June 19, 2018  
NYU Libraries  

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Request for Proposals: Undercover Reporting Website Development and Migration  

Summary  

NYU Libraries, in collaboration with NYU Journalism, invites experienced web design individuals and teams to submit a confidential written proposal to redesign an academic site that will present a collection of materials on undercover journalism, and to migrate content from the previous version of the site. This document, particularly the attached Statement of Work, describes the overall scope of work as well as functional requirements. The design, content, and functionality for the new website must be completed, tested, and ready to go live by the planned launch date of November 7, 2018.  

*Undercover Reporting* was originally published in 2009 as a collaboration between NYU Libraries and the Department of Journalism, and can be viewed at http://undercoverreporting.org/. The site is an accompaniment to the book, *Undercover Reporting: The Truth About Deception*, written by Brooke Kroeger, Professor of Journalism and Director of NYU Journalism’s Global and Joint Program Studies. Over time, the site has become a comprehensive and acclaimed database of materials in this area.  

The existing site is built in Drupal 6, and needs an upgrade to a more contemporary content management system that allows for easier maintenance by non-programmers. New content is added on a semi-regular basis, thus, a user-friendly interface for adding and editing content is essential. The interface should allow for multiple users with different levels of site permissions to add and modify content. The new site must be hosted on NYU’s Web Hosting service, which is an instance of Reclaim Hosting Domain of One’s Own shared hosting service that includes FTP and SSH access (but no sudo/admin privileges). The incumbent team will be required to design and build a new site and to develop and implement a streamlined migration plan to bring content from the existing site to the new site.  

The primary goals of this project are to maintain the existing site’s functionality while migrating to a more user-friendly platform, and to update and modernize the overall site design.  

Technology Overview  

Given its robust metadata and organizing functionality, we strongly prefer the new site be built in Omeka. Additionally, with the Omeka development team’s new focus and prioritization of
Omeka S for the foreseeable future, we prefer the site be built in Omeka S (rather than Classic). We recognize that Omeka S is a relatively new platform and it is unlikely that firms will have a robust portfolio of Omeka S sites, so previous sites built using Omeka Classic are an acceptable substitute.

With that said, our team is open to proposals using other platforms, such as WordPress, that have an easy to use interface and maintain the site's existing functionality.

Proposal Guidelines & Requirements

The winning proposal will be accepted only after the company submitting it has consulted with NYU Libraries.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

In your proposal, please include:
1. An overview of your development process
2. A brief description of how you plan to address the functional requirements in the attached Statement of Work document (n.b. The selected team will be required to submit a more detailed design proposal before coding begins)
3. A proposed timeline
4. An outline of pricing and total cost of this project
5. The names, titles, and experience of your project team.

Proposals should include a description of how each of the functions of the current site will, or will not, appear on the proposed new site. Platform constraints may prevent some functionality from the old site from being replicated in the new site. If this is the case, explain what functionality will be lost and why this decision was made.

The price you quote should be inclusive. If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined, and all such contractors and subcontractors must abide by the terms of our Consulting Agreement. In your proposal please provide the name, address, and EIN of the sub-contractor. NYU Libraries will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.
1. Contract Terms

NYU Libraries will negotiate contract terms upon selection. All contracts are subject to review by NYU legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

2. Budget

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, migration, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be managed by NYU, as mentioned above; costs for hosting are not to be included in the budget for this project. Testing and development hosting space in this environment can be provided if necessary.

3. Target Audience

Our primary audience for the site is journalists, academics, university college and graduate students, librarians, policymakers, and attorneys. The secondary audience includes high school students and amateur researchers.

4. Design Goals

The site design should be clean and organized in a way that is easy to navigate the more than 150 “clusters” of topics, which contain more than 1,800 unique items.

5. Design and Development Requirements

See attached Statement of Work document for detailed description of functional requirements.

6. Reporting

Site must be fully compatible with Google Analytics and offer robust reports for traffic and other usage. Other details provided in Design Requirements, above.

7. Technical Support Contract

The proposal must include a designated technical support channel and a fixed hourly rate for updates and repairs to the site, should addition work be required after completion of the project.
8. Projected Schedule

Contract signed: July 25, 2018
Detailed design proposal due: August 15, 2018
Detailed design finalized: September 12, 2018
First working prototype due: October 10, 2018
Final beta due; acceptance testing: October 31, 2018
Go-live; project completion: November 7, 2018

9. Payment terms

25% on signing, 25% on completion of design, 50% on final acceptance of work.

10. Form of Response

Please submit proposals, in either print or digital format, to:

Zach Coble
Head, Digital Scholarship Services
NYU Libraries Room 508
70 Washington Square South
New York, NY 10012
Email: zach.coble@nyu.edu

11. Proposal Submission Deadline

Proposals will be reviewed on a rolling basis, and are due by July 25, 2018.

12. Non-Disclosure

This request for proposals (RFP) contains proprietary and confidential information provided for the sole purpose of permitting your organization to respond to the RFP. While the contents of this RFP are public, all communications regarding the RFP, as well as your response to it, are considered confidential information and shall not be disclosed by either party except with the prior written consent of the other party.

13. Reservation of Rights

Nothing in this RFP shall be binding on NYU, who reserves all rights, including, but not limited to, the right to modify all terms and statements in this RFP without prior notice to recipients; to make the selection of the final candidates based on its own sole judgment and discretion; and to withdraw this RFP, publish a new RFP, or make additional or different processes to select a
vendor should none of the proposals responding to this RFP meet its needs. No statement contained herein intends an obligation of NYU Libraries. All representations and warranties shall be limited to those made by the parties in any binding agreement.
STATEMENT OF WORK

This Statement of Work is made pursuant to the Master Consulting and Development Agreement to be signed by The Vendor (Vendor) and New York University (Customer).

