

# MV Diversity Coalition

## Website Solution Brief

For the purposes of submitting a Solution Proposal, Fall 2020

Prepared by Rob Masson

Reviewed by MVDC

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# 1.0 Project Charter

## 1.1 Charter, Mission and Vision of the MV Diversity Coalition

### 1.1.1 MVDC Charter

We, as responsible individuals, know that showing up is not enough. We believe that the hateful and reckless abuse of power inflicted upon people of color is wrong. We will do our best to openly support those who have been oppressed. We will seek meaningful, diverse, relationships, because we know it will enhance the lives of all of us.

As individuals, we will take our commitment of equality into our businesses, our activities and social lives. We will support minority businesses whenever possible. We will strive to embrace diversity in our agencies, businesses, schools, and places of worship, because we know that this will be the foundation of constructive change. We will seek to empower those who have historically been marginalized. We will be trustworthy for those who have little reason to trust us. In keeping with our mission to eradicate racism, we acknowledge the existence of White privilege and will do our part to eliminate it. Our motivation is driven by compassion and empathy, rather than guilt.

We support quality education for all and believe that Black history is American history. We know that we can't change the past, but we will change the future. We are committed to practice acts of kindness whenever the opportunity arises. We will smile while looking directly into peoples' eyes. We will sit next to the person of color on a bus when given the choice.

As individuals, we will be responsible leaders who courageously call out bigotry and speak out in ways that are most likely to be heard. We will seek new and diverse friendships and watch the backs of our oppressed and abused friends. We will work together, because we recognize that our diversity is a gift. We believe that the shame of these current days will be the legacy of our century and so will the changes that rise from the ashes.

### 1.1.2 MVDC Mission

To strengthen and amplify the work of all of the islands' racial equity organizations through MVDC's broad range of capabilities - - networking, training, fund-raising, strategic planning, inter-organizational collaboration - - to create a dynamic, powerful and replicable model

### 1.1.3 MVDC VISION

We envision an I sland and an America where people of all backgrounds have equal respect and access to opportunities and where the survival of America as a democracy is no

longer threatened by racism, discrimination and hate. We hope for an America that understands how diversity enriches the fabric of our lives. While the eradication of racism will not occur in the near future, we are committed to building a foundation on Martha's Vineyard that will serve as a model for other communities across the country.

#### 1.1.4 WebSite Project Goals

The successful bidder will grasp the unique charter of MVDC in its work of facilitating, enabling, partnering and collaborating with island not-for-profit organizations to promote their success in achieving their own goals. MVDC will neither compete with nor subsume the activities of any other organization but rather to build relationships and connections to bring about others' successes. This theme must be an important message of our website.

We want the MVDC website to be:

- a) the "go-to" site for Racial Justice Equity information on Martha's Vineyard and could be shared more broadly beyond the island. This requires our website to be both easily accessed and navigated as well as maintained with fresh information;
- b) a source for enabling NFP's and other organizations to achieve their own goals through MVDC's bringing together resources in the form of expertise in organizational development and management; strategy development; and various forms of training and consultation

#### 1.1.5 Strategic Plan

To be imported

### 1.2 Funding Approach

The Diversity Coalition does not, as yet, have an operating budget for the website project. This project will be funded through a specific fund-raising event with the target being the proposed budget. The start date of the project will be based on the success of the campaign to raise these funds.

## 1.3 Project Timeline

All dates below are estimates and in the 2020 Calendar Year

<b>Milestone</b>	<b>Time-frame</b>
Call for Proposals	Oct. 26 - Oct. 30
Clarification and Discussion	Nov. 2 - Nov. 6
Proposals Due from Vendors	Nov. 12, @ 5:00 PM EDT
MVDC Internal Evaluation	Nov. 13-17
Results Announced	Nov. 18
Project Fund Raising	Nov. 12-20
Project Start Date (Development)	Nov. 23 if selected vendor is available

## 2.0 Solution Summary

The MVDS wishes to transform their current Web presence from a simple static site to a hub of connectivity for several diverse communities. This will include sharing of content (comments, video, blog postings, etc.) as well as being a focal point of efforts across different digital channels such as Facebook, Instagram, Tumblr, etc.

