

SPECIFICATIONS FOR
WEBSITE REDESIGN
FOR
THE CAMDEN COUNTY LIBRARY SYSTEM

1. GENERAL

- 1.1. The Library's goal is to create a "virtual" library branch that is exciting, intuitive, interactive and easy to navigate. The site must be service-oriented, customer-oriented and lead the viewers to information they want in 1-2 clicks.
- 1.2. The Library's current website is: www.camdencountylibrary.org.
- 1.3. All vendors are required to provide IRS form W-9 and a Business Registration Certificate issued by the State of New Jersey.
- 1.4. All pricing must be valid for at least 60 days.
- 1.5. Camden County Library shall not be responsible for the payment of any interest or late fees.
- 1.6. The vendor who is awarded the contract shall be required to provide a Business Entity Disclosure Certification, Stockholder Disclosure Certification, and a Political Contribution Disclosure Certification, as required by the State of New Jersey. Forms will be provided by the Library and should be returned promptly.
- 1.7. The vendor shall submit an original signed voucher and invoice for each payment request. Upon receipt of said documents, processing begins, and may take more than 30 days. Paperwork should be directed to Janice Masud-Paul, IT Supervisor for the Library.
- 1.8. Failure to conform with these requirements will cause the proposal to be rejected due to non-compliance.

2. VENDOR QUALIFICATIONS

- 2.1. The vendor shall demonstrate that they have provided website design services and support services to other governmental agencies and those services have been provided satisfactorily as required.
- 2.2. The vendor shall be a single source vendor capable of supplying all services required.

2.3. The vendor shall be regularly engaged in design and development of websites for governmental agencies. The vendor shall submit with the quote a list of at least three (3) government agency references for whom similar services have been provided. References should include contact information, a brief description of work done, and web site addresses designed and developed by the vendor.

2.4. The vendor shall be a reputable company that has been providing similar services for at least five (5) years.

3. CONTENT MANAGEMENT SYSTEM

3.1. The vendor shall utilize the Content Management System (hereafter referred to as CMS) Drupal to allow easy content management and expandability through free extensions.

3.2. Extensions shall include but are not limited to: Google mapping, Twitter, Face Book, YouTube, Flickr and other social networking tools, timed postings, live chat, for online events set for specific times, “push” technology for cell phones and other hand-held devices, podcast capability, video compression, an embedded audio/video player, calendar, blog, RSS feeds, connections to MySQL databases, comments with spam filters and other applications for emerging technologies. We may also wish to incorporate LibGuides. These shall be part of the suite of applications that the CMS provides.

3.3. The CMS shall have ease of posting for multiple contributors and ease of publishing by administrators.

3.4. The CMS shall have user management and role assignments.

3.5. The vendor shall provide tech support, training classes, online and in print training manuals for users and administrators, and a style sheet.

3.6. The CMS will allow the library to maintain the interface with existing applications and external websites, including but not limited to Evanced library event and room reservation software.

4. WEBSITE REDESIGN, NAVIGATION AND TRANSFER OF EXISTING CONTENT

4.1. The vendor shall provide a well-organized, high functionality site that is compelling but easy to navigate.

4.2. The vendor shall incorporate the Library’s branding into the website redesign.

4.3. Access to resources including third-party databases should be visible and intuitive.

- 4.4. The vendor shall provide seven (7) design templates: a home page; five (5) secondary pages for the following categories Kids, Literacy, Cultural and Heritage, Teens, a standard page; and a tertiary page for content.
- 4.5. Based on information provided by the Camden County Library, the vendor shall provide a site map of the new website to the Library for review.
- 4.6. All pages and sections of the website design and theme templates must meet the requirements for the US Americans with Disabilities Section 508 compliance.
- 4.7. Output pages must be cross-browser compatible for IE6+, Firefox2+, Safari, Chrome, Opera and mobile browsers at minimum. The website must be W3C compliant.
- 4.8. The vendor shall provide the following deliverables, at the completion of the website redesign:
 - 4.8.1. A digital copy of all website code, photos, text, manual style sheet, and other content.
 - 4.8.2. 2 copies of the print manual and a digital copy.
 - 4.8.3. All designs, templates and any other deliverables created as part of this project will become the sole property of the Library.
- 4.9. The vendor shall provide the initial sample designs to the Library for their review within three weeks after award of contract. Minor changes to the website requested by the Library will be made within two (2) working days.
- 4.10. The website shall include a password protected section that will be used by Library employees to replace their Wiki.
- 4.11. The vendor shall provide the Library with direct access to designer(s) via phone and e-mail during normal business hours to discuss the design and development of the website.
- 4.12. The vendor shall attend design meetings at the Camden County Library, Vogelson branch in Voorhees, NJ, to develop the parameters of the website, to design and review the sample designs, and as needed as the design is developed. The vendor's designers shall attend these meetings.
- 4.13. The vendor shall provide a minimum of three (3) sample designs for the home page and two (2) templates of the secondary pages (see section 4.3 above) for the Library to review and comment on. The vendor shall develop the selected sample(s) to incorporate the Library's comments

- 4.14. As refinements to the website design are made, the vendor shall establish a live beta site, on the vendor's website, to allow the Library representatives to review the changes and to test the navigation and functionality of the website.
- 4.15. All approved content from the Library's current website shall be transferred to the CMS.
- 4.16. The vendor shall also develop a cell phone/hand-held version of the website, including the content, navigation and functionality as directed by the Library.
- 4.17. The vendor must provide a detailed plan for implementing the proposed website and CMS including estimated timeframe and an overview of deliverables.

5. TECH STANDARDS AND SUPPORT:

- 5.1. The vendor shall test all applications for functionality, performance and ensure that they work on all operating systems and browsers.
- 5.2. The vendor shall provide customized in-house training for the Library's contributors and administrators for posting and/or modifications to the website content.
- 5.3. The vendor shall provide customized online and in-print training manuals.
- 5.4. The vendor shall provide style sheets for the website, including but not limited to: fonts, sizes, colors, and backgrounds.
- 5.5. The vendor shall not utilize any locked or proprietary templates.
- 5.6. The vendor shall provide Google Analytics, or equivalent, for every page of the website to provide the Library with on-line statistics of the website traffic, including but not limited to: hits per day, traffic origin, time to load web pages, browsers used and screen resolution.
- 5.7. The vendor shall set up a procedure to back up website content.

6. SUPPORT SERVICES:

- 6.1. The vendor shall provide telephone and email tech support 7 days a week 7AM – 9PM for sixty (60) days after the site is available to the Public.