and scholar blogs should all be easily accessible.

The supporter side of the website should appeal to viewers' desire to leave a legacy. There are many ways to support FEA: individual gifts, corporate partnership, sponsorship, planned giving, or volunteering. All of these options should be equally highlighted and accessible.

New Website Requirements

The ideal vendor will deliver these requirements in the FEA website redesign:

- ADA compliant to standard WCAG 2 A/AA
- Customized WordPress theme
- Content and user rollover from current site
- Transfer of all blogs created since 2017 to the new site
- Incorporate FEA brand colors and guidelines
- Close collaboration with FEA staff to determine the URL, page and menu structure
- Navigation that is user-friendly and intuitive
- Optimized for all major web browsers (Chrome, Safari, Firefox, IE 11, Edge)
- Adaptive and responsive design to support various devices such as mobile, desktop, tablet, etc.
- Integration with FEA's social media outlets
- Meets current web and security standards
- Domain registration (Namecheap preferred)
- Hosting (WP Engine preferred—we would switch from our current host, Rackspace)
- FEA domain name change to feascholarships.org
 - o Fundforeducationabroad.org should redirect to the new domain

New Website Preferences

- Review FEA marketing and communications materials to get a sense for the design
- Review current FEA Google Analytics to inform strategy
- Incorporate SEO best practices

Budget

We are looking for a vendor who can perform the above specifications for \$4,000-\$8,000.

Submission Requirements

- Cost and timeline of the proposed service
- Overview of vendors' experience
- Responses to the requirements listed above
- Detailed information on the contact(s) that will work directly with FEA staff
- Detailed information on vendors' experience with WordPress



- Examples of similar website projects in size and scope
- Email proposals to ljones@fundforeducationabroad.org with subject line “FEA Website Proposal: [Company Name]”

In addition to these requirements, please respond to the questions:

1. What experience do you have that is most representative of what you aim to do for FEA?
2. What kind of testing do you do before the launch of a new website?
 - a. How do you handle issues post-launch?
3. Are there any elements to a redesign that we have not addressed in this RFP that you feel we should consider?

Of course, we are available for any questions you may need answered for clarification. Please direct questions to ljones@fundforeducationabroad.org.

Vendor Preferences

- Experience in website development for non-profit organizations
- Knowledge and experience in higher education websites
- 2-3 years of experience designing in WordPress
- Interest in the FEA mission and vision

Contact Information

Proposals should be submitted on or before July 20, 2020 at 5pm EDT to Lyndsi Jones, senior outreach coordinator, at ljones@fundforeducationabroad.org. Please submit your proposal with the subject line: “FEA Website Proposal: [Company Name].” Please also direct any questions or concerns to Lyndsi and copy fea@fundforeducationabroad.org.

Disclaimer

This project and all associated tasks are subject to FEA Board of Trustees approval before the project is granted and a contract is signed.

