

Ontario Centres for Learning, Research and Innovation (CLRI)

Request for Proposals

CLRI Website Redesign

Issue Date:	April 30, 2018
Responses Due:	Monday, May 21, 2018 at 5:00 pm
Contact:	Scott Mitchell, scott.mitchell@uwaterloo.ca
Project Budget:	\$15,000 maximum
Goal for Launch:	August 31, 2018

Project Overview

Ontario's Centres for Learning, Research and Innovation in Long-Term Care (CLRI) are seeking an experienced web developer to redevelop the CLRI website (www.clri-ltc.ca), in both English and French, in order to support the implementation of our new strategic directions and joint communications plan. The project includes a visual redesign to reflect our new branding, navigation redesign to improve the user experience, functional upgrades to enable interaction with site visitors, and backend integration with third-party products or services to enhance productivity and collaboration among the three centres.

Organization Overview

In September 2011, the Ontario Ministry of Health and Long-Term Care established three Centres for Learning, Research and Innovation (CLRI). Funding was renewed in 2017. The host organizations are Baycrest Health Sciences (Toronto), Bruyère Research Institute (Ottawa), and Schlegel-UW Research Institute for Aging (Waterloo). Ontario's CLRIs enhance the quality of care in the long-term care sector through education, research, innovation, and knowledge exchange. The CLRIs facilitate collaborations between researchers, educators, long-term care home personnel and other practitioners in the development, adoption and continuous improvement of evidence-based best practices that increase the efficiency, effectiveness, sustainability and quality of care.

Goals of the CLRI program:

- Provide educational opportunities and promote career opportunities within long-term care settings to develop a workforce with the knowledge and skills to deliver quality care to long-term care home residents;
- Foster interdisciplinary/interprofessional learning and development of all health care providers and disciplines;
- Contribute to the development of learning curricula, which prepares health care workers for the provision of quality care based on evolving best practices;
- Create opportunities for evidence-based research to be conducted and validated within operating long-term care homes and enable providers to influence the research agenda, including finding new ways to deliver care and services, and the development of new products;
- Create opportunities to design, test and disseminate innovative approaches to providing high-quality care within long-term care settings;

- Facilitate knowledge transfer from applied and clinical research to practice, and promote healthcare integration and innovation across the continuum;
- Enhance the profile of the long-term care sector within the broader healthcare system; and
- Foster collaboration and partnerships within the long-term care community and between the long-term care sector, colleges and universities, research institutions, government, the broader healthcare sector and subject matter expert organizations.

Audience

The CLRIs are funded by the Government of Ontario. Primary and secondary audiences within the province of Ontario are described below. Similar stakeholders in other jurisdictions, at the provincial, national and international level, are not listed here, but would be considered a secondary audience.

PRIMARY AUDIENCES

Long-term care home (LTCH) leadership and staff who may participate in CLRI training programs, collaborate on research projects, share their own innovations, or make decisions about implementing new practices in long-term care settings

- LTCH operators and management
- LTCH clinicians, including medical directors, physicians, pharmacists, nurse practitioners, and physician assistants
- Personal Support Workers (PSWs)
- Other LTCH staff

Educators who contribute to curriculum development and delivery for the long-term care workforce

- Community colleges and universities
- Private career colleges
- LTCH educators, both in-house staff and external contractors
- School boards offering PSW education
- High schools involved in intergenerational initiatives

Students who are preparing to enter the long-term care workforce or become researchers, who can participate in training programs and internships.

SECONDARY AUDIENCES

LTC associations that represent stakeholder groups

- AdvantAge
- Ontario Long-Term Care Association (OLTCA)
- Ontario Association of Residents' Councils (OARC)
- Family Councils Ontario (FCO)

Ontario Government

- Ministry of Health and Long-Term Care
- Ministry of Seniors Affairs
- Ministry of Advanced Education and Skills Development
- Ministry of Francophone Affairs

Government agencies

- Behavioural Supports Ontario
- Health Quality Ontario
- Local Health Integration Networks

Other groups

- Advocacy groups
- LTC residents, families and care providers
- Community-based older adult organizations
- Health care professional groups and unions
- Media who may want to report on CLRI initiatives
- Research organizations and institutes
- Vendors

Context / Current Website

Due to the growth of the program over the past six years, the current website no longer achieves the goal of promoting CLRI programs and events. The Resources section is confusing

and disorganized, the design is outdated, and there is no easy way to highlight selected resources. The site does not reflect the new CLRI branding, nor does it effectively communicate the greater emphasis on collaboration across CLRIs. The organizational overview is very high-level — the structure and programs are not described, and there is little reporting on progress. No tools are available to support user interaction: for example, visitors cannot register for events, participate in surveys, or subscribe to receive email updates. User tracking and engagement are nonexistent. The website is only partially responsive and the site is not fully accessible.

New Website Objectives and Prioritized Goals

The goal of the CLRI website is to become the go-to resource for innovative, evidence-informed education and care practices. As a knowledge exchange platform, the role of the CLRI website is to communicate, educate, and engage.

The new site should:

- Educate visitors about what the CLRI is and what it offers them
 - Describe the centres and explain the governance structure
 - Acknowledge partners and collaborators
- Increase awareness of CLRI projects, events and resources (products)
 - Highlight current initiatives and describe future plans
 - Share results and success stories
- Promote the value of research evidence and best practice, draw attention to research results, and invite participation of LTCHs and other stakeholders in research projects
- Enable different audiences to easily find content that's relevant for them
- Enable visitors to register for events, sign up for notifications, share content with others
- Support communications and outreach to increase LTCH engagement with CLRI
- Provide a platform for LTCHs to share local innovations and implementation best practices with other providers across the province

The visual design should be clean and modern. The site should be easy to navigate.