Overall Work Process

Vendor will design and build a website as well as migrate content from the old website to the new. Specifically, the Vendor will:

- Deliver a weekly status report to Customer indicating work completed, work planned for the upcoming week, and any questions or anticipated change in the schedule.
- Agree to acceptance testing by the Customer of final delivered product, which will consist of:
  - Adherence to the accepted design
  - Successful migration of item files, metadata, and static page content
  - Successful deployment on NYU servers

Before coding begins, the Vendor will submit a detailed proposal and undergo two rounds of feedback:

- Vendor will submit a detailed design proposal by August 15, 2018, containing a migration plan and a proposed site design that includes visual elements (e.g. wireframe) and a description of how functional requirements will appear on the new site, or propose alternative solutions
- Within one week, Customer will review proposal and provide detailed feedback to Vendor
- Within one week, Vendor will submit updated proposal that incorporates Customer’s revisions, or proposes alternative solutions
- Within one week, Customer will review updated proposal and provide detailed feedback
- Within one week, Customer and Vendor will agree upon final design proposal

Site Migration

The detailed design proposal and migration work must address the following components:

- Customer will provide item files and metadata to Vendor
- Customer and Vendor will work together to determine the most efficient method to transfer item files and metadata
- Vendor will replicate the text from the old site's static pages (About, How to Use, Rights) to the new site
**Functional Requirements**

The detailed design proposal and site development work must address the following functional requirements:

- Site must be compatible with the latest versions of all modern browsers.
- Site uses responsive design for effective viewing on all devices.
- Site must be hosted on NYU's [Web Hosting](#) service.
- Completed site receives zero "errors" when using the Web Accessibility Evaluation Tool (aka WAVE).
- Use an open source platform with a strong developer community that has relatively easy processes for adding/editing content and for basic site maintenance.
- Metadata is accessible via an endpoint, preferably a JSON endpoint.
- Ability to create multiple user accounts to add, modify, and delete content.
- Accounts should have different levels of permissions, including:
  - Administrator: ability to add, modify, and delete content; add and remove users; customize site settings; ability to edit image slider.
  - Editor: ability to add and modify content but not delete; does not have ability to add or remove users or to customize site settings; ability to edit image slider.
- Any code created for the project (e.g. custom Omeka theme) will be made available as open source using the GNU General Public License v3.0 license.
- While the item and collection templates will likely be dynamically generated, the vendor will add navigational comments in the code explaining where each piece of core functionality is located.
- GUI interface (e.g. WYSIWYG editor) to edit non-template pages (e.g. Homepage, About page).
- GUI interface to add/edit items and clusters. Users have ability to edit all metadata fields in this interface.

The detailed design proposal and site development work must include a Navigation Bar, to be included on all pages, with the following specifications:

- Home: link to Homepage.
- Browse: drop-down with links to cluster landing page and items landing page.
- About: link to About page.
- How to Use: link to How to Use page.
- Rights: link to Rights page.
- Simple search box.
- Link to advanced search page.

The detailed design proposal and site development work must include the following on the Item
The detailed design proposal and site development work must include the following on the Cluster Page (i.e. the cluster template):

- Thumbnail image
- Display the following metadata fields (i.e. the cluster metadata schema):
  - Title
  - Tags: list of links that go to page listing the items sharing the same tag
  - Description: free text description of item
  - Related Links: free text that contains links
  - Media History: free text
  - Additional Resources: list of links to related items on the site
  - Effects and Outcomes: free text
- Dynamically generated list of items in the cluster, with the following metadata pulled from items:
  - Title
  - Name of publication
  - Date
  - Description: first 20 words of item description
- Do not display empty metadata fields
• Lists all items: can be subdivided into multiple pages
• The list displays the following metadata pulled from each item:
  ○ Title of item
  ○ Reporter(s)
  ○ Description (first 20 words)
  ○ Date
  ○ Name of publication
  ○ This metadata is pulled from the item, it should not be recreated
• Do not display empty metadata fields

The detailed design proposal and site development work must include the following on the Clusters Landing Page:
• Lists all clusters: can be subdivided into multiple pages
• The list displays the following metadata pulled from each cluster
  ○ Title of cluster
  ○ Reporter(s)
  ○ Description (first 20 words)
  ○ Date
  ○ Name of publication
  ○ This metadata is pulled from the cluster, it should not be recreated
• Do not display empty metadata fields

The detailed design proposal and site development work must include the following on the Homepage:
• Image slider: main content area contains an image, descriptive text (10-20 words), and tags (preferred but optional)
  ○ Image thumbnails for all images in slider appears below full size images
  ○ GUI interface to add, edit, and remove images, text, and tags from slider
• Descriptive text
• Recent items list: dynamically generated list of 10 most recently created items

The detailed design proposal and site development work must include the following on the About page:
• Contains text description from old About page

The detailed design proposal and site development work must include the following on the How to Use page:
• Contains text description from old How to Use page

The detailed design proposal and site development work must include the following on the Rights page:
• Contains text description from old Rights page

The detailed design proposal and site development work must include the following on the
Advanced Search page:

- Ability to across all fields in item and cluster metadata schemas
- Search feature uses “fuzzy” searching