



Request for Proposal

GENERAL WEB DEVELOPMENT AND DESIGN

1. Statement of Purpose

Meridian International Center seeks an experienced web developer with an eye for aesthetics and deep understanding of design, data, product development, user design and more to improve the content structure, navigability, responsiveness and overall appearance of the website and blog. We are looking to update our web platforms to be more flexible, informative and easy to maintain while also having the ability to process large amounts of data and deliver constantly changing information to our key audiences. In addition to refreshing the website and blog design so they are more user-friendly with an intuitive interface, we also want to enhance their ability to communicate safe and securely with our internal and external databases (i.e. CRM) at faster processing speeds. We are also looking to improve our data management and server hosting.

Meridian's website and blog currently allow for key management personnel to easily update and add content without directly accessing source code. We seek a web developer who can serve as digital editor at large to ensure consistency of SEO tagging, backend organization, and layout to optimize our presence in Internet search results and across social media while also resonating with our different stakeholders. Among our stakeholders include external partners with whom we occasionally collaborate on special projects that require designing interactive mini-sites.

An opportunity exists to re-engineer the website to better reflect the mission of Meridian and incorporate the latest web technology. Upon completion of the development of the site, Meridian will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of Meridian.

2. Background Information

Meridian International Center is a non-profit organization that promotes international understanding through the exchange of people, ideas, and the arts. Established in 1960 and headquartered in Washington, DC, Meridian offers a wide array of outreach, exchange, and arts programs. We promote dialogue among people of all ages about global issues, connect professionals from different countries and enrich the cultural perspectives of audiences across the United States and abroad.

3. Scope of Work



Main Tasks

1. Modify templates and plugins to run on PHP 7.2 or greater
2. Migrate all website to dedicated server (DigitalOcean or another)
3. Build multi-domain hosting server
4. SSL certificates integration & static content update to https
5. Implement schema.org for all website content
6. TAG Manager integration
7. Change template raster graphics to SVG and custom fonts
8. Speed-Up page rendering with local cache
9. Speed-Up worldwide content delivery with CDN
10. Adopt WP templates for WP 5.0, once stable version is out
11. General Data Protection Regulation (GDPR) & DMCA compliance
12. Develop new shortcuts for the Meridian website
13. Implement schema.org for all website content

Projects

1. Online Annual Report 2023 development (included in contract)
2. Exhibitions mini-sites development
3. Rental mini-site development
4. Meridian Blog redesign
5. Meridian website redesign – simplified, user-friendly, dynamic press room, more content archived, improved mobile responsiveness

Maintenance Tasks

1. Cross-browser optimization
2. Optimization for smartphones and tablets
3. Websites and databases backups
4. HTML/CSS code validation
5. WP core and plugins updates
6. WP high security vulnerabilities fixes
7. Fix bugs and vulnerabilities as identified in scanning reports, notification systems, etc.
8. Websites improvements and new features development (Next Releases)

4. *Outcome and Performance Standards*

In order to protect Company's goodwill, name, reputation and image, Consultant covenants and agrees to conduct its activities relating to the performance of the Services and its obligations under this Agreement in accordance with (a) the highest professional and ethical standards, (b)



the law, (c) the terms and conditions set forth in this Agreement, and (d) a manner that otherwise upholds and maintains the goodwill, name, reputation and image of Company.

The parties expressly intend and hereby agree that this Agreement, and performance by Consultant pursuant to the Agreement, shall not create for Consultant any ownership or other proprietary rights in, any intellectual property rights of the Company; and that, any and all such ownership or other proprietary rights, including (but not limited to) any intellectual property rights created by, or resulting from, this Agreement, shall be owned by Company. Consultant hereby assigns to Company and/or releases any and all proprietary rights that Consultant might otherwise have or obtain, by operation of law or otherwise, with respect to any property rights relating to the Company. Consultant further hereby agrees to appoint Company as its attorney-in-fact with the power to execute any additional documents necessary to further evidence this assignment and/or release.

Consultant acknowledges that Company may provide to Consultant confidential and proprietary information in connection with this Agreement, including any materials labeled as confidential, which constitute valuable, special, and unique assets of Company ("Confidential Information"). Accordingly, each Consultant hereby covenants and agrees: (a) that it shall use such Confidential Information solely in connection with the performance of this Agreement; (b) it shall not disclose or otherwise make available, at any time, any Confidential Information of Company to any other person or entity; (c) that Consultant shall protect such Confidential Information with the same degree of care that it exercises with its own confidential and proprietary information; and (d) that upon the expiration or termination of this Agreement for any reason, any written information, data, or material concerning any Confidential Information, and all copies thereof, will be promptly returned to Company. All Confidential Information shall remain the exclusive property of Company. Confidential Information shall not include information which is or becomes publicly available without breach of this Agreement.

Consultant shall not have, nor shall hold itself out as having, the power to make contracts in the name of, or binding on, the Company, or pledge the Company's credit or to extend credit in the name of the Company or to take any act which might bind or otherwise obligate the Company in any manner whatsoever.

5. Deliverables

To track progress on scope of work outlined above, consultant will provide weekly status reports to Meridian for discussion. In addition to main projects, other special projects requiring timely completion include but are not limited to:

- Online Annual Report 2024



- Meridian website redesign by June 2023

6. Payments, Incentives, and Penalties

(a) Hourly Rate. In exchange for the provision of the Services, Company shall pay Consultant the rate set forth below during the Term of this Agreement (the "Service Fee").

Compensation: Most competitive offer

Hours: Approximately 192 hours will be needed throughout the year (on average 40 hours per month – but may vary based on needs)

(b) Project Rate. For special projects requiring additional time allotment, a separate Service Fee may be negotiated between Company and Consultant and agreed upon in writing as an addendum to this Contract.

(c) Payment. Invoices shall be issued to Company by Consultant monthly after performance of the Work, and payment shall be due 30 days after receipt of invoices.

Expenses

(a) Payment. Consultant and Company agree that Consultant shall be entitled to reimbursement for reasonable, documented business expenses incurred by the Consultant in connection with the performance of the Consultant's duties; provided that any such expenses are preapproved and agreed to in advance by the Company.

(b) Substantiation. The Consultant shall provide Company with documentation supporting all expenses.

(c) Payment. Company shall reimburse Consultant within 30 days upon receipt of a request for reimbursement from the Consultant during the term of this Agreement for such expenses actually incurred.

7. Contractual Terms and Conditions

Availability:

- Average of 10 hours every week
- Weekly check-in calls
- Monthly cyber security check/reports

The term of this Agreement shall be for a period commencing on February 1, 2023 and ending on September 30, 2023 unless earlier terminated in accordance with Section 10 below (the "Term"):



Company or Consultant may, by 10 days' written notice, terminate this Agreement at will. Company shall have no further obligation to Consultant to pay any remaining monthly payments with respect to the Service Fee and, to the extent the Services are not yet rendered, Consultant shall immediately return any unapplied portion of the monthly payments already paid by Company pursuant to Section 2 of this Agreement.

8. Requirements for Proposal Preparation

Please submit a proposal detailing how you would approach the various projects and daily tasks highlighting your previous experience, while acknowledging the specifications of the RFP requirements.

9. Evaluation and Award Process

Factors to be used in evaluating bids or proposals include but are not limited to:

- Years or experience and sophistication of projects completed
- Application materials and proposal
- References and availability for additional due diligence (if applicable)

A winner will be awarded no later than January 25, 2023. Suggested dates for submissions leading up to the final decision include:

10. Contacts

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