



JAPANESE CULTURAL CENTER OF HAWAII
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Request for Proposal

Introduction

The Japanese Cultural Center of Hawaii (JCCH) seeks to update its website and the interneer directory to enhance the user experience, simplify content management, highlight content, showcase digital tools, and provide improved information to its community while meeting high standards for security and design quality and visual appeal.

JCCH would like to showcase rich content and programming on its website that is easy for the staff to manage and keep targeted audiences updated on new developments at JCCH. The new website must prioritize striving to be Americans with Disabilities Act (ADA) conformed. JCCH seeks the assistance of an experienced company that can accomplish our objectives with all the functionality identified in this RFP. JCCH also seeks a company that can integrate additional features, existing JCCH digital tools, and functionality specified in the future. JCCH would like a vendor to provide SOC2 compliant managed hosting services for the website. The company should have a team of experts who understand JCCH to help us deliver our vision for the Center now and into the future.

Purpose

To redesign the JCCH website to enhance the user experience, simplify content management, provide improved information to its community, showcase content and digital tools, and acquire hosting services while meeting high standards for design quality and visual appeal. JCCH also seeks to make enhancements to its Internee Directory.

Significant Dates

The following is a preliminary schedule of significant dates. All times are Hawai'i Standard Time (HST).

- Issue RFP July 15, 2022
- Proposal Due Date July 29, 2022
- Tentative Award August 5, 2022
- Tentative Project Start August 12, 2022

Questions

All questions and requests for clarifications should be directed at Nate Gytoku at gyotoku@jcch.com.



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Scope of Work

The scope shall include the migration of content based on a content strategy for the newly designed website. The information below represents the required functional capabilities in the selected content management system (CMS). It is not all-inclusive; other functionality may be recommended or added in the strategy deliverable.

Website Redesign

The JCCH new website vendor must be able to provide the components listed below at a minimum.

- Notifications – Display alerts prominently on the website
- Browser-based website management – Update, delete and create content from any device with internet access. The ability for non-technical and design teams to keep the website updated.
- Design – the ability for individuals not familiar with HTML/CSS to manage the website without risk of breaking the original design
- Events – Update/publish events with an event listing page—the ability to group events by programs, etc.
- Content management – the ability for selected CMS to manage content versions and schedule publishing.
- Blog – Ability for staff to publish longer-form content on the new website.
- Multilingual support – although not a requirement at this time, the selected CMS should allow JCCH to introduce multi-language support if it deems necessary.
- News and announcements – Post news releases or updates dynamically to relevant pages based on category
- Photo galleries – ability to share photo galleries on the website
- Rotating photos/banners – Slideshow capabilities
- Sharing capability – Links to share content via email and social media where overall digital strategy recommends
- Site statistics – Analytics and site audit reports
- Sitemap and breadcrumbs – Automatically generated and updated sitemap and breadcrumbs.
- Social media interface – the ability to display showcase content created on Instagram (<https://www.instagram.com/jcchawaii/>) and YouTube (<https://www.youtube.com/c/JapaneseCulturalCenterofHawaii>) engagingly with the intent to grow these audiences.
- Video upload and display – Must display videos with captioning, uploaded by authorized content editors.



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- Digital tool integration – several digital tools unique to JCCH are promoted on the website. Thoughtful planning on cross-promoting these tools and allowing for multiple journeys paths to these resources. The following are the digital tools:
 - Internee Website: <https://www.hawaiiinternment.org>
 - Internee Directory: <https://interneedirectory.jcch.com/>
 - Digital archive (Launching Soon)
 - Online Gift Shop: <https://shop.jcch.com/>
- Newsletter – integration of newsletter signup to grow subscribership.
- Donation – integration with donation and relationship management platforms¹ provides an easy way to support JCCH.
- Content planning & migration – the ability to plan and map content migration to the new website where applicable.

Internee Directory Enhancements

JCCH also seeks a vendor to enhance the internee directory which includes the following:

- Updated CMS – Drupal is the current CMS which the version this directory is on will sunset in 2023.
- Assessment – reassess how the internee directory is being used from the perspective of target audiences and those that maintain it.
- Directory updates and enhancements – provide suggestions and implement updates to the directory for improved usability.
- Integration – easier linkage between Soutron and the directory.
- Content Migration – migrating directory to the new CMS and mapping newly created fields to existing, if applicable.

Response Format

JCCH requests the following response format:

- Project Objectives – exhibit an understanding of JCCH’s objectives for this website redesign.
- About Offeror – information about offeror, years in business, history, and any notable information that will showcase the offeror’s ability to deliver on RFP.
- Qualifications – clearly communicating offerors’ capabilities. The qualifications should exhibit the offeror’s ability to execute.
- Recommended Plan – phases, deliverables, website features to achieve project objectives.

¹ JCCH is currently using Salesforce and Soapbox



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- References – provide three (3) references for services aligned with those requested in this RFP. References should include:
 - Name,
 - Title,
 - Phone,
 - Email,
 - Website URL
 - A narrative explaining services rendered
- Timeline – phases and timeline based on the tentative project start date.
- Pricing² – detailed pricing by phases presented in the RFP response.

Minimum Qualifications

The awarded vendor must have at least ten years of experience hosting and designing websites and provide three references.

Minimum Requirements

JCCH requests selected vendor be a Hawaii-based company with Hawaii-based developers.

Hosting and Security

1. Provide https protocol, encrypted using TLS (version 1.2 or greater).
2. Ensure 99.9% uptime.
3. Provide 24-hour, 7 days per week, 365 days per year system monitoring.
4. Website hosted on servers located in the United States at a SOC2 certified facility.

Training and Support

1. Provide self-paced training (video tutorials and documents) accessible to authorized content editors.

Website Design

1. Website must meet Section 508 requirements and WCAG 2.0 Accessibility requirements.
2. Responsive Web Design - Fully mobile responsive design - website adjusts to the screen size of supported devices, including forms, calendars, tables, etc.

² Investment should include third-party fees and ongoing services needed to support the redesigned website for search engine optimization and optimal performance and ADA conformance.



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Search Engine Optimization

1. Standard SEO tuning for brand name and implementation of SEO best practices for top navigational pages at minimum.