



Company Name: American Association of University Professors (AAUP)

Website URL: www.aaup.org and www.aaupfoundation.org

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General Introduction

The AAUP has issued this Request for Proposals to obtain proposals from external vendors for the purpose of adopting a replacement for its existing website content management system.

The AAUP aims to replace its existing Drupal 7 CMS with an updated platform and migrate existing content over to the new platform. The current platform houses two websites in a single CMS:

- aaup.org, a text-heavy site with AMS integration and about 3,500 pages that need to be migrated (possibly in two phases), and
- aaupfoundation.org, a simple site of about 50 pages.

Both sites are included in this project, but they do not need to be in one CMS.

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1. Company Background

About the AAUP

The AAUP enterprise (in this document referred to simply as “the AAUP” for brevity) is organized into two separate tax entities: the AAUP (a 501(c)(6) professional association), and the AAUP Foundation (a 501(c)(3) public charity). Each organization shares a commitment to academic freedom and shared governance, defines fundamental professional values and standards for higher education, and ensures higher education’s contribution to the common good. The AAUP is an affiliate of the American Federation of Teachers, a union of educators, healthcare professionals, and public employees.

The AAUP is based in Washington, DC, and has about thirty-five staff members, half of whom work remotely from other areas of the country. Primary website staff number two (both with significant additional duties); a handful of others routinely make edits or update a particular section.

About the AAUP's Members

The AAUP has approximately 44,000 individual members, who are primarily faculty members at colleges and universities of all types across the US.

Key Involved Project Parties

Name & Title	Project Role	Location	Email	Phone
Gwendolyn Bradley	Project Manager/Communications Director	DC	gbradley@aaup.org	(202) 594-3633
Mariah Quinn	Digital Organizer	CA	mquinn@aaup.org	(631) 533-5437
Nadine Harris	Finance Department Consultant	DC	nharris@aaup.org	(301) 832-6565
Nancy Long	Interim Executive Director	DC	nlong@aaup.org	(301) 641-0259

2. Current Website Status & Key Challenges

- The AAUP's current websites were created in 2012; two active sites are housed within a single Drupal 7 instance, along with infrastructure for a third site that is no longer active. The primary driver of the new CMS project is the end of life of Drupal 7.
- Aaup.org is very text-heavy as the AAUP issues many reports and documents, sometimes with similar names. It can be difficult to find content on the site.
- Aaup.org is integrated with our AMS (a Salesforce platform) for purposes of authenticating members to access member-only content.
- The AAUP staff is small. Keeping the sites updated is a challenge.
- Some sections and functions of the current website (e.g., <https://www.aaup.org/academe>) are quite complicated on the back end and/or require many steps to prepare. It is very difficult to locate and entirely remove a PDF once it's posted.
- The nature of our content does not lend itself to graphic illustration; coming up with fresh art is a challenge.
- The current website allows the ability for users to comment on some pages. We will discontinue this.

3. Project Goals

- A fresh and updated look that does not rely too much on a constant supply of fresh images.
- A good search engine.
- We would like our magazine, *Academe*, to remain on the aaup.org site, but to have a different look and menu structure from the rest of the site.
- We do need replacements for both aaup.org and aaupfoundation.org, but it is not necessary for the replacement sites to be in a single CMS.
- A simpler interface and good documentation/instructions for staff who will maintain the site.

4. Budget

We are budgeting up to \$100,000 for website redesign. Final project spending will be based on included or excluded scope of services agreed upon and quality of the final vendor selected.

5. Timeline

The below represents the proposed timeline and process stages for the website redesign vendor selection.

RFP Release Date: November 20

Vendor Response Deadline: December 20

Vendor Demonstrations: January 15-February 15

Vendor Selection: February 15-March 15

Project Kick Off: late March

Desired Launch Date: December 1, 2024

6. Target Audiences

Primary Audiences

- AAUP members and other faculty members or higher education administrators looking for information on AAUP-recommended policies, academic freedom, shared governance, our faculty compensation survey, and other issues in higher education
- Prospective members who may join
- AAUP members looking to renew or contact someone

Secondary Audiences

- Attorneys looking for information on legal issues in higher education
- Casual readers interested in a particular magazine article

7. Requirements

Appearance & Design

- User-friendly design, full use of screen with encouragement to explore website and stay on longer
- Subsection for our magazine, *Academe*, with a different look and feel
- Buttons on aaup.org leading out to affiliated organizations, the AAUP Foundation and American Federation of Teachers, and from the AAUP Foundation to the AAUP
- Ability to use iFrames or a different solution to make our *Journal of Academic Freedom*, which consists of long articles in PDF form, attractive—for example: <https://www.aaup.org/JAF13/black-out-backlash-and-betrayal-academy-and-beyond>

Navigation & User Experience

- Bold site navigation with clear site guidance and focus on multiple pathways to engage different user types
- Ability to put in site menus links to separate websites (e.g., “DATA” in the top navigation panel [here](#) goes to an external site)

