

REQUEST FOR PROPOSAL WEBSITE REDESIGN

Baraboo Public Library
230 4th Ave
Baraboo, WI 53913
608-356-6166

The Baraboo Public Library is requesting submissions from website design professionals interested in redesigning the Baraboo Public Library website.

ORGANIZATION AND PROJECT BACKGROUND

Originally chartered in 1895 the Baraboo Public Library has been serving patrons in its current location since 1903. The present library was funded in part by a grant from millionaire industrialist Andrew Carnegie who believed: "A library out ranks any other one thing a community can do to benefit its people." So much more than a warehouse for books, we are a life-long learning center, a community center, and a technology center. We offer access to 21st-century resources from our website and our beautiful historic building.

We realize the critical importance of a virtual presence that provides the same high quality experience as our physical location. As more and more of our patrons access library resources via our website 24/7, our goal for this redesign is to enhance both its appearance and ease-of-use across all platforms.

Please see the addendum for the Baraboo Public Library 5-Year Strategic Plan adopted in 2012.

PROJECT OBJECTIVES

The purpose of this Request for Proposals is to employ a website design professional who can take new (see Objective 7) and existing content and implement the following:

1. Give the website an overall modern look with a clean, clutter-free appearance
2. Design a home page that requires little or no scrolling
3. Optimize the user experience and discoverability of existing content
4. Ensure seamless integration with mobile platforms
5. Create a staff interface for updates and maintenance that is easy to use
6. Present options for receiving donations
7. Design a page for the building plan and case statement

ADDITIONAL PROJECT REQUIREMENTS

Our website is built with Drupal and is currently supported and hosted by the South Central Library System (SCLS). We would like to continue this relationship with SCLS, if at all possible. As a result there are some basic parameters for this project:

1. Continue to use Drupal 7 with the Zen theme for the website.
2. Conform to SCLS's conventions for Drupal core and contributed files.

HISTORY, EXPERIENCE, TRACK RECORD, AND REFERENCES

Please enclose a history of your experience providing web design services including, but not limited to:

1. At least three previous relevant Drupal projects with pertinent samples.
2. Information regarding your knowledge of and experience with public libraries and non-profit organizations, stating names of organizations and the website design performed.
3. Any work done in Wisconsin, or the upper Midwest. Please list names and phone numbers for references on each project.

In addition please provide a description of your organizational structure, including resumes for professional staff who would work directly with the Baraboo Public Library.

PROJECT IMPLEMENTATION

Please identify all areas of service that you are able to provide, including but not limited to the following:

a. Project Plan

Include all components of the project with realistic timelines and budgets.

b. Ongoing Consulting Services

In the event the new design cannot be supported by SCLS, include a plan for hosting and supporting the website and all associated costs.

FEES

Identify all charges for the services listed above which you are able to provide. Please also include an estimated cost for the entire project. Identify all reimbursable expenses such as transportation, lodging, meals, office supplies, printing, etc...

QUESTIONS

All questions pertaining to this proposal are preferred in writing and sent by email to Nathan Rybarczyk, nathan@baraboopubliclibrary.org no later than March 4, 2016.

Nathan Rybarczyk, Adult Services Librarian/Assistant Director
Baraboo Public Library
230 4th Ave.
Baraboo, WI 53913
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608-356-6166
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Proposals are due no later than close of business on March 4, 2016

ADDENDUM

Baraboo Public Library 5-Year Strategic Plan

Adopted August 2012

Mission Statement

The Baraboo Public Library offers a safe and welcoming environment, providing area residents and visitors with confidential access to cutting edge, high quality resources. As a center of lifelong learning, the library proactively engages diverse audiences, encourages collaboration, and challenges and empowers its users to participate fully as members of their local and global communities.

Values

Be welcoming
Enable access to cutting edge, high quality resources
Be collaborative
Maintain the highest standards of accountability to users and stakeholders
Be proactive and responsive
Maintain privacy and confidentiality
Be objective, impartial, trustworthy, and honest

Vision

Enlighten, enrich, entertain, inspire!

Strategic Directions

We will:

- Continue to provide the highest quality customer service and access to print materials, audio, video and programming
- Communicate frequently and effectively
- Support the broadest range of interests and ages
- Have outstanding facilities
- Be enterprising while maintaining the highest standards of accountability
- Provide access to emerging and relevant technologies