This section will articulate the vision of what the MVDC is envisioning for it's "To Be" architecture. There is tremendous room for refinement and enhancement of this vision but this does represent a minimal ideal of the solution and it is hoped it becomes the platform for future expansion.

### 2.1.0 Solution Precipis

The current MVDC Website is hosted on Wix. It is a static Website and offers no real interaction or engagement capabilities. It is also not connected to any social channels.

The vision of the ideal solution is that the Website becomes a gathering point for a wide variety of constituencies on the Island. It extends its reach beyond a simple website to provide a place to foster discussion, share resources and experiences and grow its members by reaching across a diversity of channels and mediums.

#### 2.1.1 Website Capabilities

The Website should be able to support:

- Serving several static pages
- A Blog with regular content
- Sharing of Resources (Text, Video, Images, Audio, etc.)
- Curation of this content
- Comments on Blog Entries
- A sign-up form that would allow interested parties to join the Coalition and supply contact information (Name, address, email addy, phone number, etc.)

#### 2.1.2 e-mail Campaign Management

Beyond the Website MVDC need to regularly reach out to it's members with eMail campaigns to appraise them of events, new content and fundraise for future projects. While building an eMail Campaign Management system is out of scope for this project we would like to see a path from the Member collection form to an existing solution such as Mailchimp, Getresponse, AWeber, etc. based on the Vendor's past experiences and recommendations.

### 2.1.3 Content Storage / Curation

The goal of the MVDC is to be a point of discussion and sharing across many communities. This content can take the form of Comments on Blog Posts, as well as uploaded and shared links to Audio and Video files. The storage of these files can become costly if there is a large amount of them and we would be interested in understanding how to best mitigate these risks including (but not limited to):

- Restricting Uploading to certain members only
- Accepting only Links (URLs) to existing content from general members
- Restrictions on the size of content that can be uploaded
- Rotating the content that is kept to a rolling date window (3 months for example)

Additionally, the content should be curated before being released to the general public to prevent inappropriate content being submitted and displayed to the Website.

