

Request for Proposal (RFP) – ISANS Business Hub Website Design

To: RFP Respondents	Date: November 2, 2021
Project Name: ISANS Business Hub	Address: Mumford Professional Centre 6960 Mumford Road, Suite 2120 (second floor) Halifax, Nova Scotia, Canada B3L 4P1
Owner: Immigrant Services Association of Nova Scotia (ISANS)	ISANS Contact: Andrew Leverman, Manager, Business & Workforce Integration

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Guide to this RFP

Our expectation is that this document will convey our vision for the new site. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. **In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site.** The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. We *are* open to alternative solutions.

Project Overview

Immigrant Services Association of Nova Scotia (ISANS) Business & Workforce Integration (BWI) team seeks to build a new website to strengthen support of its business clients through an enhanced online presence, connecting clients and partners with resources they need to collaborate, network and succeed.

Background

About ISANS

ISANS Vision: A community where all can belong and grow.

ISANS recognizes the key role of immigrants in Canadian society. We work with newcomers to help them build a future in Canada. We provide a wide range of services to immigrants, from refugee resettlement to professional programs, from family counselling to English in the Workplace.

Business & Workforce Integration at ISANS

The Business & Workforce Integration department has two core areas of focus:

- To support immigrant entrepreneurs in starting and growing their businesses in Nova Scotia
- To support Nova Scotia employers in hiring, onboarding and retaining immigrant employees

Project Goals

The Nova Scotia Business Hub website will create a networking space as well as centralize all ISANS' business development services information, learning resources and links, event information, client business information and more – a “one-stop shop” for business networking and information needs. Immigrant business owners can learn from, support and mentor each other using the forums and be afforded the opportunity to promote and market to visitors to the space.

Access to this facility will ensure business owners at all stages of entrepreneurship are connected and have the right training, skills and information required to grow their businesses and contribute to the Nova Scotian economy and its communities.

The new hub will:

Improve visibility of ISANS business-focused programs and services:

- A platform to highlight ISANS services and programs for business clients across Nova Scotia
- A platform to highlight ISANS partnerships that will benefit business clients and their communities
- Events: promoting all business-related events hosted by ISANS and other partners (e.g., networking events, ISANS Small Business Awards, ISANS Open House, Networking in Motion, IWEP/IWEN Alumni events, Centre for Women in Business, CEED, BBI)

Provide valuable resources to immigrant entrepreneurs:

- Business Resources: guides, articles, links, and partner information to help support start-up business and to grow existing businesses
- Business advice: advising and connecting ISANS clients to available resources in Nova Scotia, a direct link to ISANS Business Counsellors and other staff members within Business & Workforce Integration team at ISANS
- Learning Resources: providing information on and links to courses, seminars and training offered online by ISANS (e.g., Introduction to Business in Nova Scotia, IWEP) or other partner organizations in Nova Scotia (e.g., BDC)
- Business mentorship connections

Increase visibility and profile of immigrant businesses:

- A sophisticated digital directory for NS immigrant businesses (with client account-based access)
- Highlight member achievements
- Ability to announce new business launches
- Allowing business owners to self-promote

Provide a platform for immigrants to network

- Facilitate access/link to Discussion Forums – topical, general networking
- Community connection: encouraging NS business community to connect, learn, network and celebrate success; for example, we will highlight a business on a monthly basis where this business can share its story, how it started, successes and challenges faced, what does success mean for the owners, what can they offer to help others.

