



Wisconsin Homeschooling Parents Association (WHPA) Website Redesign and Redevelopment Request for Proposals

Wisconsin Homeschooling Parents Association • PO Box 2502 • Madison, WI 53701
www.homeschooling-wpa.org

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Introduction

You are invited to respond to Wisconsin Homeschooling Parents Association (WHPA) Website Redesign and Redevelopment Request for Proposals. ***Please prepare and submit your proposal according to the Submission Guidelines below if you are interested in the project.***

This RFP includes a background of WHPA and describes the purpose of this redesign and redevelopment project. It identifies desired functionality and technologies, along with opportunities for new functionality and technology.

In providing these details, our intent is not to imply that we have all of the answers. The ideal vendor will bring their own ideas and vision, guiding us to incorporate our goals into that vision. We have not provided an organizational structure for the site; the committee expects to collaborate with the chosen vendor throughout the redesign and redevelopment project.

Project Logistics

Timeline

July 2021 - February 2022	Committee Groundwork
Monday, January 31, 2022	Send Out Request for Proposals
Friday, February 18, 2022	Proposals Due
Friday, March 4, 2022	Semi-Finalists Selected & Notified
Monday, March 7 - Wednesday, March 23, 2022	Semi-Finalist Interviews
Friday, March 25, 2022	Finalist Selected & Notified
Friday, April 8, 2022	Final Statement of Work Signed and Development Begins
April - September 2022	Development
October 2022	Testing
Tuesday, November 1, 2022	LAUNCH!

Budget

WHPA has allocated a budget of \$20,000 for this project, with an additional \$10,000 reserved for “feature creep” and other expenses ***if*** required, such as plugins or software, artwork, and copywriting. As a 501(c)3 ***tax-exempt*** non-profit organization, our preference will be to use open-source software, and in-house or royalty-free artwork and writing whenever possible.

Committee Members and Contact Information

Our committee includes three members of WHPA's Board of Directors:

Michelle Holmquist (Co-chair and primary vendor contact)

WHPA Membership & Communications Coordinator

michelleh@homeschooling-wpa.org

(262) 422-6931 (cell)

Colleen Manning (Co-chair)

WHPA Question Answering Committee Coordinator

colleenm@homeschooling-wpa.org

Jennifer Grasse, WHPA Secretary

jenniferg@homeschooling-wpa.org

Our mailing address, which only gets picked up twice a month, is:

Wisconsin Homeschooling Parents Association

PO Box 2502

Madison, WI 53701

Our website can currently be found at www.homeschooling-wpa.org.

Submission Guidelines

Please prepare and submit your proposal in **PDF format via email to all 3 committee members** - including timeline, tax-exempt costs including payment schedule, suggestions, deliverables, and references - **by 5pm (central time), Friday, February 18, 2022.**

WHPA Website Redesign Purpose Overview

WHPA is the foremost expert on homeschooling law in Wisconsin. Externally, the purpose of the WHPA website is to provide current and accurate information to WHPA members and other interested persons, thereby empowering readers to advocate for themselves while maintaining the organization's long-standing culture and reputation of integrity, accuracy, and empowerment.

The information provided is:

Core Knowledge (Information about Wisconsin homeschool law)

Issues and Actions (Timely information about legislative and administrative actions that may affect the rights of parents)

Organization (Information about WHPA's work and how to join WHPA in the work)

Internally, the purpose of the WHPA website is to support and document the work and communications of WHPA's Board of Directors and volunteers.

WHPA Background

WHPA is the descendent of the pioneers of homeschooling in Wisconsin. In 1984, these pioneers banded together to oppose legislation that would have severely limited the freedoms of homeschooling parents to direct their children's education. Those early homeschool parents formed Wisconsin Parents Association (WPA), and they worked together to amend the legislation so that Wisconsin now has one of the most reasonable homeschooling laws in the country.

Renamed as Wisconsin Homeschooling Parents Association in 2020, WHPA has continued the same mission since 1984: to defend the rights of homeschooling families and to provide accurate information about homeschooling in Wisconsin. WHPA provides legislative watch, newsletters, an annual conference, 7 editions of *Homeschooling in Wisconsin: At Home with Learning*, a question-and-answer voicemail line, and, more recently, a comprehensive website to meet the needs of today's homeschoolers, with email support for hundreds of questions each year.

WHPA's Mission

WHPA is the only state-wide, inclusive, non-partisan, grassroots nonprofit organization in Wisconsin dedicated to protecting the right and freedom of parents to provide an education to their children according to their own principles and beliefs.

It is important to note that WHPA **does not** recruit families to homeschooling; WHPA does want to recruit current and prospective homeschoolers as members. WHPA **does not** show how to homeschool; WHPA empowers families to do their own homeschooling.

Project Goals

The goals for WHPA's website redesign are to increase:

- Website usage (Awareness and Interest)
- Visitor interaction with the organization (Interest and Engagement), and
- Member involvement in the organization (Engagement and Commitment).

