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www.villagelearningplace.org

Overview

The Village Learning Place (VLP) seeks a full stack web developer to help redesign, and completely redevelop, its current website.

The VLP seeks proposals from highly qualified, experienced website developers who possess expertise in best practices regarding:

- successful website redesign
- user experience and usability testing
- information architecture
- website hosting content strategy
- social media integration
- SEO.

The strategic partner selected for this project must be platform agnostic and comfortable developing within multiple CMS environments. The partner should be local to Baltimore and able to meet both in person and through digital means throughout the project's timeline. Familiarity with the Baltimore nonprofit sector is a plus.

This RFP does not obligate the VLP to award a contract or complete the project, and the VLP reserves the right to cancel the solicitation if it is considered to be in its best interest.

About the Village Learning Place

The Village Learning Place is an independent non-profit library that houses educational programs, enrichment opportunities, and informational resources for Charles Village and throughout Baltimore City. It is our belief that libraries are not only a repository for books, but also serve as community centers focused on the personal and professional growth of their patrons.

The mission of the VLP is to promote literacy, cultural awareness, and lifelong learning through access for all ages to information, resources, and educational programs.

Current and Future Needs

Our website is primarily used by library patrons, current and potential funders, event attendees, parents of our educational program students, and community residents. The website is often used to drive traffic to third-party event ticket sites and communicate with library patrons and program participants or their parents. We also use the website to direct donors to a third-party donation page.

Our current site is dated and text heavy. It features a lot of written content, spread across many pages, that reads like a grant report. What's more, the site was built as a custom theme on top of an older WordPress theme, and it's having a hard time keeping up with WordPress development, particularly the update to WordPress 5.0 and the Gutenberg editor. We'd like the new version of the site to be streamlined, image-driven, and feature a friendly user experience.

It's essential that the new site incorporates a calendar that is easy to manage and visually appealing (currently, we use a plugin called Events Calendar Pro), as well as a way to funnel traffic to a third-party donation form through credible-seeming pages or links. Other essential functionality would involve:

- a way to post important news/updates that are easily viewable on the homepage
- a way to feature upcoming events and direct users to a third-party site to purchase tickets
- a visual editing process that does not require staff fluency in html and other coding languages.

We have no ecommerce needs and we do not accept or store sensitive data on our site. Though we are comfortable using WordPress, we would consider transitioning to a simplified CMS, such as Squarespace or Wix.

Logistics and Timeline

All inquiries regarding this RFP, including requests for additional information or clarification, should be addressed to vlpnews@villagelearningplace.org. Proposals should be submitted to the same email address **no later than March 12, 2020**.

Our anticipated **project completion date** is **August 31, 2020**.

Please submit a 1–2-page plan outlining your interest in completing this project, experience with similar projects, timeline for implementing a redesign/redevelopment, and a total project cost.