



Request for Proposals: Website Redesign

Issue Date: May 23, 2017

Responses Due: June 15, 2017

Contact: cynn timer@yawny.org

Project Budget: Not to exceed \$12,000 including staff training and support of at least 10 hours after website launch.

Goal for Launch: September 10, 2017

Project overview

Young Audiences of Western New York is seeking a new, user-friendly website. The current website is bulky and has several bugs such as broken links, and a shopping cart which is not functional, among several other issues. The new website will be one that is both user friendly and intuitive. A successful project is one that accomplishes our goals for our website while supporting our new strategic plan.

Company overview

Young Audiences is the leading arts-in-education organization in the 8 counties of WNY. We accomplish our mission through working with professional artists to engage young people in creative learning opportunities, so that they might become extraordinary adults. A sustainable and growing nonprofit organization, we celebrated 50 years of service in 2013 and are one of 32 affiliates in 23 states.

We provide programming in schools and community centers in the visual, literary, media, and performing arts, in multi-year long-term collaborations, residencies, and workshops. A key strategy and growth area is working with young people living in geographically remote communities and/or in poverty as well as those most at risk of educational failure due to addictions, mental health issues, development disabilities and/or involvement with the juvenile justice system.

Our audience

Young Audiences is the region's leading arts education organization whose 75 artists reach 58,000 children in over 100 schools and community centers annually.

Since its inception in 1962, Young Audiences WNY has provided arts enrichment programs to youth throughout eight counties of Western New York: Allegany, Cattaraugus, Chautauqua, Erie, Niagara, Genesee, Orleans and Wyoming. Today, students explore arts in all mediums, including dance, theater, music, multi-media, and the literary and visual arts. Programs range from in-school and out of school workshops to long-term artist residencies, including public creative family programs and long-term initiatives for youth most at risk of educational and societal failure. Young Audiences is committed to making the arts a part of young people's lives to enhance their development as creative and productive human beings.

ARTS FOR LEARNING



Young Audiences is similarly committed to expanding the cultural range of artists on our roster, and the mediums in which they teach. With over half a century's experience, Young Audiences looks forward to a bright and expansive future.

Our target audiences include all of the following

- Potential and current school partners all across Western New York:
 - teachers, PTAs, and principals
- Potential and current community based organization and social services partners:
 - administrators, social workers, youth coordinators
- Potential and current donors and funders:
 - individuals, foundations, corporate and government
- Potential volunteers or board members; current board members
- The children and parents who may participate in our afterschool, summer, or creative family programs
- Prospective teaching artists from various backgrounds and arts forms
- Current teaching artists who may assist in marketing their programs
- The broader arts education community including the 32 YA affiliates in 23 states

Current website

www.yawny.org

Our current website was designed with the “old model” of Young Audiences in mind. The website primarily functions as a catalog, rather than as a tool to connect with the community broadly, including the youth we work with. Our current website does not highlight the community engaged model that Young Audiences strives for. The website is not interactive and does not highlight the core services that we offer. The website does not have fully functioning features.

Our current website absorbed the previous version of the website, creating clutter and making it difficult to update. Old content that was deleted still shows up, creating confusion. We want visitors to our website to not only understand what we do, but why and how we do it, and how to get involved. We are currently utilizing Wordpress.

We want to encourage thoughtful partnerships with educators, instead of having educators “fill their shopping cart.” By viewing a list of teaching artist and their prices, some visitors assume that the price is fixed and all-inclusive. Prices vary by amount of programming, type of programming, materials needed for programming, etc. We want to encourage conversation since the best programs happen when educators connect with our staff to find the best fit for their students. We want site visitors not to view the website as an option to pick and choose programs, more so as a means of understanding the depth and scope of what we can offer and how they can connect with staff to bring our programs to their students.

New website objectives

Users should be able to understand the mission of the organization, how to get involved, how to book programs, how to donate, and make use of curriculum and assessment tools.

Website should be updated in alignment with priorities of our Strategic Plan that includes increasing residency bookings and expanding partnerships.