Success in these areas will be measured with the following metrics:

1. Website Usage

- a. Traffic/Visitors - Year over year increase, taking into account COVID-schoolers
- b. Referrers - Build frequent referrers beyond just search engine and social media traffic
- c. Sharing - Track and grow user sharing of our content via social media, email, and other avenues

2. Visitor Interaction

- a. New Memberships - steady or growing year over year
- b. Donations - steady or growing year over year
- c. Subscribers - aim for 5+/month

3. Member Involvement

- a. Membership Renewals - aim for <30% un-renewed memberships
- b. Lifetime Memberships - aim for 1 new lifetime member for each 30 memberships and renewals
- c. Sponsor a Family donations - aim for 1 sponsor a family donation for every 30 memberships and renewals
- d. Newsletter submissions - aim for 5 member submissions per issue
- e. Event attendance - depends on the event
 - i. WHPA 101 - aim for 1 session/month
 - ii. Virtual Sessions - aim for 100% attendance
 - iii. Annual Member Meeting - aim for 25% attendance
 - iv. In-Person Conference - to be determined
- f. Public hearings and legislative engagement - Texting system for legislative alerts, and perhaps voluntary "I did it!" anonymous button? And/or "likes" on social media action alerts?
- g. Volunteers - aim for 5 volunteer contact form submissions per month

Target Audience

WHPA's website should be a living, comprehensive resource, available externally to all Wisconsin homeschoolers, prospective homeschoolers, homeschool supporters, and anyone with questions about homeschooling in Wisconsin, and internally as a cornerstone of the organization's institutional memory and operations. WHPA is

committed to updating and enriching the website with additional timeless content as well as contemporary relevant support.

The target audiences for the site and their primary usage of the content are as follows:

Public-facing section will provide a timely and accurate picture of Wisconsin homeschooling law:

- Parents who homeschool - will be empowered to take responsibility to read and comply with Wisconsin homeschooling law.
- Parents who are considering homeschool - will be empowered to take responsibility to understand Wisconsin homeschooling law before making their decision.
- General public who need information - will gain a clear picture of homeschooling in Wisconsin in order to respect the rights of Wisconsin homeschool families.

Secure member-only section will provide robust tools to manage the organization:

- Members - will use the site for finding and sharing timely and accurate information, managing membership, getting involved, and event registration.
- Public Libraries - will use the site for finding and sharing timely and accurate information to help patrons, and for managing their library membership.
- WHPA BOD and volunteers - will use the site extensively for internal and external communications, member management, event management, and site usage data.

Existing Challenges

WHPA governance has recently converted to an all-volunteer, working board structure. Throughout its 38 year history, WHPA stands both stalwart in our guardianship of Wisconsin's homeschooling law and open to ingenuity in our support of Wisconsin's homeschooling community.

Since family freedoms are involved, maintaining strict member privacy has been baked into our organizational culture, and it will be imperative to respect this on the new website and during its development. The chosen vendor and its employees will be expected to adhere to a strict non-disclosure policy. This also means that we are limited in the photos, videos, and other visual elements to be used for the website.

The new website will be administered and maintained by volunteers who may or may not have technological knowledge and/or expertise. Therefore, a robust AND intuitive interface is crucial.

WHPA serves families around the state, and therefore must have a website that is simply functional for all, regardless of internet speed or type and quality of technology.

Scope of Work & Deliverables

Feature Requirements

- **In order to enhance usability, engagement, accessibility, and sharing, content will be presented to visitors in multiple ways.** Methods will include:
 - Readable (HTML)
 - Printable (PDFs) - some pages
 - Audio (Created by a volunteer within WHPA) - some pages
 - Video Animations (Created by a volunteer within WHPA) - some pages
 - Infographic (Created by a volunteer within WHPA) - some pages
- **Most topics will have 2 or 3 levels (pages) of detail:**
 - Simple, summary statements
 - Explanations with some depth
 - In-depth discussion of the topic (not all topics will need this 3rd level)
- **The new site must integrate with or incorporate the following platforms:**
 - **QuickBooks** - for tracking accounts receivable for memberships, donations, merchandise purchases, event registrations, etc. WHPA will be looking for a balance between automation and verifiable accuracy.
 - **Zoom Meetings & Webinars** - for internal and external communications as well as virtual events (mostly free, some paid)
 - **Google's G-Suite**
 - Gmail
 - Vendor to assist with the migration of all organization emails from the old domain to the new domain, along with forwarders for old email addresses.
 - Google Calendar (currently only used internally)
 - Google Docs, Sheets, Slides, Drawings, etc.
 - Google Drive Board of Directors and Question Answering Committee Files (document management)
 - **Facebook**
 - Simple FB sharing links on the website for visitors
 - FB newsfeed "stream" on the website
 - Ability to share site updates to our FB page when desired
- **The new site must include the following functionality:**
 - **Payment Processing** - We currently use PayPal and would like to replace this with a cleaner, simpler, internal solution if possible. WHPA banks with Associated Bank (www.associatedbank.com/business/cash-management/receivables/merchant-services).
 - **Membership and Event Management and Reporting** - We currently use Claris Filemaker to manage and track memberships, donations, and event registrations. We also use the Filemaker database to store some other

information better suited to a Wiki platform. *The new website must incorporate all legacy data from the Filemaker Database.*

