

**Latino Policy Forum
Request for Proposal
Website Design & Development
August 2012**



The Latino Policy Forum seeks proposals for a re-design of its website, www.latinopolicyforum.org, due August 20, 2012 for a project completion date during the first quarter of 2013 or sooner.

Please direct questions and final proposals to development@latinopolicyforum.org and in the subject line, please put: WEBSITE PROPOSAL

About the Latino Policy Forum

The Latino Policy Forum is the only organization in the Chicago area that facilitates the involvement of Latinos at all levels of public decision-making. The Forum strives to improve education outcomes, advocate for affordable housing, promote just immigration policies, and engage diverse sectors of the community. It does this by conducting analysis to inform, influence and lead, all with an understanding that advancing Latinos advances a shared future.

Understanding the contributions of Latinos in fueling the economic growth of Illinois, the Latino Policy Forum was established in 2008, building on a 20-year history as Latinos United, an organization that advocated for equitable, affordable housing options for Latinos throughout Metro Chicago.

Today, the Latino Policy Forum is a multi-issue organization with four focus areas: Education, Immigration, Housing, and Civic Advancement. The Forum has developed a concept to build the policy making and advocacy capacity of Latino organizations and leaders called *Acuerdos*. (*Acuerdo* is a Spanish word meaning mutual understanding, agreement, and accord.) *Acuerdos* have one very fundamental and important function: to work together to develop and execute priorities and a common agenda. The agency does this by making sure information, policy, and advocacy on specific issues represent the Latino perspective and its community needs.

Goal of the Website

The current version of the Forum's website (www.latinopolicyforum.org) was completed in 2007. Since that time, the organization has grown considerably in size, scope of work and overall public visibility. Today, the Forum is consistently seen as a go-to source for data and information, analysis, and recommendations on issues, policies, and collaborations. The Forum's goal is to have a website that showcases and reflects the organization not only as the leading Latino policy and advocacy organization in the Midwest, but also as the one-stop shop for credible, timely policy analysis and data. The website should also serve as a discussion board and place for constituents to voice their opinions and weigh in on policy topics/information – in a moderated format so the organization can maintain the integrity of the content.

Audience

The Latino Policy Forum's primary constituencies include the following:

- Policy makers
- Legislators
- Foundation contacts
- Nonprofit organizations
- Latino community-based organizations (CBOs)
- Research/academic Institutions
- Business/corporate professionals
- Other progressive organizations
- Media

Other secondary contacts include

- Students/researchers/interns
- Volunteers
- Latino professional associations
- Community members/leaders
- Educators
- General public

Website Content Considerations

(NOTE: Draft site map attached to proposal)

- **Bilingual:** Content available both in English and Spanish. The Forum would be interested in learning about any simultaneous (scroll over) translation features or other options available.
- **Fully Integrated with Social Media:** Links to Forum's Facebook and Twitter accounts displayed prominently on homepage. Additionally, the user should have the ability to share Forum content via their social networks with social media share features on each page. The Forum would be interested to learn about any available features that would allow for content to be updated/shared simultaneously on social media and the website.
- **Blog:** Blog to be displayed prominently on homepage with ability to tag and link content to other areas of the website. Top/timely blog entries would be displayed on homepage in, for example, a visual (flash) format, with ability to rotate and update regularly. Users would have the ability to comment on and share blog content via social media, as per above.
- **Calendar of Events:** Homepage would feature a scrolling calendar of events with the ability to link to a calendar being developed for the Forum by a third-party vendor (MiVoz.com). The Forum uses EventBrite for event registration; website must be compatible.
- **Resource Library:** Library to include Latino Policy Forum publications, organized by type, as well as trainings, presentations, and webinars (to be developed). A strong tagging feature would allow each of these elements to be linked to other areas of the website. The Forum would also like the ability to integrate select resources from external sources. Library should be highly searchable by keyword, date, and resource type.

