

# RFP Q&A - Website Support Services

## International Center for Research on Women (ICRW)

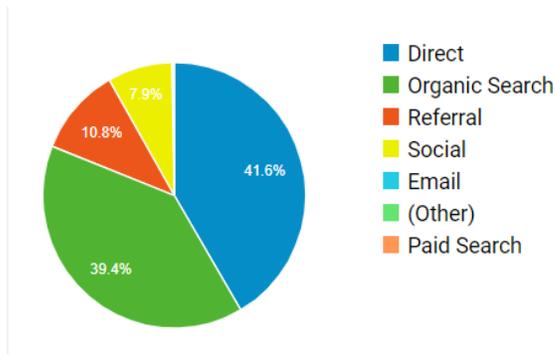
### Current Status & Needs

1. Why did ICRW stop working with the previous team who supported the website? - [We have worked with the same web support team for several years now and need to open our services to competition from time to time. The current web support team can still submit a proposal.](#)
  - a. What kind of ongoing support is ICRW currently receiving? Is it meeting your needs? What are your pain points? What would you like to see in your new vendor that you're not seeing with your current vendor if one exists? - [Our current partner has met our needs over the past few years. Generally speaking, what we are looking for is a responsive, dedicated, creative, flexible, reasonable partner. This is about a partnership rather than looking at the company as a vendor; partners go above and beyond to provide the best advice and are proactive.](#)
2. Does the website use WordPress as the CMS - [Yes, it's WordPress.](#)
  - a. What version is the current WordPress CMS? - [Version 5.5.3](#)
3. What will be your preferred hosting service provider? [We currently use Liquid Web, but we are open to alternatives, depending on budget and time. And we do not want to disrupt access to the site.](#)
  - a. Are you looking to move beyond Liquid Web as a third party hosting solution? - [This was not the plan but open for consideration.](#)
  - b. Are you looking for the prospective partner to have their own web hosting services? Are you looking for the prospective partner to identify a third party hosting solution? - [Neither is necessary but open for consideration.](#)
4. What will be the required database size for the website? Can you provide the specs of the current site server? Can you provide current storage requirements? - [Database size: 103Mb. Server specs: 16 process server with 16gb RAM. Storage: 7Gb.](#)
5. Would the ICRW like us to post new content (updates/blogs etc) or does the ICRW team do this kind of work and we should focus primarily on the more technical (support or development) work? - [Generally, the ICRW communications team posts new content. We primarily need technical support. Occasionally, we may work with your team to post, if we are having issues with it or need guidance on how to post content if a new feature is added or we are unsure how to work within a pre-existing one.](#)
6. Can you elaborate on what is meant by smaller builds (i.e landing pages, microsite, minor enhancements) and define what is meant by "support custom web applications" - [If we acquire extra funding, it would be good to know capabilities for supporting extra design/build projects. Custom web applications, plug-ins, etc. we would hope to cover under the contract but understand this is on a case-by-case basis.](#)
7. Do you already know of things we will need to fix when taking care of the website maintenance? Maybe you already have a wish list that can give an idea of the amount of hours per month you think you'll spend on upgrades.

The website was designed back in 2016 before the current communications team came onboard. The ICRW and ICRW Advisors sections of the site are not all that integrated (like two different sites in one). The search function doesn't capture everything well for publications, projects, etc. And we would like to improve the overall user experience. We're really looking for a partner in all of this. The budget question is a bit challenging at this point. We're hoping to get more budget to work with to go beyond maintenance, but right now, we cover maintenance under 15 hours per quarter – and anything extra goes towards improvements.

## Web Use / Analytics

1. When was the current site built? **2016**
2. Help us with the traffic data. - Pageviews/months, Unique Visits/months, and % of authenticated traffic. - **We average about 40 - 47,000 page views per month, about 2 minutes spent per session, nearly 15,000 users, over 20,000 sessions, nearly 2,000 downloads per month. 170k + annual visitors. Below is a snapshot of how users land on the site.**



3. What if any third-party system integrations should we be aware of? If so, what is the extent of maintenance required by your chosen vendor? - **No third party requirements.**
4. What is ICRW currently utilizing for accessibility reports? - **We are using <https://wave.webaim.org/>.**
5. Can you tell us about the current site health and any recent issues, downtime, vulnerabilities, etc? - **No significant issues to report.**
6. Is ICRW currently using a website editor tool? - **No.**
7. What is the current theme? - **The current theme is a custom theme. It is not a child theme or variation of an existing theme.**

## Budget & Hours

1. Does ICRW feel that 15 hours per quarter is an adequate amount of support hours to support the needs of ICRW? - **We have a budget that is pre-approved and could be renegotiated internally for 2022. If we get other funding, we may have wiggle room, but it would be good to see if you can work within that budget - at least initially.**

2. With 15 hours per quarter (60 hours per year) the maximum number of hours allocated, what if something unexpected happens and there is a need to address something that would go over this limit? - We prefer to keep all essential hosting and maintenance services under the contracted hours for this upcoming year. If we have projects which would take us over the quarterly hours, we would negotiate that and pay for the extra services, as needed.
3. Is this work totaling 15 hours/per quarter, or will there be additional hours needed for design, development, consulting and marketing services separately from the hosting and maintenance piece of the work? If this is calling for additional hours, about how many would we be looking at for the other asks? Can you give me a ballpark budget you guys are working with? - Additional hours could be approved, but that's a case-by-case basis (project specific and budget contingent). We want a set maintenance and hosting with a skill set to fill other needs as they arise. Generally, we work well enough within our current 15 hours per quarter. The current budget is \$2,250 per quarter and \$1,800 for the annual hosting. Happy to see what is competitive and reasonable for you, but that's our current budget for the upcoming year that has been approved.
4. Would ICRW be open to monthly billing instead of quarterly? - Yes, though it's a bit more work on our end. Prefer quarterly but open for discussion with the right partner.

### Contact & Engagement with ICRW Staff

1. Would we have a direct point of contact at ICRW that we can communicate with? - Yes, you would have direct contact with the communications team and have regular email and phone communication. You would also likely interact with our Advisors team.
2. In terms of internal management can you tell us who currently manages the site? - The communications team (3 people), along with two people on our Advisors team.
3. What do you specifically define as "Support and training, as needed" for website maintenance? - As our internal communications team is responsible for uploading content and coordinating any updates on the site, some light training may be useful from time to time. Budgetary considerations may apply (within remaining maintenance hours each quarter or extra cost).

### Submission

1. How many firms are expected to respond to the RFP? - It's looking like we'll get anywhere between 5-8 proposals, based on questions received. Could be more.
2. Can the selected applicant be located anywhere? - Yes. We will try to work with you on coordinating maintenance and update needs. We work with organizations around the world and do not want to limit ourselves to a specific region. Less about time zone; more about responsiveness and support.

## Other Questions

1. Could we see a 2021 brand and marketing plan that includes strategic imperatives and business goals as well as a breakdown of audience segmentation (i.e. primary, secondary and tertiary key stakeholders)? - **Some of this is under development, with strategic planning and business goals. This can be shared later. Audience segmentation is something we have not sufficiently developed but hope to more in the coming year.**
2. Are you seeking external marketing support and PPC marketing efforts to drive increased donations? - **Not for this RfP, but we would be happy to share your qualifications separately with our fundraising team.**

## NEXT STEPS

### Proposals now due: Thursday, December 17<sup>th</sup> (any time)

Top 3-4 submissions will be selected for a second round, which will include a call with the communications team to learn more about your process, billable hour break down, see examples of past relevant work. We may also provide a task for you to give us a sense of how you would work.

Thank you!

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