The site structure should be flexible and scalable to enable seamless integration of new content areas and subsections as the CLRIs evolve.

Functionality Requirements

Our new website will require:

- An open-source content management system (WordPress is preferred, with a child theme built on the Genesis framework)
- Responsive layout and design to support access via mobile devices
- Cross-browser compatibility
- AODA compliance (WCAG 2.0 Level AA)
- Search plugin to improve site search results (relevance ranking, sort/filter results, index content in attachments and custom post types) and track on-site search terms
- Resource library, featuring multiple content types (documents, videos, elearning modules, links to external resources, etc.), with search and taxonomy filter options to help users navigate an extensive collection of resources by keyword, audience, date, topic, etc.
- Custom post type plugin to enable easy creation and management of current and future content types and taxonomies
- Options to highlight selected content on the home page, sidebar and footer areas
- Event calendar with registration system (or integration with third-party event registration tool such as Eventbrite), including ecommerce option
- Ability to insert interactive location maps (Google Maps integration) on all posts and pages, including custom post types
- Newsletter registration and/or content subscription options
- Social integration (ability to share pages, embed social feeds)
- Forms module for adding contact forms, surveys, etc.
- Translation plugin to enable translation management and language switching (French/English) for front-end users
- Print view to enable easy printing of content pages (as HTML or PDF)
- SEO tools
- Google Analytics integration with dashboard stats
- Plugin to manage 301 redirects and track 404 errors
- Advanced user role management and permissions
- Flexible/scalable theme to allow editors to add new widget areas, create custom post types, change layouts, etc.
- Branded login screen

- Password-protected area for staff and advisory committee members
- Integrated help files for content editors (instructions, style guide, accessibility best practices, etc.)
- Security plugins and applied best practices
- Tool to manage cloud backup and restore

Integrations/Technology Requirements

The new site will need to integrate with the following existing systems:

- MailChimp (for newsletter signups)
- Google Analytics
- Eventbrite
- AddThis to encourage social media sharing/tracking
- CRM system (TBC) to enable the three CLRIs to build and use a shared contact database

Comparables

- Learning Solutions (<https://www.learningsolutionsmag.com>) — engaging magazine-style layout
- McMaster Optimal Aging Portal (<https://www.mcmasteroptimalaging.org>) — large database of resources with multiple search and filter options that make it easier to find information, plus easy options for visitors to subscribe and to share content
- Institute for Aging Research (<https://www.instituteforagingresearch.org>) — home page provides clear overview of site content

Style Guide / Branding Guidelines

All designs should adhere to CLRI logo and branding guidelines (document will be provided).

CLRI Project Team

Scott Mitchell, Knowledge Broker, Schlegel CLRI

Derek Redmond, eLearning Instructional Designer and Developer, Baycrest CLRI

Trish Whelan, Senior Director of Operations, Bruyère CLRI

Scope of Work and Deliverables

Project Management

- Develop and manage a detailed timeline and implementation plan
- Work in close collaboration with the CLRI team as work progresses to ensure needs are being met
- Support the CLRI team in seeking feedback from key partners to inform site redesign and refine target audience(s)/project goals
- Ensure the new site reflects and addresses these refined needs

Content Strategy

- Review and assess current site in relation to project goals
- Develop a content strategy in collaboration with CLRI team
- Design and execute content migration plan

Visual Design

- Lead development of visual design in collaboration with CLRI communications lead(s)
- Ensure website aligns with CLRI branding guidelines

Quality Assurance

- Perform extensive testing and quality assurance before requesting CLRI team review
- Schedule adequate time for the CLRI team to test the site and provide feedback
- Address/fix all concerns to ensure the site is ready by launch date
- Provide follow-up support to address quality concerns that may arise post-launch

Hosting

- Propose options for web hosting and provide a recommendation
- Configure and optimize hosting account and install new website

Training

- Provide training for the CLRI team to edit/update content on the new site and to manage all website functions

Maintenance

- Propose options for ongoing technical support and maintenance

Budget

Our budget is \$15,000 maximum, including all software licenses for the first year and any other project-related expenses billed by the vendor, excluding website hosting.

All invoices for this project must be billed before October 1, 2018.

RFP and Project Timeline

RFP issue date:	April 30, 2018
Responses due:	May 21
Short-listed vendors selected and contacted:	May 28
Short-list presentations/discussions (if necessary):	May 29-30
Winner selected and contacted:	May 31
Project kickoff:	June 1

The new website must be live by **August 31, 2018**.

Proposal Requirements

Please include the following in your proposal response:

- Company description
- Project process overview
- Detailed proposal describing how you will meet our goals
- Proposed timeline
- Team bios, including skills and education
- Three recent relevant project samples, including description of work (preferably WordPress/Genesis examples)
- Three client references
- Detailed budget with line-item pricing
- Terms and conditions

Review Criteria

Proposals will be assessed in relation to the following criteria:

- Ability to meet project goals within the proposed timeframe and budget
- Demonstrated success in creating engaging and easy-to-navigate web designs
- Skills and experience of team members
- Project management approach
- Cost

Submission Details

Please submit proposals by email to Scott Mitchell at scott.mitchell@uwaterloo.ca by **5:00 pm ET on May 21, 2018**.