- **Interactive/Action Features:** Opportunities for users to get involved directly with the Forum's work by donating (see below), volunteering, communicating directly with legislators, or responding to action alerts. The site should be compatible with third-party advocacy and legislator look-up tools (e.g. SALSA or Nation Builder) along with Salesforce and EventBrite (see technical considerations, below).
- **Financial Transactions:** Integrate online donations throughout the site by using Click and Pledge for online donations. Having capacity to do online financial transactions is essential for annual fundraisers and or/registrations for particular Latino Policy Forum events.
- **Current Date and Time:** Displayed prominently on homepage

Website Technical Considerations

- **Easy Maintenance:** The Forum seeks a user-friendly interface that allows for real-time, in-house updates and modifications to pages and content areas with minimal coding. The policy world is one of shifting priorities and focuses, and the website content must reflect that. The Forum would like to work with a user interface that provides consistent headings/templates for individual pages, but allows for easy modification of website page layouts when necessary (e.g. having control over the position and size of images, or the ability to change text fonts, size, and color as needed).
- **Flash/Dynamic Content Area on Home Page:** Ability to highlight particular content (e.g. top/timely blog entries) on the homepage in a visual manner. This might be accomplished via a FLASH object that rotates 4-5 announcements. Given the rapidly-changing nature of the work, Forum staff would be able to quickly update these in-house.
- **Integration with Third-Party Resources:** Website should be designed to integrate with the agency's current CRM system, Salesforce, to maximize efficiency and capture contact data, donor information, and interaction between Salesforce and the website. The Forum would like the ability to gather constituent contact information, identify their areas of interest, and provide mechanisms for them to get involved and support the organization via a built-in subscription mechanism. Additionally, the site must be compatible with EventBrite and MiVoz.
- **Strong Search & Tagging Capabilities:** The agency's "bread-and-butter" is information. Strong tagging capabilities will allow showcasing relevant resources in multiple areas of the website. A strong search capability will allow the user to find specific resources quickly.
- **Space/Capacity for Large Media Files:** The majority of forum information is primarily reports and text, but also includes video, audio, presentations, photos and—in the future—webinars. An editor function that easily manages and resizes/formats uploaded graphic files without the use of a design software is preferred.
- **Archive Function:** The Forum would like an automated system to keep its website up to date, including the automatic release/removal of items (such as event dates, etc.) after a designated time frame or the ability to manually archive material. Older material should still be accessible to the user, perhaps in an archive folder.
- **Financial Transactions:** Having the capacity to do online financial transactions is essential for the Forum's annual fundraisers and ticketing for events. The Forum

would like to see the integration of the ability to click and pledge an online donation throughout the site.

- **Intranet:** The website should include the ability for staff/partners to login and access private pages that house internal, organizational documents. As is the case with the external website, the internal website must be easy to update regularly.

Platform Specifications

The Forum seeks a web-based content management system for its website and is open to a variety of platforms, including (but not limited to) Wordpress, Drupal, Joomla, or Plone. The Forum uses Salesforce as its primary CMS and would like to integrate as many processes as possible where data is being collected by the website (i.e. newsletter signups, online donations, event registration, sign on to campaigns, etc.). The Forum also understands that the design and implementation of the open source website platforms often require different skill sets. The Forum prefers to work with one website developer but is not opposed to working with two entities on the design (graphics) and build of the CMS.

Please also note that the Forum is open to suggestions to use programs, platforms, delivery systems, and/or other web design tools that have not been specifically noted by name in this document.

Sample Websites for Consideration

- Metropolitan Planning Council: The Forum likes the format of the blog, strong tagging, and the way that blog entries are linked back to author's bio page. <http://www.metroplanning.org/index.html>
- NCLR: Strong publications/news section. www.nclr.org
- Latinos Progresando: Like the way the social media/icons are displayed/accessible on the top page. The design is nice also but the Forum would rather economize on the main page and use more space to provide information. <http://latinospro.org/>
- Hispanic Business: <http://www.hispanicbusiness.com/>
- Network for Good: <http://www.networkforgood.org/>

Project Budget and Timeline

The Forum's maximum budget for this project is \$15,000. The proposal deadline is August 20, 2012. Proposals should include a description of proposed features and design elements of the site, along with an itemized quote for the project. Proposals will be reviewed in September, with the project set to commence in October 2012. The site must go live by the end of the first quarter 2013.

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