Request for Proposal

TimeSlips Website Technical Development

Overview

TimeSlips Creative Storytelling is seeking proposals from experienced web developers to make substantive changes to its website (www.timeslips.org). The goal of the technical shift is to (potentially) move the current back-end database (built in Ruby) into a more simple to update Learning Management System (LMS), and to integrate the site overall and its various components with a CRM system, such as Salesforce or Kindful. Ideally we would also like to move the entire website, currently built on Ruby, into a CMS that is easier for staff to manage and update. The goal is to have a site that staff can easily manage and run reports from that will help us to better manage the business aspects of our organization.

We seek a developer who understands multiple back- and front-end systems, including education management systems, who can review our system, present options for a new, streamlined system to the staff, and support staff in making a decision in how to move forward. The contractor will then implement the changes as decided by staff in consultation with the consultant.

About TimeSlips

Founded by MacArthur Fellow Anne Basting in 1996, TimeSlips' mission is to bring meaning and purpose into the lives of elders through creative engagement. We have a staff of seven full- and part- time employees, all of whom work remotely.

TimeSlips began with one volunteer in 1998. We became an independent non-profit in 2013, and now train and certify individuals and organizations across the world. There are currently 900+ Certified Facilitators, and 48 Creative Communities of Care. Certified Facilitators are located in multiple countries.

Scope

The selected developer will provide the following scope of work:

Research:
- Developer will review TimeSlips website and related data management systems, and develop a set of potential options for an integrated and easily managed set of web services to which TimeSlips can transition its site.

Design and Development work:

- Assess the use of commercial LMS system to replace the existing, in-house LMS
  - If recommended and approved by staff, shift existing LMS function to commercial LMS
  - The updated system should be able to manage TimeSlips' creative prompts, links to downloadable worksheets, separate pages for featured responses from community members, surveys, time tracking, and a collaboration space for interaction among TimeSlips staff and constituents.

- Database integration:
  - Develop a connection between TimeSlips' website back-end database and CRM system (in development). The website's database contains information on individuals and organizations, who have received TimeSlips' training, including their contact information, award date, training status, and demographic information.
  - Incorporate data capture and key site metrics for organizational reports. Improve data capturing so organization can evaluate effectiveness of engagement and community-building on the site.

- Increase ability of the organization to make website edits and updates in-house
  - If recommended and approved by staff, shift existing front-end function to commercial CMS

- Ensure the site continues to follow best practices for responsive design and Americans with Disabilities Act compliance at varying resolutions, screen ratios, bandwidth rates, from factors and input methods.

- Ensure the site continues to provide a functional, logical, and user-friendly, and visually pleasing website across devices.

- Financial Systems integration:
  - Ensure continued integration of Stripe with CRM

System Maintenance and Support:
- Provide manual for staff to be able to maintain the website when the project has ended.

Deliverables:
- Project recommendations for front and back end systems
- Development of new site including current site to new system, CMS integration and LMS
- Project Management to move project from conception to completion/launch
- Training of TimeSlips staff in new systems

Project Timeline

Project Timeline Dates	
Updated RFP Release Date	December 2, 2020
Answer questions from vendors	December 11, 2020
Proposal Deadline	December 18, 2020
Presentations by Selected Vendors	December 28, 2020
Final Vendor Selection	January 4, 2020
Website Redesign Completion Date	August 1, 2021

Budget

All vendors must provide a breakdown of costs related to their Website Design Consulting Services. Costs should be broken down into research, design and development, and support phases and should include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials-based pricing), travel expenses, etc.

All proposals must include project schedule & work breakdown structure, which identifies timelines, key milestones, project phases & other project details.

Contact

Please send all questions and responses to:
Mary Schuler
Operations and Project Manager
TimeSlips Creative Storytelling
mary@timeslips.org

The following document contains details regarding our organization and the current website for your reference.

About TimeSlips

Founded by MacArthur Fellow Anne Basting, TimeSlips supports a global movement to bring meaning to late life through creative engagement.

Our evidence-based and award-winning approach inspires awe and brings joy to elders and their care partners. Our trainings and resources infuse creativity and meaning-making into care relationships and systems.

