



Company Name: CodeVA

Websites URL: <https://www.codevirginia.org/>

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Introduction

CodeVA seeks to redesign its website, currently found here: <https://www.codevirginia.org/>

CodeVA is a non-profit that partners with schools, parents, and communities to bring equitable computer science education to all of Virginia's students. While located in Richmond, VA, our educator professional learning, arts-integrated student programs, research, and advocacy efforts have a statewide footprint. CodeVA's programs for educators and students, currently offered both in-person and virtually, reach thousands of individuals per year.

We are looking for individual web developers or web design firms to respond to this request for proposals, and ask interested parties to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the website redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research leading to determination of more optimal solutions. Respondents should feel free to suggest alternatives where noted.



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1. Company Background

CodeVA is a non-profit founded in 2014 that partners with schools, parents, and communities to bring equitable computer science education to all of Virginia's students. While located in Richmond, VA, our educator professional learning, arts-integrated student programs, research, and advocacy efforts encompass a statewide footprint.

CodeVA's teacher professional development programs are well established statewide, with an adjunct faculty of 50 facilitators with specialized training in providing CS teacher professional learning, at no cost to public school teachers. Professional learning is provided at all grade levels, including elementary and middle school coaching programs intended to create local capacity to scale to all classrooms. Programs operate through seven regionally located training hubs and online.

Our direct student programs offered through Eureka Workshop, both summer camps and after-school, engage students in learning computer science primarily in the Greater Richmond Area but continue to extend their reach through virtual programs and partner collaborations in other regions of the state. All of Eureka Workshop's courses are arts-integrated. Creative problem solving is the foundation of most CS concepts and methods of computational thinking, and by using art projects to introduce these concepts, we challenge preconceptions about coding or programming while fostering creative thinking.

CodeVA Research and Evaluation develops, validates, and improves resources and training while scaling equitable computer science education across Virginia. CodeVA has partnered with several Virginia universities and national organizations to advance research into CS educator professional development and Eureka Workshop programs. CodeVA has led several CS education research projects focused on improving practice and engaging practitioners including two National Science Foundation projects. Our full list of current



research projects is available here:

<https://www.codevirginia.org/educators/research/research-projects/>

CodeVA Website Redesign Team:

Name	Title	Email	Project Role
<i>CJ Carnahan</i>	<i>Advancement Coordinator</i>	<i>cjcarnahan@codevirginia.org</i>	<i>Project Lead</i>
<i>Kathy Deloria</i>	<i>Graphic Designer</i>	<i>kathydeloria@codevirginia.org</i>	<i>Graphic Designer</i>
<i>Christie Bieber</i>	<i>Deputy Director</i>	<i>cbieber@codevirginia.org</i>	<i>Guidance, Oversight and Budget</i>

2. Budget

The expected outcomes will inform a budget of the full development and launch of the website, and therefore, we expect that the selected agency partner will work with us to identify costs for project completion.



3. Timeline

RFP Release Date

05/13/2022

Response Deadline

05/27/2022

Vendor Selection

TBD, based on proposals received

Project Kickoff

TBD, based on CodeVA and selected candidate scheduling and availability

Desired Website Launch Date

September or October 2022



4. Challenges

Our current website presents the following challenges:

- Informational overwhelm
 - There is currently too much information spread across the website, often requiring visitors to search multiple pages to collect the information they're seeking.
- Poor navigational and content structure
 - The current website was designed for CodeVA when we had a much smaller footprint in Virginia. As CodeVA has grown, we have outgrown the current page hierarchy and need to restructure how our website is used and navigated. This includes changing how departments present their offerings and how dynamic content is stored.
 - Calls to action need to be more regularly surfaced above the fold
- Out-dated appearance
 - Our website no longer meshes well with internet standards, trends, or styles for modern websites.
- Accessibility issues
 - Our website does not currently meet all accessibility standards set forth by the Web Accessibility Initiative (WAI):
<https://www.w3.org/WAI/standards-guidelines/wcag/>
- Poor mobile-user responsiveness
 - Navigational and page elements are not all present on mobile versions of our website and further exacerbate previously mentioned challenges
- Poor back-end usability
 - The website in its current state leaves little room for back end customization options in adding content. We would like to expand the ability of back-end users to change and customize the look and feel of pages