Efficiency & Accessibility

- Fast loading pages, rendering of digital content, and download of resources (e.g., PDFs, Excel, Word)

Content

- Approximately ten different page templates with built in styling and fields. The styling is mostly similar and the reason for the different page templates is that they feed into different dynamic menus (for example, the amicus briefs roll up into a list of amicus briefs divided by topic).
 - Amicus briefs (we post a description and link to an amicus brief)
 - External news (we link to a news article about us)
 - Internal news/media release
 - Event listing
 - Report

- Basic page (for anything else)
- Templates associated with our magazine: magazine landing page, magazine article, issue page (pulls in all the articles associated with a particular issue of the magazine), basic pages associated with the magazine

Data & Analytics

- Use existing GA4 account to capture content viewership (there is no e-commerce)

Integrations

- Integrate our Salesforce AMS for the purpose of authenticating AAUP members to access member-only content with a single sign on
- Ability to smoothly embed forms and material from Zoom, Action Network, other commonly used platforms

Consultancy & Training

- Live training session for up to a half dozen AAUP staff members, and written documentation

Other (Miscellaneous)

- Ability to directly post or at least smoothly embed video. Currently we have a YouTube account where we post videos that we either link to or embed.

Additional Functionality

- Ability to schedule posts to be published at a later time

8. Website Examples

The websites listed below contain certain elements or an overall look and feel we would like to emulate.

Website/URL	Relevance
https://www.aacu.org/liberaleducation	The magazine has a different look and menu within the overall association site.
https://pen.org/issue/educational-censorship/	Title cards on issue web pages have a graphic element that echoes the logo (with red brackets that pick up on the speech block).
https://www.jax.org/	The pull-down menus have multiple levels; you can hover over one of the pull-down menus, then hover over the choices in the menu to see the “sub-choices.”

9. Proposal Instructions & Submission Guidelines

Response Format

All proposals should contain a table of contents that includes the following sections:

1. Primary Contact
Please include primary contact name, role, brief background, and contact details.
2. Executive Summary
Please include a succinct introduction to your organization (more detailed information can be provided in the Company Overview section), a project statement describing your understanding of the project’s requirements and goals, an overview of your approach and philosophy regarding the project, and a statement outlining why your organization is best positioned to be selected as the vendor partner.
3. Company Overview

Please provide information about your organization, including but not limited to a summary of key products and services, year established, size of organization (and organizational chart if able), industry specializations, technical specializations, business registration number, the firm's legal formation, and a list of primary offices (up to three with emphasis on where the work will be undertaken).

4. Project Approach

Please include the following items for this section:

- Summary of services and proposed solution
- Assigned resources: approximate number of individuals to be assigned to the project, roles and responsibilities, biographies and/or demographics including years of experience, key skills, etc. Where applicable, please also include additional resources required for support that are external to your organization (e.g., subcontractors, third parties, etc.)
- The name(s) of the professional(s) proposed to provide direct service for the duration of the project
- Website requirements
- Project management approach: the oversight process, management, and reporting of progress for the project
- Estimated project plan
- Client staffing support needs

5. Cost proposal for the website redesign

In addition to overall project costs, please include itemization of specific services and/or costs associated with specific roles/resources. Where applicable, please also include resource hours per set period (e.g., monthly, quarterly). Specify clearly which costs are one-time, and which are recurring (and how often). Proposals should clearly outline the responsibilities both of the AAUP and the vendor. All costs payable by the AAUP for these services must be clearly defined. Lastly, please advise project payment schedule and invoice process.

6. Work samples and/or case studies

Please provide 2-3 examples of relevant work completed within the last three years, including a high-level summary of services provided for each and links to case study or website URL.

7. References

Please list the organization name, contact person, title, telephone number, and email addresses of three references for similar projects, as well as a brief description of each project. By submitting a proposal, the consultant authorizes the AAUP to contact references to evaluate vendor's qualifications for this project.

8. Standard contract

Please include any required confidentiality/non-disclosure agreement clauses.

Costs Incurred by Vendor

All expenses involved with the preparation and submission of a proposal to the AAUP or any work performed in connection therewith shall be borne by the vendor. No payment will be made for any responses received, or for any other effort required of or made by the vendor prior to commencement of work as defined by a contract approved by the AAUP.

Qualifications

As a part of the proposal evaluation process, the AAUP may conduct a background investigation of the vendor, including a background check by a third-party vendor. The vendor's submission of a proposal constitutes acknowledgment of the process and consent to such investigation.

The AAUP is an equal opportunity organization and does not discriminate on the basis of age, sex, disability, race, color, religion, national origin, marital status, gender identity or expression, sexual orientation, personal appearance, family responsibilities, genetic information, matriculation, political affiliation, homelessness, or other characteristics unrelated to professional performance.

Women and minority-owned businesses are encouraged to apply.