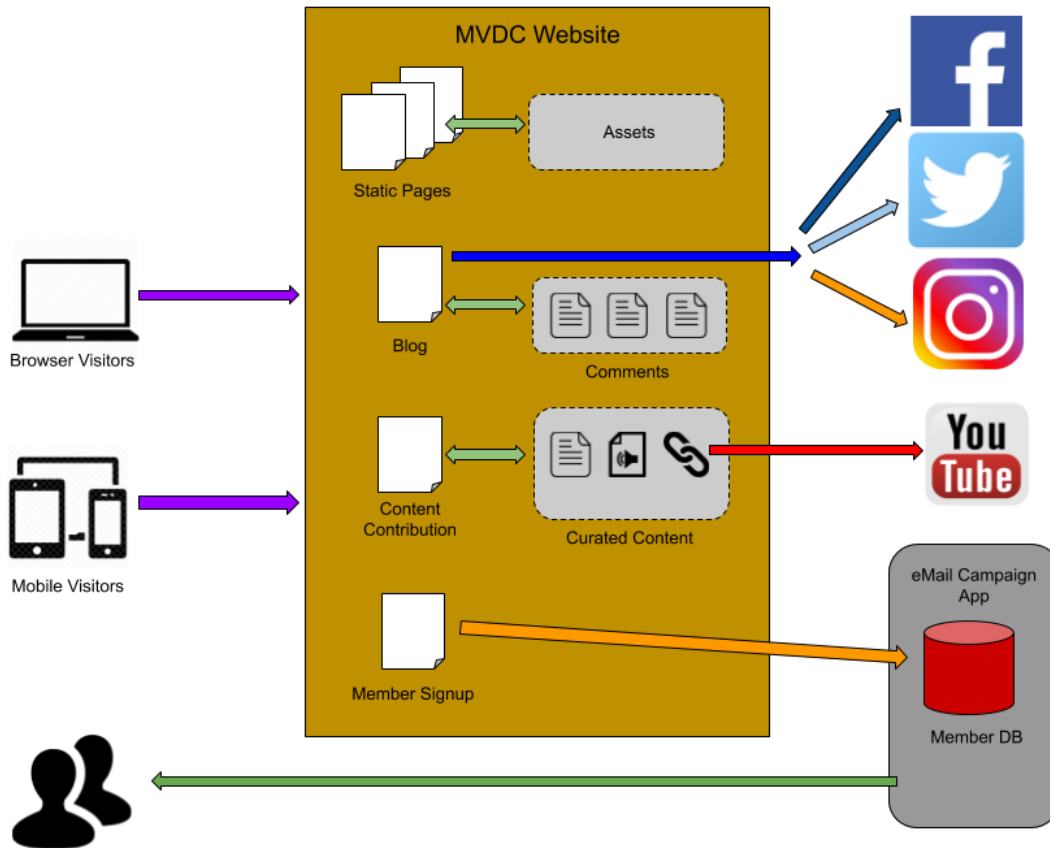
### 2.1.4 Social Media Integration

The primary presence for the MVDC will be the Website but reaching a diverse community requires casting a wide net. The Solution should incorporate a low-maintenance approach to forwarding content to various Social Media Channels such as Facebook, Instagram, Twitter, etc. and including links back to the Website where interested parties can learn more about the Coalition and become a member.

The intent is that new content pushed to the Website would also be reflected in each of these channels and thus uni-directional. Comments made in these mediums would not be forwarded back to the Website. Managing these various social channels will be a separate, volunteer driven effort and outside of the scope of this project. This forwarding of content can be accomplished via a Website plugging or a third-party orchestration service such as IFTTT or Zapier.

## 2.2.0 Solution Architecture

The following diagram is intended to be a guide for the “To Be” architecture and not a rigid prescription for the Solution. Please feel free to adapt and enhance based on your experiences and insights.





## 3.0 Project Requirements

The following two sections provide guidance on what capabilities and interactions are expected from the final solution. They are divided into Functional Use Cases as well as Non-functional Requirements. Please do ask for clarification on any of these that seem ambiguous or require additional details to allow you to propose a solution.

### 3.1 Functional Use Cases

Number	Name	Description
1	Serve Static Pages	<p>Serve up Static Pages for the Site. These currently include:</p> <ul style="list-style-type: none"> <li>● Landing Page</li> <li>● Charter</li> <li>● Sandra Pimentel's Quotation</li> <li>● Our Mission</li> <li>● Our Vision</li> <li>● Our Charter</li> <li>● Why does MVDC Exist?</li> <li>● How We Operate</li> <li>● How Do We Set MVDC Project Priorities</li> <li>● Who We Are</li> <li>● How are we Organized?</li> <li>● Strategic Plan</li> <li>● How can I help?</li> <li>● How to contact us</li> </ul>
2	Simplified Navigation	Provide a clean and simple Navigation approach that supports both regular and mobile based browsers
3	Membership Signup	Provide a Form to allow Visitors to sign-up to become a Coalition Member and forward this information to an email Campaign Manager App. Provide Visitor confirmation that they have successfully signed up and what to expect. Anticipated fields would be (Name, Address, Phone Number email address, group identity, skills, willingness to assist, etc.)
4	Blog Content for Visitors	Provide a mechanism to display Blog entries from the Coalition to Visitors which will likely include images, sounds and links to other content.
4.1	Blog Comments	Provide a mechanism for Visitors to submit comments to published Blog Entries

4.2	Blog Comment Curation	Provide a mechanism for designated Coalition Members to curate and/or approve submitted comments from Visitors to be published to the Website
4.3	Author Blog Content	Provide a mechanism for designated Coalition Members to author and/or edit and approve content for publishing to the Website.
5	Content Contribution	Provide a mechanism for Visitors to submit content to the Website and provide context as to the nature of that content (can be free-form text).
5.1	Content Curation	Provide a mechanism for designated Coalition Members to curate and/or approve submitted content from Visitors to be published to the Website.
6	Social Media Integration	Provide a mechanism for forwarding new Blog Entries to relevant Social Media Channels (Twitter, Facebook and Instagram suggested). This would be a one-way integration only and would include links back to the MVDC Website
7	Calendar Page	Provide a mechanism to display the upcoming meetings and allow Visitors to access location and/or connection details to participate.
7.1	Calendar Event Submission	Provide a mechanism that other groups can submit events for the Event Calendar and the Admins can curate and publish them if appropriate. It should collect an event Name, Date, Location / Connection information as well as a Description, Organizer Contact Info, etc.
8	Gallery	Provide a Page to display curated pictures of the Coalition and the events that they sponsor, support or are affiliated with.
9	Meeting Minutes	Provide a mechanism for Visitors to see previous meetings notes and/or recordings.