5. Goals

Our primary goals are to:

- Simplify user interactions and overall navigational structure
- Improve user experience and content structure
- Decrease bounce rates and increase performance of calls to action
- Better represent the breadth of work that CodeVA does
- Better organize and archive events, resources, narrative content, and dynamic content
- Clearly represent CodeVA's credibility and experience in promoting CS learning in VA
- Expand back-end user customization abilities



6. Audience

Primary Audiences:

1. Educators
 - a. Specifically VA public school teachers, administrators and faculty
 - b. Educators access the site primarily to register for free/low-cost professional development programs. Generally these are teachers who have very little experience with Computer Science, have been teaching their subject matter for multiple years, and are now being asked by the state to integrate CS into their regular curriculum. We aim to emphasize our presence as an accessible service to guide and support them as they expand their field of expertise.
 - i. Additionally they may be looking for the curriculum we host or contact information for the professional development facilitators
 - c. We want to convey to educators that we are welcoming, accessible, and will meet them on their level. Educators may be intimidated by content changes after years of practicing and perfecting their curriculum, and we aim to mitigate that stress as much as possible by being their support as they learn.
 - d. We have received a lot of positive feedback around the impact of our programs for educators, with navigation of the website being our most-reported pain point when working with us.
 - e. As an organization that is state-, corporate-, and individually-sponsored, we measure program success carefully and with clear metrics that are in part established by requirements of an official annual state report submitted to the Virginia General Assembly, the State Secretary of Education, and other external non-governmental organizations. Some of these documents are made publicly available on our website.
2. Youth/Students
 - a. K-12 students in VA (typically local to the Richmond metro region, but with recent expansion to hubs located across the state as well as virtual classes which provide more opportunities for participation)



- b. Some students are virtual pioneers and find our programs before recommending them to their caregiver as something to sign up for. These students generally have some exposure to computers in school and may use them casually in their free time but don't understand much in terms of Computer Science.
 - i. Students will want to know more specifically what they're doing in courses - what cool end project are they working towards?
 - c. Students hear about our programs primarily through partnerships with their schools. For example, CodeVA will lead a program at their school and plug future offerings for them to continue learning. Additionally they hear about it through friends who have taken classes or workshops with CodeVA.
 - d. For students we want to illustrate the excitement and opportunity that comes with learning CS. We want them to understand that their favorite inventions and games were made by people and that they can learn to make those things too - that coding and creating tech products is not limited to a select few.
 - e. For students we're solving the problem of "what am I going to do this summer/break/after school" by providing an exciting opportunity for them to work with robotics, game design, digital art, and more.
3. Caregivers
- a. Guardians of K-12 students in VA.
 - b. Caregivers access the website to register their students for camps, workshops, and courses on arts-integrated computer science topics. The parent may or may not have experience with CS, but as we especially aim to support underprivileged communities we generally assume there is very little CS knowledge in our caregiver audience base.
 - i. Caregivers will additionally be interested in learning why their child needs to learn computer skills and our view of technology as a form of expression for students, not just production.



- c. We want caregivers to feel they're sending their student to a safe, credible program to learn essential modern skills in a fun, pressure-free environment that celebrates individuality and the creative process.
 - i. The low-pressure, arts-integrated aspect is especially important as some parents will assume we're "school outside of school" and expect a very rigorous academic program for their student.
- d. For caregivers we're solving the problem of "what is my student going to do this summer/break/after school" by providing an exciting opportunity for students to work with robotics, game design, digital art, and more.