We began with one volunteer in 1998. We became an independent non-profit in 2013, and now train and certify individuals and organizations across the world. There are currently 800+ Certified Facilitators, and 48 Creative Communities of Care with 65 more in the pipeline.

Our vision is that creative expression, growth and meaning is available to us at every stage of life, no matter where we live or our abilities. We aim to change the way we understand and experience aging by bringing young people into positive relationships with elders; enabling family members to have meaningful, emotional connection, and infusing creativity into our care systems to inspire staff to feed their own creativity while inviting elders to imagine and express themselves.

Our Creativity Center, with 300+ prompts, is available on our website and free to all users. It provides an endless fountain of ideas for engaging elders in meaningful projects large and small.

Our core values are:
Saying Yes, And;
Asking Beautiful Questions;
Giving Proof of Listening;
Opening ourselves to Wonder;
Committing to rigor and the value of all human beings; and Finding meaning by connecting our personal expressions to the larger world.

These core values guide our trainings and every aspect of our operations. They also means drive us to believe in learning, growing, and having fun.

History of the website

Our current website was redesigned in 2018 by a web design company using Ruby on Rails. The target audience for the website are staff in long-term care settings and families, friends, and care partners doing one-on-one work with elders at home.

The goal of the website is to:
- Provide TimeSlips(TS) site visitors improved, expanded, and thoughtfully organized content to support creative engagement between elders and their care partners (families, friends and professionals).

- Provide effective and innovative navigation for accessing TS content, maximizing user satisfaction and time on site.

- Provide integrated and creative evaluation tools that make using the site and creative engagement fun while helping assess its reach and impact.

- Expand TS's audience beyond the professional caregivers to include families, friends, informal caregivers, and people with early memory loss.

- Expand the format for engagement with the site beyond the original storytelling software to include a range of other activities.

- Expand TS ability to nimble and create and offer new, brief online trainings.

- Provide opportunities to build site community and interactivity among TS users and staff.

- Provide opportunities for sponsors/partners to support the site.

AUDIENCE

Who Visits Timeslips.org?

Our site currently averages 5,120 users per month, including 4,635 new users. In October 2020, we had 26,003 pageviews and a bounce rate of 54.50%. What follows is a description of who we anticipate visits the site and how they engage with it.

Primary Audience

Our current primary audience is care partners for people with dementia. They learn the storytelling method, use it, and come back to the site to read stories from around the world and for ongoing support through networking, tools, and ideas. These can be spouses, children, friends, or professionals in the field of long term care (activity professionals, social workers, chaplains, nurses, and nurses' aides). They can also be volunteers or students who are learning to work with older adults or doing service learning.

Secondary Audience

Our secondary audiences are people who are interested in the inspirational use of the arts with underrepresented populations. They are looking for models of how to do their own work in other communities, such as youth groups, or people with other disabilities.

Another secondary audience is people with memory loss themselves. With the increasing number of people diagnosed earlier and earlier, this number can become quite large. The site offers people a story template with questions/prompts they can use themselves, or with family and friends either in their own homes or remotely through the web. People with memory loss learn about other programs and project ideas that engage them creatively and as vital, learning, growing people. They can donate to the site to help ensure that it is there to support others in their situation. They can also learn about facilities that are using TimeSlips to inform their future planning about where to live.

Staff Training and Documentation

Developer will provide initial training for key TimeSlips staff that covers basic administrative tasks for maintenance of the new website. Documentation for all content creation tools, databases and other elements used in the software will also be needed.

Design Requirements

TimeSlips.org must be clear, easy to navigate and accessible to a wide variety of users. The system on which it is built must accommodate users with Early-onset Dementia and should adhere to the National Institute on Aging's guidelines for presenting information online to adults ages 60 and older. http://www.nlm.nih.gov/pubs/staffpubs/od/ocpl/agingchecklist.html

Complementary Programs

We use **MailChimp** for e-newsletters.
We have **Facebook pages** for general users and an invite-only FB page for Certified Facilitators and Trainee Orgs.
We have a **Twitter and Instagram** account.
We use **Kindful** as a contact database and are developing a new, more robust CRM.
We use **Stripe and Paypal** to take/manage payments.