### 3.2 Non-Functional Requirements

Number	Name	Description
1	Performance	The Website should be able to serve approximately 1000 visitors a day with a maximum hourly load of no more than 100 visitors.
2	eMail Campaign Recommendation	Provide recommendations about eMail Campaign Applications to support various outbound campaigns for the Members.
3	Visitor Device Support	Support both workstation browsers as well as mobile browsers. We anticipate Visitors accessing the website across a spectrum of devices such as Desktops, Tablets and Phone.
4	Language Support	Support English only
5	Website Maintenance	Price out regular maintenance of the Website to address regular updates to the Content Mgmt Software, Plugins, etc. This is <b>NOT</b> new functionality but rather just support for the delivered solution.
6	Usability and Aesthetics	Work with the MVDC Members to create a Look and Feel that is consistent with their image of the Coalition and suggest any enhancements or approaches which will improve the usability of the Site.
7	Set-Up and Configuration	Install the Website in it's hosting environment for Production and set up any additional tools required to fully launch the Solution. This may include any scheduling software, target social media account, and configuration of target applications for data feeds such as the eMail Campaign App.
8	Provide a Runbook	Document all Passwords and essential configuration information for the MVDC Staff to be able to manage and operate the Solution upon Delivery
9	Operational Training	Provide training to the MVDC Members to be able to operate the Solution upon completion.

## 4.0 Vendor Response Guidelines

This section describes the format and content of the Vendor response to this Solution Brief. Adhering to the format guidelines will assist the evaluation committee in coming to a quick decision. Large deviations from this format will result in a poorer evaluation and potential in being removed from consideration from the project.

Any questions about this format can be addressed via email or during the Vendor Clarification Call.

### 4.1 Response Outline

The response from the Vendor should include (but not be limited to):

- Company Background (1-2 pages)
  - A brief background on the company including:
    - How long they have been in business
    - Number of Staff
    - Number of Customers
  - A brief discussion of other Non-Profit or NGOs they have done projects for previously and any samples of work for them
    - Please provide at least 2 examples of other projects you have done (Website URL is fine) preferable for Non-Profits or NGOs
- Technical Approach (3-6 pages)
  - Project Management Methodology
    - Identify how projects are managed
    - Identify and describe process for making decisions for the Project
    - Discuss how changes in project scope will be handled
    - Identify and discuss how to ensure project success and acceptance by the MVDC
  - Proposed Solution Precise
    - Include software and applications planned for the solution
    - Include how this will address the Solutions as outlined in this Brief
    - Discuss advantages to this approach
    - Discuss any known limitations to this approach
  - Proposed Solution Diagram
    - Visual representation of the proposed solution
    - Should identify the various components of the Web Site (Blog, Calendar, Static Pages, etc.)
    - Should identify critical components (Web Content Management System, email management recommendation, etc.)
    - Should identify the various Roles supported by the Solution (Visitor, Member, Administrator, etc.)
- Use Cases and Non-Functional Requirements (3-6 pages)

- Identify how each of the Use Cases and non-functional requirements will be addressed
- Cost (1-2 pages)
  - Identify the cost of the Project as outlined in this Proposal
  - Identify any
    - Recurring Costs post delivery
    - Variable Costs based on further Discovery
    - Development Costs for the outlined Use Cases
    - Software and Application acquisition costs
    - Hosting and recurring charges that will be the responsibility of MVDC
    - Training costs for MVDC Staff
  - Expected Payment Terms
    - Required up-front costs
    - On-going costs terms
    - Payment schedules
    - Final project completion costs
- Project Duration and Staffing (1-2 pages)
  - Describe the expected duration and staffing approach for the Project
  - Identify what MVDC resources will need to be available
  - Identify vendor resources types (Developers, Architects, Project Managers, etc.) that will be staffing the project
  - Identify the anticipated duration of the project
    - Include a Best Case and Worst Case projects
  - Identify the time required for ramping and project startup
  - Identify likely start dates

Additional information such as customer testimonials, samples of previous projects, or site mockups are welcome.