- **The new site must either integrate with or incorporate the following platforms, or provide this functionality in other ways.**
 - **Instant Messaging for Individuals and Groups:** Currently using GroupMe. Could continue to be standalone.
 - **Self-Managed Merchandise Design and Sales (including production and fulfillment):** Currently Threadless. Could continue to be standalone.
 - **External and Internal Form Creation, Dissemination, and Data Management:** Currently using Formstack. *Any new solution must incorporate all legacy data from Formstack.*
 - **Event Registration, Payment, and Management, Integrated with Zoom Virtual Event Participation:** Currently learning to use Jotform for this. Previously used Formstack. *Any new solution will need to incorporate all legacy data from Formstack and Jotform.*
 - **Email Campaigns:** Currently using MailChimp. *Hopefully any new solution will incorporate all legacy data from MailChimp.*
 - **Text Blasts:** Currently learning to use SimpleTexting.
- **The new site should include or integrate with the following new functionality:**
 - **Conference and Events Management**
 - Committee organization, scheduling, and communication
 - Facilitator management and communications
 - Scheduling
 - Meetings
 - Workshops
 - Breakouts
 - Extra activities and opportunities (some for an extra cost)
 - Attendee registration, management, and payments (with different costs for different scenarios)
 - Advertiser/Exhibitor/Sponsor registration, management, and payments (with different costs for different scenarios)
 - Accommodations with easy reporting, or even integration with the venue (currently booked with a Holiday Inn facility)
 - Meals with easy reporting, or even integration with the venue (currently booked with a Holiday Inn facility)
- **Possible Future Development**
 - **Twitter** (with significant moderation/management)
 - **Instagram** (with significant moderation/management)
 - **Robust Wiki** for institutional memory, and possibly document management
 - The site should be flexible enough to allow for internal and external scalability and development.
 - We would be interested in potentially developing an app version of the site in the future.

Sitemap

- **Current Sitemap:** [Sitemap - For Web Redesign](#)
- Traffic to the home page is dropping. Visitors are coming directly to specific pages within the site, meaning that content pages need to be just as navigable and helpful as the home page.
- **All current content must be present on the new site, and more content will be added, but we fully acknowledge the need for better, clearer, simpler navigation.** We are looking for the right developer to harness the depth of the information and serve it to our visitors in a more navigable and accessible way.

Design Requirements

- **WHPA Stylesheet:** [WHPA Stylesheet](#)
- **WHPA Logos:** [WHPA Logos for Sharing](#)
- **Sample Sites:** The committee has identified the following 5 websites that offer some of the “look & feel” we believe lends itself to WHPA’s site.
 - <https://www.colum.edu>
 - AMAZING site navigation -- changing the drop-downs changes the site!!!
 - <https://www.nwf.org/>
 - Secondary “utilities” menu above the main navigation
 - Clear structure - menu can get you anywhere
 - Also a nice long home page to “browse” what the org is about
 - <https://www.nff.org/>
 - Artwork - an alternative to photos. May be able to find an artist on PixaBay (or elsewhere) with a style that fits WHPA’s image for no or minimal cost.
 - <https://savingcranes.org/>
 - Very thick breadth of information, but it didn’t feel overwhelming
 - Similar to WHPA in that they have a lot of info on their site
 - <https://www.itk.ca/>
 - Not photo heavy; uses color to break out information

Technical Requirements

WHPA uses DreamHost for our website currently. It is built on a WordPress platform which has worked well for us for many years. We are happy with the current situation, but will consider other recommendations if there is a strong reason to do so.

The new website will be administered and maintained by volunteers who may or may not have technological knowledge and/or expertise. Therefore, a robust AND intuitive interface is crucial.

In addition, because WHPA serves families around the state, the website must be functional for all, regardless of internet speed or type and quality of technology.

- **Domains:** Live site is currently on www.homeschooling-wpa.org. The new site will launch at www.homeschooling-whpa.org, which is currently just redirecting to the live site. At launch, the old domain will need to redirect to the new site. The domains are registered through DreamHost.
- **Hosting:** Currently on DreamHost
- **Staging Server:** Currently on DreamHost

Search Engine Optimization

WHPA isn't overly concerned with SEO. Obviously it's important for our site to be find-able, however, with little competition and an established history of expertise, our website naturally falls to the top of most relevant searches. Our priority is to continue that trend without artificially inflating our rankings. "Content is king."

Reporting and Analytics Requirements

The success or failure of this redesign will show in the site traffic and statistics. Key pages will continue to receive high page view counts. Traffic statistics will continue to ebb and flow with the "school" year. WHPA will need easy and timely access to robust site analytics in order to verify the usability and value of the site to our audiences. The webmaster will need to be able to pull and share relevant statistics with the BOD and others quickly and easily.