



Request for Proposals Website Development

Youth Employment Services (YES) is a non-profit organization that has been assisting job seekers, entrepreneurs and artists for over 20 years through individual career counselling, business coaching, training, workshops, mentoring, conferences, and networking opportunities, both in-person and online.

YES is currently seeking to contract a web development firm to create an online platform (website) for the 'Advancing Women in STEM' project. The website will serve, among other purposes, as an information sharing hub for women, the STEM industry, as well as policy-makers as they work individually and collaboratively to change the status quo for women in the STEM field.

Under the direction of the 'Advancing Women in STEM' team, the successful bidding firm will develop, test and launch the project's website. The developer will work closely with, and report regularly to the 'Advancing Women in STEM' committee for the duration of the project to ensure that the website's layout and functionalities are secure and consistent with the project's objectives.

Primary components of the Website

- Detailed overview of the project including its history, advisory committee bios, list of stakeholders and partners
- Resources page of STEM industry tools and literature
- A calendar to announce upcoming events, webinars, networking events etc.
- Designated section for blog and article contributions
- Designated section for media mentions and testimonials
- Social media friendly/connected (Facebook, Twitter, LinkedIn, Instagram)
- A donation button (Canada donates) to be imbedded in the website

Design and primary functionalities

- Responsive website adaptable and mobile-friendly
- The website structure and design should be intuitive, 'clean', and easy to navigate
- Website users should be able to download published studies in a PDF format as needed
- Google Analytics to track website traffic
- YES team should have full access to the front and back-end of the platform to update as needed
- Content will be easy to update by a non-technical user. I.e. YES team should be able to edit/modify the content at the front and back-end when needed without the need to hire a technical expert
- WordPress is the primary preference but we are open to consider an alternative as long as the previous requirements are met
- After the soft-launch, the developer is expected to provide follow-up and maintenance to ensure that the website is secure and that all functionalities are operational

Existing STEM websites for general reference

- <https://www.wisecampaign.org.uk/>
- <https://www.millionwomenmentors.com/>
- https://www.cfa.harvard.edu/~srugheimer/Women_in_STEM_Resources.html
- <https://www.awis.org/>

Timeline

'Advancing Women in STEM' website is scheduled for a soft-launch on July 24th 2018

To be considered for this project, please submit your résumé and portfolio of previous projects no later than April 6th 2018 to:

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