Terms of Reference
For web development, hosting and maintenance

The Women and Gender in Global Affairs (WGGA) Network is seeking a company to develop a new website; ensure the migration of the site to a new server with an assured service level as set out in this TOR, as well as website maintenance and hosting on a secure platform.

WGGA is an interdisciplinary, international network of academic scholars and centers focused on women and gender in global affairs. Our goal is to foster stronger relationships across disciplinary and national partitions, provide a platform for information-sharing with respect to research and teaching, and, generally, promote common conversations that may eventually lead to collaborative projects. WGGA seeks to respond to the backlash on gender studies and human rights by identifying new opportunities, ensuring the viability and sustainability of critical gender knowledge, and furthering the education of new generations of students and scholars who seek to promote gender equality.

Additional information about WGGA is available here: www.humanrightscolumbia.org/wgga

Objectives

Design and build a new interactive website on a secure platform. The aim of the website proposed in this TOR is to use this opportunity to further promote interaction and collaboration among key users of the site.

WGGA is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions for nonprofit, education, and non-governmental organizations to develop a new website and provide hosting and maintenance services. The new designs will provide a new look-and-feel to the site and display the content in a more organized, attractive, and user-friendly manner. Particular attention will be given to solutions on a secure server and with easy CRM maintenance.

Target Audience

Scholars, students, researchers, academics, universities, and the general public interested in gender studies issues globally.

Key deliverables

1. The new WGGA website presents a new visual look, and its functionalities are accessible and enhanced to provide a better experience to users.
2. Support and maintenance: Administrative and technical support, hosting, and quality control for a period of 12 months. Contracts are renewed on an annual basis subject to approval.
3. Deliver a webinar for the support staff and system administrators to perform the content upload, system maintenance, and administration.

Scope of work

The services required and activities will include:

1. **Website development:**

The main activities will include:

1. Build a new website on a secure CMS (WordPress, BlueHost, or Joomla), migrate select content from the old website, and implement new features that add value.
2. Optimize the site for low bandwidth users.
3. Browser compatibility. The site must be compatible with the current versions of the following browsers (Safari, Chrome, Microsoft, or Firefox), as well as Internet Explorer version 7 onwards.
4. Integrate the current Google Workspace functionality so that it can be managed via the website.
5. Create a donation receiving option.
6. *Key features:*

   6.1. Add feed links with integrated social media posting (WGGA plans to have Twitter and LinkedIn accounts; the website should facilitate streaming of information between these different platforms)
   6.2. Responsive design
   6.3. Multiple page styles and custom post types
   6.4. Language options feature in resources and guidance templates
   6.5. Search function by the news, type of publication/guidance, type of resource, events, country story, and issue
   6.6. Add a conference registration module that can be managed via the user interface
   6.7. Add comprehensive search functionality to the website by free text
   6.8. An interactive map that can be updated yearly
   6.9. Link forwarding from old webpage to the new domain
   6.10. Ability to upload materials (documents, pictures, videos) to the website which will have a secure storage system accessible only by WGGA staff
   6.11. Signup for the latest news that leads to newsletter signup feature
   6.12. Links to password-protected pages.

2. Website hosting:

2.1. The current webpage is located on a website that currently requires 2 GB, but this will increase significantly over the coming years.
2.2. The website should be moved to a new secure server.
2.3. The server should support the technologies used which currently include PHP, MySQL.

3. Website maintenance:

3.1. Website content updates: the contracted web development company will assist with the content update when the changes to be made are not possible from the CMS user interface. It should be endeavored that as many changes as possible be made from the CMS user interface, including the website's current functionality to add/customize and operate online voting modules, etc.
3.2. The contracted web development company will maintain a full backup of the website throughout the duration of the contract. The backup, code, and source files will be delivered in full to the client at the closing of the contract.
3.3. The contracted web development company will have an automated testing system that checks for broken hyperlinks on the site.
3.4. The contracted web development company will follow the terms of the standard SLA provided in the proposal.

3.5. The contracted web development company will verify regularly that the site is up and running and will revert to the backup whenever necessary.

3.6. The contracted web development company will give guidance on using the admin interface of the CMS.

3.7. Monitor the server logs to see the most popular pages and downloads and generate regular reports.

4. Website maintenance policy:

4.1. Maintenance does not include website redesign or development.

4.2. Documents and graphics, such as logos and images, will be provided by WGGA.

4.3. The company should have an automated issue management ticket system for customer requests and allow clients to access tickets via the web at any time, including the correspondence log.

4.4. Administrative and technical support, hosting, and quality control for a period of 12 months. Contracts are renewed on an annual basis subject to approval.

5. Knowledge transfer

5.1. Develop a user manual and deliver a webinar for the support staff and system administrators to perform the content upload, system maintenance, and administration.

Inspiration

Georgetown Institute for Women, Peace and Security: https://giwps.georgetown.edu/
International Center for Research on Women: https://www.icrw.org/
Consortium on Gender, Security, and Human Rights: https://genderandsecurity.org/
Scholars At Risk: https://www.scholarsatrisk.org/

Requirements

The company should have:
- Proven experience of web design and support in the education, nonprofit, and international development sector designing visually appealing and navigation-friendly websites;
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress
- Have a broad knowledge of current web development technologies and design tools in the field, and new
- software and other web programming languages and programs including the use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java
- Have excellent knowledge of recent trends in graphic design, websites, including online video publishing, and social media networking
- Understanding of End Users needs to match with adequate technical solutions.
- Strong track record in website design; security and administration; Google Analytics; Search Engine Optimization.
- Proactive verification by the contractor that WGGA, as a client, is satisfied with the service provided.

NOTE: WGGA will consider proposals only from companies legally registered to operate within the United States, and able to offer services on a contract basis.

Selection Process

If you have the required qualifications and are interested in this contract, please submit:
- A proposal describing the previous work done in this area
- A portfolio of previous work of webs with similar functionalities
- CVs of the team (developers, graphical integrators, graphic designer and migration experts) in charge of this project
- A financial proposal indicative of the breakdown of all costs
- Company's requirements in regard to rates, sign-off, payments, etc.

Selection Criteria

a. Profile and experience of the company 30%
b. Professional capacity and experience of professionals assigned 20%
c. Pricing 20%
d. Timeline to complete the project 20%
e. Accessibility and proximity of the support team 10%

All proposals should be submitted to admin@womenandgenderinglobalaffairs.org. Please mention "WGGA Website development proposal" in the subject line.

The deadline for submissions is June 25, 2021.