Secondary Audiences:

- 4. Volunteers
 - a. May be local high school students or corporate volunteers who want to get involved through community engagement.
 - b. All volunteers should be able to understand CodeVA's mission of promoting CS education across VA and easily get involved without having to click through much of the website.
- 5. Donors
 - a. Corporate donors and grantmaking organizations such as public and private Foundations, as well as individuals who want to donate for a variety of reasons.
 - b. Anyone interested in or currently providing financial support to CodeVA should be able to easily see the impact of their support on the students, school, and communities they serve.
 - c. Donors are also recognized online with logos and other visible evidence of their connection to and support of the organization.

7. Requirements

Our current website visually works well with educators. As an organization built by educators, the home-grown nature of our current web presence is familiar and relatable to



that audience. Our use of bright colors and fun imagery also works in our favor to keep the information from seeming too daunting.

We don't believe our site currently expresses an expertise in, and innovative outlook towards, Computer Science and its future as a foundational literacy for every child to learn. We are prioritizing streamlining navigation and user-flow throughout the site, modernizing our layout, and intentionally utilizing responsive, mobile-friendly design standards to better showcase our understanding of the contemporary digital world.

We see limited growth from digital sources currently, and would like to begin using social media sharing functions on certain pages to help our audience communicate their involvement to their own communities.

General Asks

- Make it fun
 - We want to see lots of pictures, bright colors, and motion without making the site overwhelming. The impression might be that of the cool older kid in the computer lab who taught you the 404 dinosaur is actually a game and sparked your life-long passion for game-making, not another teacher expecting you to learn something new and difficult.
- Make it clear
 - We have a lot of information to offer, but need to keep in mind that a lot of people come to our site to sign up for a class and are more likely to dig deeper after a positive experience. We hope to prioritize streamlined navigation from learning what CodeVA is, to signing up for a class, to deciding to incorporate CS as a regular part of your education.
- Make it human
 - We love the human side of CS and want to emphasize how incorporating foundational digital literacy can inspire change without losing sight of the world at large. By embracing digital innovations we are learning skills to improve ourselves and our communities. With this, we're hoping to prioritize



imagery, especially photos of our constituents, over mass quantities of text or illustrations. We want our audience to know that even if they're in a Zoom class, they're learning from humans and with other humans.

Scope of Project

- Overall
 - Ability to include forms for visitor use to request information, eNewsletter sign-up requesting visitor information/publications, downloadable materials, and "Contact Us" forms.
 - Ensure the system is capable of exporting any information collected via a form through the website, to a csv or Excel file without necessary vendor involvement.
 - Ability to integrate with Google Analytics and Google Tag Manager.
 - Revamped site must be ADA compliant and informed by the Web Content Accessibility Guidelines (WCAG) international standard.
 - Design a general template for all pages within the site. This template must be consistent, professional and innovative.
 - Ensure templates are responsive and well designed for both browser and mobile users
- Offerings Calendar
 - All of our individual offerings are scattered across the site currently, and our goal is to combine them in a central location. Our vision is an interactive calendar that displays a small preview image with some details (name, time, brief description) of each offering. We would like users to have the ability to filter offerings to specific tags so if they can pick and choose what category or type of class/event they're looking for.
 - A tagging and meta-tagging system for blog posts that integrates with auto-populated sections in different locations across the site.
 - Calendar events to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences



- Calendar events with associated addresses to be automatically mapped to at least one web-based mapping site.
- Calendar events to provide space for full descriptions including the ability to post images, tables and videos, within the description.
- The site visitor should be able to view the calendars by a list of events in a week's, month's or year's view.
- Calendars should be able to filter by category, start date and end date, with the ability to search for keywords.
- Ability for site visitors to subscribe to updates from individual calendar categories through HTML eMail, plain-text eMail, SMS text messages, and view calendar updates through popular social-networking applications
- "You Might Be Interested In..."
 - We wish to see recommendations for additional content on the site at the bottoms of relevant pages. Our first thought was these would be based on the content of the page you are looking at (i.e. a research page would show blog articles pertaining to our current research, a class offering would show other similar classes) but we would also be interested in having recommendations based on what the user has looked at previously.
- Blog
 - Our blog is currently split between a few different things, and our goal is to centralize it as a hub for dynamic information on our site. We want users to have the option of filtering blog posts by category, to search by title or keyword, or to browse through them chronologically.
 - Highlight shareability on individual posts.
 - Another goal is a tagging and meta-tagging system for blog posts that integrates with auto-populated sections in different locations across the site.
- Interactive Timeline
 - Our history is long and tends to get jargon-heavy, so we wish to make it fun by creating a more interactive digital experience. Our timeline draft has a single point in time showing at any given moment, with a clickable or scrollable representation of the timeline to the side. The timeline image gives you



