

Request for Proposals

NSCSW Website Refresh/Redesign



Who We Are

The Nova Scotia College of Social Workers exists to serve and protect Nova Scotians by effectively regulating the profession of social work. The NSCSW establishes, maintains, and regulates standards of professional practice. Our role is to ensure that Nova Scotians receive the services of skilled and competent social workers who are knowledgeable, ethical, qualified, and accountable to the people who receive social work services. The NSCSW believes the people of Nova Scotia are entitled to receive the highest calibre of care from their social workers. To ensure this we provide membership services to support social workers in maintaining the highest standards of professional competency, enabling participation in a broader provincial social work community.

Social workers provide an essential service to support Nova Scotians lead healthier, happier lives. The NSCSW engages with Nova Scotia's social work community in advocating for Improvement to social policies, programs, and social justice. We engage with members, government, employers, community groups, and citizens to build a stronger social work community, and to advance the social work profession in Nova Scotia.

We provide responsive, accountable leadership to ensure the highest standards of social work for Nova Scotians. We work in solidarity with Nova Scotians to advocate for policies that improve social conditions, challenge injustice and value diversity.

Our Values

Our work is grounded in integrity and professionalism which calls on us to be:

Respectful

The College is respectful of the inherent dignity of every individual, and strives for cultural humility and social change.

Accessible

The NSCSW provides communication and services that are accessible province-wide for members, stakeholders, and the public.

Ethical

The NSCSW follows the established national code of ethics that adheres to the values of the social work profession.

Progressive

The NSCSW is proactive in reflecting the values of social work, and supports innovation through education, research, and transformative community engagement, for the sake of social justice.

Project Guidelines

This Request for Proposals represents the requirements for an open and competitive process. Proposals will be accepted until August 15. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative or organization submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by NSCSW leadership team.

Project Purpose

The Nova Scotia College of Social Workers (NSCSW) is seeking proposals from qualified web development agencies to improve and enhance the user experience of our website. Our primary goals include streamlining navigation, ensuring ongoing compliance with accessibility standards, improving access to professional development information, and promoting intuitive use of the site. The updated website should reflect the mission, values, and identity of the NSCSW.

Project Background

The Nova Scotia *Association* of Social Workers became the Nova Scotia *College* of Social Workers in 2016. With our new name came a rebranding and a new website design.

A five-year strategic plan NSCSW launched in 2018 is coming to an end. Due to the strategic efforts supported by that plan, the College has grown significantly – in membership, in reputation, in advocacy impact – and while we are largely satisfied with most elements of our brand we have outgrown the original structure of our website. A new five year plan is also under development, and it seems an opportune time to refresh our web presence and make sure it continues to serve our needs and goals in a sustainable way.

NSCSW's web presence is currently split across multiple websites, partly because of the limitations of our existing website structure.

- The primary website is nscsw.org.
 - Our website links to a secure database registry portal provided by Thentia:
nscsw.ca.thentiacloud.net/webs/nscsw
- A microsite at candidacy.nscsw.org provides information to Social Worker Candidates about the Candidacy Mentorship Program (a regulatory requirement for most new members), and hosts a self-directed training module for experienced social worker mentors who support candidates while they complete the program requirements and work towards becoming Registered Social Workers.
- An interactive tool at ethical.nscsw.org guides members through considering ethical dilemmas related to social work practice. The College is exploring the creation of additional interactive tools to aid social workers in decision-making and self-assessment processes.
- The annual conference website is at nscswconference.org.

Our current website also links to or embeds our content hosted elsewhere. For example:

- issues of Connection magazine and annual reports at issuu.com/nscsw
- recorded webinars, public meetings, media conferences etc. at youtube.com/@NSCSW
- tickets to upcoming events currently at nscsw.eventbrite.ca

Project Scope

The project will include the following tasks:

- Collecting and analyzing user feedback, and identifying and prioritizing areas for improvement
- Redesigning the homepage to better represent the organization and its purpose
- Improving the indexing and organization of content for easier navigation
- Ensuring all features and functionalities are optimized for intuitive use
- Enhancing the visual layout and design for a less cluttered appearance that is compatible with diverse devices
- Ensuring compliance with security and accessibility standards
- User training and documentation for any back-end customized widgets and processes to be utilized or maintained by NSCSW staff
- Seamless integration with Thentia Database system experience
- Core content is available in English, French and Mi'kmaq

Target audiences

NSCSW demonstrates accountability by providing **members of the public** with the standards and ethical conduct expected of social workers in our province, and providing access to our complaints process.

Social work professionals in Nova Scotia need information on regulatory requirements, professional development opportunities, and updates from the NSCSW on advocacy initiatives. The website also serves as a resource for those looking to connect with colleagues, engage in committee work, access our publications (e.g. social policy framework, interactive tools, research, professional magazine), and consult core documents such as the code of ethics and standards or practice.

Prospective members use the website to investigate our application process, complete each step of the requirements, and learn about the regulatory requirements for social work registration and practice in this province.

Representatives of other organizations – peer regulators, community partners, media, government – may review our website to find information about the College, particularly our structure, policies, advocacy positions, and strategic goals. They may also wish to communicate to NSCSW members to recruit and employ social workers, promote events, announce publications, invite research participants, and more.

Request for Proposal and Project Timeline

The initial abstract for to this RFP are due no later than 5 p.m. ADT August 15, 2023.

Evaluation of proposals will be conducted from August 15 to August 31. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

An initial selection decision will be made by September 30, 2023; NSCSW will reach out to the preferred bidder for contract negotiations.

Budget

All proposals must include proposed costs to complete the development and delivery requirements for the above scope. The NSCSW has an **initial \$50,000** allocated for this project.

Bidder Qualifications

Interested web design/development agencies should submit proposals that include the following:

- A brief overview of the agency and its relevant experience
- A detailed plan outlining the proposed project phases and strategies for achieving the project goals
- A timeline with milestones for each phase of the project
- A budget breakdown, including costs for design, development, testing, and implementation
- Examples of previous work demonstrating the agency's ability to deliver high-quality results

Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise in website improvement projects
- A clear understanding of the project goals and target audiences
- A well-structured plan with realistic timelines and milestones
- A competitive and transparent budget