Objectives include:

- Drives user to action, especially to book residency programs
- Clearly communicates mission, long-term programming, partnerships, and appears as less like a catalog
- Has automatic updates between the website and salesforce for pricing of artist services
- Fully functional search by subject specifics such as “art form” and “curriculum ties” and “grade level”
- Informative about how to get involved as a partner, donor, board member
- Illustrate impact with relative the proportion of which we do it. See overview of programs from our 990 with revenue break out. (Integrating APLWNY.org into the YAWNY website). See Appendix A:
<https://drive.google.com/file/d/0B9XEyGobfgJUS2NxSm9xM3lJaVU/view?usp=sharing>
- Support priorities of our new strategic plan. See Appendix B:
<https://drive.google.com/file/d/0B9XEyGobfgJUcHIRM0VkaGF4Z2c/view?usp=sharing>
- Key words use for effective Google/ SEO promotion
- Clutter-free, clean look and easy to navigate
- Consistent and user-friendly messaging
- Easy for staff to maintain

New website functionality requirements:

- Fully functioning links and tabs
- Interactive and intuitive
- Salesforce integration for update of programs
- Integrated Google calendar
- Blog
- Social media integrated
- Work sample section(s)
- Mobile friendly

New website wish list

- Calendar of past and upcoming events
- List of organizations that we have worked with
- List our funders
- Capture what we do better-intelligible for those unfamiliar with our work including:
 - What is a teaching artist?
 - What is a residency?
 - How to book programs
 - Value of our impact
 - Value of arts education
 - Value of being affiliated with the national network

- In the News - Media and press release page or blog
- Exciting and vibrant personality without the feeling of being cluttered
- Creating a system of efficiency
 - Reduction in the amount of time that one visits the website before they reach out for services
 - Increased partnerships and revenue for Young Audiences
 - Fully functioning features, such as search function and functioning links
 - Calendar for public programs
 - Work Sample sections. current: <http://yawny.tumblr.com/> <http://aplwny.tumblr.com/>
 - Integrated blog (see current blog: <http://ywematter.tumblr.com/>)

Comparables

<http://capechicago.org/>

<http://think360arts.org/>

<http://www.ya-nc.org/>

Additional websites we like

<http://www.barclayagency.com/>

<https://www.vera.org/>

<http://www.associationforpublicart.org/>

<https://www.themoth.org/>

<https://huemor.rocks/>

Examples of marketing materials

<https://drive.google.com/drive/folders/0B9XEyGobfgJUTU5LT3ZJYINpTkU?usp=sharing>

Style Guidelines

- YA National Style Guidelines (updated 2013)
<https://drive.google.com/file/d/0B9XEyGobfgJUa3RZcXUtd3NkX0k/view?usp=sharing>
- WNY guidelines
<https://drive.google.com/file/d/0B9XEyGobfgJUeFVTLVB1QWFsVHc/view?usp=sharing>

Budget details

Not to exceed \$12,000 including staff training and support of at least 10 hours after website launch.

Proposal guidelines and requirements

- Firm profile, including why you formed your firm and core competencies
- Describe in details your approach and process for brand and website development, including your ideal relationship with a client
- Proposed approach, work plan, and timeline
- Description of experience with nonprofit community organizations, if applicable
- Team bios
- Summary explaining why your firm is most qualified
- Provide details of your fees for creation of website and annual support for update and technical support including line-item pricing
- Three relevant work samples
- List three client references
- Term and conditions

Proposals need to be submitted to Cynn timer Gaasch at cynn timer@yawny.org. Please have final proposals submitted by June 15, 2017.

Proposed project timeline details

- Proposal secured for redesign of website in alignment with priorities of the new Strategic Plan- Thursday, June 15, 2017
- July 10, 2017 first meeting with selected web designer
- Content gathering and development
- August 1, 2017 first draft of website skeleton
- August 28, 2017 Soft launch of core content loaded to website in preparation for school year
- August 28, 2017 training of YA staff for website maintenance
- August 1 – September 8 Edits made to website in collaboration with YA staff
- Release of website for National Arts in Education Week starting September 10, 2017
- Support for update of website July – August annually