Please provide a digital copy of the proposal in Word format.

## 4.2 Solution Clarification

We are sure that there will be follow up questions about the project. We are happy to address questions about the project and its goals as well as the format of the expected response.

Questions can be submitted via email at: <need an email address>

Additionally we can host a call to discuss the project and answer questions directly. Please coordinate with <contact person name> at <their email address>.

Finally, the current Website for MVDC can provide significant insight and can be found here: <https://www.mvdiversitycoalition.org/>

## 4.3 Proposal Evaluation Approach

This project is a critical evolution of the MV Diversity Coalition and as such it is essential we find the right partner to shape our new digital presence. We are going to be evaluating the proposals on several dimensions:

- Experience with this kind of organization
- Creativity and Vision
- Commitment to excellence and creating satisfied clients
- Cost

Logistically there will be a committee evaluating the proposals that consists of committee directors and technical volunteers to review, score and recommend a final vendor.

# Appendices

The following sections represent notes and guidance from MVDC Staff in discussing the needs of the WebSite prior to the development of this Solution Brief. They are provided for additional clarification and context.

## Appendix I : Original Project Charter and Content Notes

### **General**

The successful bidder will grasp the unique charter of MVDC in its work of facilitating, enabling, partnering and collaborating with island not-for profit organizations to promote their success in achieving their own goals. MVDC will neither compete with nor subsume the activities of any other organization but rather to build relationships and connections to bring about others' successes. This theme must be an important message of our Website.

### **Assumptions**

- 1] We expect that this can be a website redesign, not a new creation, but we will look to your analysis.
- 2] A new home page is envisioned which will state: ONLY YOU AND I CAN END RACISM (not currently on the website).
- 3] Other content elements in the current website are sacrosanct: a) Sandra Pimentel's signed statement, b) the CHARTER and c) the rock imagery. We would look to you for your thoughts on how these should be ordered and placed along with the other items in 3.1, Item #1 in the table above.
- 4] Regarding the rock imagery, we have given some thought to extending this imagery to describe how MVDC "fits", in both our external outreach to organizations that might be brought to partner with island NFP's as well as how we achieve the internal linking of those NFP's to form solid collaborations. As we continue to think this through, we would ask you to bring your own creative thinking to the idea of extending the rock imagery. In the end, if we are not successful in making that imagery deliver a meaningful visual image of how MVDC works and interacts, we would, nonetheless, seek some graphic or diagrammatic representation of the same.
- 5] The website is to be highly interactive and allow postings as well as information to be added to files or modules through portals available to other NFP's. Your guidance will be sought on how to best achieve this with reasonable controls so that we do not create an "information monster"; in which submitted content burgeons out-of-control. Having said that, a high priority is to have a membership data base that includes names, contact information, skills and experience. It would be

easily updatable and, desirably, expandable as well, e.g., adding brief bio's of members. Further, whether this same database would provide the ability to send emails (announcements, meeting notices and minutes, etc.) to all members, to groups of members or to committees, we must have such ability. Finally, we wish that database to be searchable by, for example, skills and experience, to support project collaborations or committee efforts.

6] We envision our website to be a substantial resource library of racial justice equity information that may contain externally produced videos or films in addition to textual references to written materials (books, magazines, newspapers, speech excerpts, etc.). (A current example is the archiving of daily readings of stories of Black people whose lives have been lost at the hands of police. There is a group on MV who has been doing this for a few months now and has some 70 stories read at a daily, public, kneel-down to commemorate the lost lives. We would like to capture these stories if not their recorded readings. This example of input from just one organization may be replicated with different kinds of worthy content from multiple organizations on MV.)

7] The website must be built with an ease of ability for modifying, adding or deleting content in order to keep the website fresh and up-to-date. To the extent possible, we hope to have a website with the ability to add entirely new modules, e.g., to import videos or create our own, but short of the need to return to the web designer to restructure the website.

8] We recognize that what we envision of a robust, interactive and easily refreshed website requires that we have a Website Manager who would deal primarily with content (and not the technical aspects which would be more appropriate to a Website Administrator or Creator). While we expect to permit a few select individuals to submit and perhaps add content directly, we intend that the Website Manager will serve as a "gatekeeper" to provide monitoring and oversight of submitted additions or deletions. Additionally, those few content providers will behave adequately facile technical facility for the required interactions with the website.

