



## Website Re-Design Request for Proposal

### **BACKGROUND**

The Research Administrators Certification Council (RACC) has been in existence since 1993. Its primary purpose is to certify the knowledge, skills, and abilities of research administrators by way of written examinations. At the present time it offers three examinations/credentials:

1. Certified Research Administrator (CRA);
2. Certified Pre-award Research Administrator (CPRA); and
3. Certified Financial Research Administrator (CFRA).

In addition to its examinations, the RACC also conducts Body of Knowledge Review Sessions throughout the country in order to familiarize prospective examination candidates with the material that may appear on the examinations.

The present RACC website is [www.racc-cert.org](http://www.racc-cert.org) and is being overseen by a Website Committee. The Board of Directors of RACC has charged the Website Committee with hiring a company to conduct re-design of its website.

### **OBJECTIVES OF RACC WEBSITE**

These are the specifications which the Committee is seeking for a new website:

- The Handbooks for Candidates should be easily located and accessed from the home page. The handbooks contain all of the information a candidate needs to know about the examinations. On the current website, the handbooks are in the lower left of the home page. They should be more prominently displayed and defined.
- The website must be easily viewable and navigable on a mobile device or tablet, including any dropdown menus.
- Text should be limited; images should be obvious to direct the user to what is needed.
- RACC is first and foremost an organization of professionals and the website should reflect a professional and clean appearance.
- Search optimization for words such as “certification,” “research administrator,” “CRA, CPRA, CFRA” should readily move us to the top of search engines.
- RACC is expanding its candidate reach internationally, so international access is important.
- Material on the website should be organized in a logical and orderly manner.

- Although the RACC does not currently offer any products, the re-design should give consideration to the ability for us to conduct eCommerce.

### **WEBSITE USERS**

The primary users of the website are research administrators who are interested in becoming certified. Common questions are:

- What is on the examination?
- How much does the examination cost?
- Where is the nearest testing center?

All of these answers can be found in the Handbooks for Candidates.

The secondary users of the website are those who are interested in hiring a research administrator. They use our directory to determine if someone is RACC certified. The ability to easily upload the names, employer, city, state, credential, and expiration date from our database is an important element of the website.

Additionally, those certificants who are recertifying (every 5 years) use the on-line recertification form found on the website.

At one time there was a secure section of the website for the Board of Directors. The need for a private area no longer exists; the entire website will be accessible by the public.

### **SITE SPECIFICATIONS**

The current site is hosted on Windows server using FrontPage Extensions. Most of the content on the website is currently static HTML. There are some areas that are dynamic and accept input from the users.

1. ASP.NET based database for list of certificants, which runs from Access Database in the backend. The web application allows users to search and filter the database on multiple fields.
2. HTML form for recertification applications, with link to PayPal payments. The form data collected is saved in a file on the server and copy of the data is sent via email in real time.
3. List of Review Sessions, which have to be listed within a certain time fram.

The proposed website design should provide template for the dynamic pages to be consistent with the HTML based content. The design should be table-less CSS based template that can be implemented on a ASP.NET forms based website using MasterPages or Themes.

Design parameters: ASP.NET based website using table-less CSS based template. Desktop and Mobile device CSS should be provided.

Accessibility/Usability: The design should be accessible using all standard browsers (IE, Safari, Chrome) and Desktop environment.

Platform, if applicable: ASP.NET and FrontPage

The language of the current site: English

Format for current site hosting: Windows

## **BUDGET**

RACC is a not-for-profit organization and thus the Board of Directors has a fiduciary responsibility to be good stewards of its resources. The budget for this project is not to exceed \$10,000.

## **COMMUNICATION AND TIMELINE**

The point of contact for submission of all intents to bid and full bid proposals will be Joan Campbell, RACC Executive Director at: [jcampbell@racc-cert.org](mailto:jcampbell@racc-cert.org).

December 5, 2014:	Deadline for submission of intents to bid by companies wishing to submit a full bid proposal. The intent to bid must include a contact name, phone number, and email address.
December 10, 2014:	Deadline for submission of questions regarding the project.
December 12, 2014:	Answers sent to prospective bidders.
December 31, 2014:	Full bid proposals due in electronic format ( <b>PDF preferred?</b> ) to Joan Campbell.
January 1-15, 2015:	Website Committee review of all proposals, plus potential telephone interviews with bidders after the proposals have been reviewed.
January 17, 2015:	The successful bidder will be notified, as will unsuccessful bidders.
April 10-11, 2015:	RACC Board of Directors Spring Meeting. The Board expects to preview a beta version of the re-designed website during this meeting. The selected designer/company should be prepared to join the meeting in person or via conference call to discuss the site with the Board.
May 1, 2015:	Proposed launch date for the re-designed website.

## **FULL BID PROPOSAL FORMAT**

Bid proposals should include the following:

- Information about the company, how long it has been in existence, how many web designers it employs, and how many websites it has developed.
- Name and biography of individual who will be lead the development.
- A timeline for deliverables and decision points with RACC.
- Three professional references from companies whose website you have designed.
- Links to at least five websites you have designed.
- A detail cost proposal for the redesign.