Audience

The audience for the Hub is:

- Prospective and current immigrant entrepreneurs interested in starting and growing their business, networking, promoting, mentoring, staffing, etc.
- Other community members (local chambers, post-secondary institutions, funders, other service providers, etc.)
- Business customers/clients

Potential Sitemap

➤ Resources

- Starting a business

- Growing a business
- Exiting a business
- Buying and selling a business
- Business plan
- Financing
- Market research
- Check lists: <https://smallbusinessbc.ca/resources/howtos-checklists/>
- Useful links
- Specific Industry Resources
 - IT
 - Food
 - Import & Export
 - Farming
 - Home renovations (decks, fences...)
 - Daycares
- **Training**
 - Workshops and Information sessions
 - Become a webinar speaker
 - E-Learning
 - Introduction to Business in Canada
 - Start-up Series
 - Growth Series
- **Business Counselling**
 - Registration
 - Our business counselors
 - What is it in you?
- **Women in Business**
 - IWEP (Immigrant Women Entrepreneurship Program)
 - IWEN (Immigrant Women Entrepreneurship Network)
- **Networking**
 - IWEN (Immigrant Women Entrepreneurship Network)
 - Entrepreneurship Café
 - Success series
- **Events**
 - Business Week
 - ISANS Annual Business Awards
 - About
 - Categories
 - Sponsors
 - Past winners
- **Marketplace**
- **Event calendar**
- **Member Spotlights**

- **Testimonials**
- **About**
 - Mission, vision & values
 - FAQ
 - Our team
 - Contact us

Website Example

Inspiration for this website was taken from Small Business BC (<https://smallbusinessbc.ca>), a website created by an immigration serving organization in British Columbia.

Proposed Scope of Work

1. Project Management
 - Develop work plan/schedule to meet website launch schedule.
 - Ensure cost containment to meet project budget.
 - Provide regular status reporting to project stakeholders.
2. Content Strategy and Visual Design
 - Consult and provide a content strategy to best achieve the goals of the website.
 - Create the visual design (“look and feel”), including navigation, images, and layout of site components.
3. Content Development
 - Format and copyrighting of content for web-based consumption based on information provided by ISANS BWI team.
 - Utilize images from stock photos, ISANS photo library, or create custom visual content as required.
4. Search engine optimization
5. Coding
 - Front-end coding (HTML/CSS, animations) as needed to implement required functionality.
 - Back-end coding – Use of WordPress as Content Management System is mandatory (see: Requirements).
6. Mobile device optimization
7. Provide training to ISANS BWI team on updating and changing content and other configuration items.
8. Analytics/Reporting
 - Enable the BWI team to obtain metrics regarding engagement with the website.

9. Ongoing Support – Provide 4 weeks of post-launch support to the BWI team as they transition to operating the website.

Requirements

Branding

Website content must adhere to ISANS content and branding guidelines to ensure consistency across ISANS web properties. Detailed guidelines will be provided to the successful respondent.

Web Host and Content Management Software

ISANS has already purchased a WordPress VPS from Dreamhost for use on this project. WordPress is used across other ISANS web properties and is preferred.

BeaverBuilder

ISANS has an agency license for Beaver Builder (<https://www.wpbeaverbuilder.com/>) page builder and its Themer package and would like to utilize these tools in the creation of this new website to ensure consistency across microsites.

Mobile Device Support

The website must be adaptable to display on mobile browsers.

Budget

The budget for this project is **\$32,000**. Funding for this project is fixed and as such cost containment is paramount. This project must be completed within the budgeted amount.

Timeline for completion

ISANS would like the website to launch prior to January 28th, 2022 or sooner.

Submission Requirements

- Name, address, email, phone, website
- # of years in operation
- Description of proposed deliverable based on ISANS project budget, requirements, and options outlined in this RFP, and vendor recommendations or alternatives based on experience and knowledge
- General overview of website build process end-to-end
- Examples of similarly-complex projects
- Statement of acknowledgment that proposed solution meets the requirements as outlined in 'Requirements' section
- Client references
- Project timeline with major tasks and milestones
- Project budget by line item (with post implementation /maintenance costs indicated, if applicable)
- Any additional resources required for support (e.g., sub-contractors)

Responses

Email a PDF with the subject line ISANS Business Hub to aleverman@isans.ca and calvarez@isans.ca

Due Date

November 22nd, 2021