Some of the key duties of the Website Manager are found as an Appendix III below.

To provide you with some more detailed features we envision:

- a) Portals for select contributors to allow for additions/deletions to content
- b) Ability to add Google Docs (at some point)
- c) Capability for adding audio-visual content including custom-created videos, imported videos prepared by others, podcasts, etc.

9] We may wish to have a blog which allows any of our MVDC members to post and exchange dialogue with us and other members either through a tab on our website or, if need be, a separate portal. We recognize that the



same degree of content control described above would be much more difficult to have with a blog and would appreciate the value of your experience in how to best administer a blog.

## Appendix II : Contents, Titling and Tabs (or Directory)

107] Following the new home page and Sandy's statement (see #2 and #3 above), the three next pages will be Our Mission, Our Charter and Our Vision. Your re-writing and integration is a

possibility for our discussion but we are prepared to do more work on this as well to keep your focus on the more structural aspects of the website.

Your thoughts are sought about how this is back-and-forth is best Accomplished this last statement is sought.)

118] This will be followed by Why does MVDC exist? (Proposed draft: Many new NFP's or those contemplating them may lack the expertise, the knowledge and /or the resources to get started. Even later in their development they see opportunities to expand their product offerings but don't know how to go about accessing the knowledge or resources to do so. Through MVDC's membership of deeply and broadly experienced people with a wide array of skills, talents and even their own resources, we help create the linkages which become partnerships to turn desires and goals into realities.)

127] Next, we see three headings, each of which needs our writing: How We Operate (or What Do We Do?); How Do We Set MVDC Project Priorities?; Who We Are and How We Are Organized? The intention is that these three be treated as three separate sections but I have clustered them together here because of their close associations and logical sequence.

138] If we had a Strategic Plan, we would likely place it here. Since we do not, this is mentioned to the web designer as a placeholder for future consideration.

149] How can I help? We need to consider what information we want to provide the potential volunteer and what info we want to obtain about them. The website designer can advise on how we handle such information, e.g., how we want to store and retrieve such information, use it to reach out to all members or to committees, etc., get feedback (e.g., from surveys) and process it. Ideally, we would have a searchable membership file to, for example, find those with a particular skill-set or experience.

We also need to link the "sign-ups" to a mailing list for announcements, etc. Also, our membership list should be able to put people into different groups, for example, committees. Ideally

150] How to contact us

Tabs (or Directory)

We envision either tabs or a typical left-side-of-the-page directory (repeated on each page) to make info that visitors to our site can find in a single click.

Tabs that are needed are for:

a) Joining the MVDC membership: Streamline the process to allow the

CHARTER to be signed or at least endorsed on line.

b) Meeting notes

c) Email address and correspondence

d) Mission and Strategic Plan (Pat, I'd like to discuss this one with you)

e) Committees with the ability to add notes and updates

f) Photos and activities

g) Calendar of community events

## Appendix III: Website Manager Key Duties

Sends out all notices

Update the website when indicated

Vet all emails and get info to people that need to be responsive

Effectively communicate to stay on top of what's going on

Posts library books, links, podcasts, etc., to correct category

(Internal note: Pat can feed info to the resource library after members decide what they want on it.)

## Appendix IV: Mission, Vision and Charter Statements

### **Mission**

See Section 1.1.2 **Vision**

See Section 1.1.3

### **Charter Statements**

Provide a safe, caring and healing place to learn about one another and for planning (either in person or virtually, where possible.)\*

Connect, collaborate and support Island agencies, organizations, and groups who share our mission; develop a virtual network to implement and support plans to fight racism.\*

Build diverse, trusting, informal social networks among our members and across the Island\*

Provide and promote school-based curriculum through our group and associated network members\*

Help secure resources, as possible, for agencies and groups who wish to eradicate racism.

Celebrate and empower one another in our individual efforts to reach our common mission.\*

Work with the Islands criminal justice entities to promote the training of police, probation officers, judges and others

Build a database based that reflects positive changes in institutions and in individuals to determine success and to help secure resources

Evaluate economic and institutional equity on Martha's Vineyard and develop long term strategies for positive changes\*

**\* Indicates we have begun initial efforts and are beginning to move forward**