individual points to navigate through, allowing you to easily jump from beginning to end, and allows for a large amount of information to be present without all being on display at once. In the wireframe draft, this lives on the About page under What We Do.

- Site Maintenance and Hosting Guidance
 - Our website is currently utilizing multiple hosting services. We would like a web development professional to review its current hosting to find any unnecessary services.
 - We want additional staff to be able to make content updates to restricted sections of the website as needed.
- Expanded back-end user customization and access
 - Develop and updated website with a user-friendly content management system.
 - We would like for back-end users to have more customization abilities on website pages that are simpler to use. CodeVA has previously used the wordpress extension "Fusion Builder" on other websites and we would like to use that or a similar solution to make this expansion possible.
 - Ability to populate updated site with content from on-staff coordinators.
 - An easy way to add, edit and move content directly on an assigned webpage, if given access.
 - A rich text editor with real-time spell checker.
 - Quick and easy access to add and update calendar listings, if given access.
 - Incorporate delayed or scheduled posting and automatic expiration abilities.
- Podcast Player
 - We are developing a podcast and will need to host it somewhere on the site, but this is a mid-level priority.
- Sustainability planning
 - Conduct usability tests of the website.
 - Propose an ongoing approach for keeping the revamped site current without having to overhaul it repeatedly in order to maintain its relevancy and effectiveness. The chosen partner should help ensure that the website



accurately reflects the brand identity and continues to be an innovative and approachable website for the foreseeable future.



8. Website Examples

CodeVA has completed a review of our existing website with UX, UI, and Content Designers from Capital One as part of a pro-bono project. Using their feedback, we have drafted a page hierarchy and page wireframes to help illustrate our ideal outcome. These examples are not meant to be seen as static final versions, but instead fluid drafts to be a guide for work between CodeVA and applicants.

CodeVA-designed draft wireframe:  Codevirginia.org re-do - wireframes draft.pdf

CodeVA-designed draft page hierarchy:  Website Page Heirarchy - Draft.pdf

In working on our wireframes and developing plans for this, we took inspiration from the following sites as examples of clean, fun experiences for viewers:

- Solvaria Website: <https://solvaria.com/>
- Girls Who Code Website: <https://girlswhocode.com/>
- Scratch Website: <https://scratch.mit.edu/ideas>



9. Review and Reward

To be considered for selection, offerors must submit a complete response to this Request for Proposal. Failure to submit all information requested may result in the declination of the incomplete proposal. An Evaluation Committee comprised of CodeVA staff will evaluate the proposals using the following minimum criteria.

Evaluation Criteria	Points
1. Shows a clear understanding of the goals, values, and expectations of the project.	25
2. Strategic insight into the development of customer friendly websites.	20
3. Creativity of website solutions.	25
4. Timeline for completion of website.	15
5. Fee estimates.	15
Total	100



10. Submission Instructions

Please send completed proposals in PDF format to:

cicarnahan@codevirginia.org

All proposals should include the following details on company background and project estimates:

- Name, address, email, phone, website
- # of years in operation
- Top clients and when (date) they partnered
- 3-5 client references
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- Team size, bios, years of experience for each and their role.
 - Include identification of a single point of contact on the team responsible for working directly with the CodeVA team
- Any additional resources required for support (ex: sub-contractors)
- # of hours and general timeline from start to completion (approx.)
- Expected budget, broken down by phases of the project timeline
- Project management approach
- General overview of website build process end-to-end