



Request for Proposals — Website Redesign for the Association of Canadian Publishers

On behalf of the Association of Canadian Publishers, I invite you to participate in a Request for Proposals for a redesign of publishers.ca. Please review the following and submit your proposal by November 9, 2020.

Thank you for your interest in our project.

With very best wishes,
Trish Osuch
Association of Canadian Publishers

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Summary

The Association of Canadian Publishers (ACP) has issued this Request for Proposals (RFP) in order to select and engage a design agency or independent contractor to design and build an attractive, cohesive, and modern site. The site must perform two main functions:

1. Act as a public-facing showcase for all the work and advocacy undertaken by ACP on behalf of its member publishers; and



2. Provide a members-only login section for member publishers and their staff.

Organization Background

ACP represents approximately 115 Canadian-owned and controlled book publishers from across the country. ACP contributes to the development and maintenance of vibrant, competitive book publishing companies in order to support and strengthen the contribution that Canadian books make to Canada's cultural, economic, and educational landscape.

To accomplish this goal, ACP focuses its resources on four distinct areas: Government and Public Relations, including advocacy for Canadian books and writing to elected officials and the general public; Collaborative Marketing initiatives, which extend the competitive capacity of Canadian publishers; Research and Communications, including information-sharing across the book industry and the broader cultural sector; and Professional Development activities that foster the evolution of a more dynamic cultural industry.

Project Objectives

1. A public-facing website that clearly and directly communicates ACP's vision and mission. Visitors to the site should be able to immediately "get" what ACP is and what we do.
2. A bright, modern, and inviting look and feel.
3. Improved taxonomy and a navigation strategy that is cohesive and easy to understand. ACP has a lot of information available for members, stakeholders, and the general public. Anyone visiting the site should immediately understand how to find what they're looking for.
4. Strong sense of community and purpose. ACP's members play a critical role in advancing Canada's cultural landscape here and around the world. Visitors to the site should understand immediately that Canadian-owned publishers have a distinctive voice.
5. Accessibility. ACP must lead the way in accessibility initiatives on the site. Everything on the site must meet or exceed current WCAG standards and be optimized for all devices.



6. A members-only login section that provides member publishers with important documents, event listings, meeting information, registration forms, and more. Members can have multiple logins per firm, and access can be granted and revoked at any time. Members can receive notifications when new content is available and control their notification settings.
7. Improved functionality for ACP databases (members, freelancers, etc.) so they are searchable and filterable.
8. An immediate sense of what's new and important on the homepage, especially as the industry continues to respond to challenges related to the COVID-19 pandemic.
9. A sense of a real hub or "home" for ACP members and anyone interested in Canadian publishing, where they can find everything they need in one place. A go-to resource.
10. A CMS that can be easily updated and managed by ACP staff, and that offers flexibility for future projects and initiatives.

Current Website

The current ACP website suffers from a piecemeal approach and lack of strong sense of audience. Perhaps in attempting to serve too many people, the website lost its most important focus, which should be showcasing the advocacy work ACP does on behalf of its member publishers. Most members want to know: What is ACP doing for our company? The answer is: A lot! But that is not immediately clear.

The site contains a wealth of high-quality content, but much of it is buried behind long and complicated drop-down menus.

Important news is delivered through PDF press releases that are available as links on the homepage. This is not necessarily a compelling (or accessible) method of sharing the latest important updates.



The design is bland, conservative, and out of date. It doesn't showcase the vibrancy of the Canadian literary scene.

The site was built in Wordpress. We are open to moving to a different platform.

Project Timeline

October 9, 2020: RFP released

November 9, 2020: Responses to RFP due

November 23, 2020: Successful candidate identified and notified (candidates not selected will also be notified)

Week of November 30, 2020: Introductory meeting

December 11, 2020: Project timeline delivered to ACP

December 2020–February 2021: Work ongoing

March 1, 2021: Website launch

Budget

The ACP has a budget of \$10,000 for this project

Criteria for Selection

1. Professional, experienced design firm or independent contractor. Speciality in non-for-profit or cultural industries.
2. Examples of recent work completed.
3. Testimonials or client referrals.
4. Firm or contractor must be located in Canada and available in the Eastern Time zone.
5. Please submit a detailed response to this RFP, stating your previous experience, point of view, and why you or your firm are the best candidate(s) to complete this project.



ACP affirms its commitment to the principles of equity, diversity, and inclusion. We strongly encourage proposals from all those who self-identify with BIPOC communities, LGBTQIA+ communities, those with a disability/disabilities, and other marginalized groups.

Contact Information

Please submit completed responses by November 9, 2020, to:

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