

Digital Preservation Coalition: Invitation to Tender

DPC Website Maintenance Contract

1. Introduction

The Digital Preservation Coalition invites tenders from companies or individuals to provide simple website administration functions to the Coalition. The contract will expire in July 2010 with an opportunity to renew on an annual basis thereafter. This builds on a successful migration completed in early 2010.

2. Project Brief and Background

The Digital Preservation Coalition (DPC) is a not-for profit membership organisation whose primary objective is to raise awareness of the importance of the preservation of digital material and the attendant strategic, cultural and technological issues. Its vision is to **make our digital memory accessible tomorrow**.

At its annual general meeting in November 2008, the DPC adopted a three year strategic plan that identified key tasks and initiatives for the following three year period. This strategic plan identified 5 core areas of work for the DPC:

- Leadership, influencing and effective collaboration
- Sharing and disseminating knowledge
- Enriching our members' experience
- Empowering and developing our members' workforces
- Assuring the sustainability and effectiveness of the Coalition

This strategic plan included specific areas of work to be progressed over the period relating to the coalition's website and cognate issues of member communication and knowledge exchange. The following extracts from the strategic plan provide basic terms of reference:

- 1.2.c. (The DPC will...) encourage interactive, participative and collaborative working amongst members through effective use of Web 2.0 technologies and social networking tools e.g. to allow members to directly contribute to web site content.
- 2. The DPC will support its members in navigating this information forest through a systematic review of the scope, relevance, and quality of the current literature. We will provide authoritative advice and guidelines which will be delivered through the expansion of our website as it develops into an information hub and gateway.
- 2.2. c (The DPC will ...) collate and publish members' strategies on the DPC web site.
- 2.2. d (The DPC will ...) enable members to publish their project outputs and findings directly on to the DPC web site
- 2.4 (The DPC will...) build a central resource hub and information rich web site to facilitate resource discovery and dissemination.
- 2.4. a The DPC web site will be redesigned to improve the usability, navigation, depth and quality of content.
- 2.4. b (The DPC will...) encourage interactive and collaborative working amongst members more effective use of Web 2.0 technologies and social networking tools will be facilitated to encourage direct member contribution to the web site.
- 2.4. c The DPC Members will be encouraged to provide regular updates about their projects to share best practice amongst the membership. This will be facilitated by the creation of a shared, structured working space
- 3.3. a (The DPC will...) develop the members' area of the website with increased content and resources

In addition the strategic plan identified an increase in web traffic within the key performance indicator for the coalition's awareness-raising activities.

3. Objectives

This project will provide maintenance of the DPC website in line with the requirements of the strategic plan and help fulfil the goals as outlined in the Project Brief and Background (1.) A phase of redevelopment has already been completed successfully. Ongoing maintenance is now required to ensure that the culture of member participation and collaboration envisaged in the Strategic Plan has time to flourish in time for the next strategic evaluation and plan (expected to commence in 2011).

4. Approach

The DPC is a small organisation and will progress this project by recruiting an external consultant under contract. The consultant will be selected through competitive dialogue based on an invitation to tender. Preference for procurement will be given to members of the DPC. Consultants must be familiar with the DPC website and with content management tools for web development. It is desirable that the contractor be familiar with Joomla, the DPC's open source content management system. We will supply a manual to the contractor and will provide basic induction to the site.

5. Scope

In January 2010 Cyber-media ltd. completed a tender to redesign and migrate the DPC website to the open source content managed system (CMS) Joomla! as seen here: www.dpconline.org A website assessment was carried out by Jackson Web Services in January 2010 (available on request). The results of this assessment list but do not include all of the areas of the website that now require particular attention. This list is not exhaustive but provides a starting point for further work.

6. Inclusions

The following are expected work packages:

- a. Ensure ongoing CSS and HTML Validation and compliance (W3C compliance <http://www.w3.org>)
- b. Implement basic search engine optimisation
- c. Check and maintain navigation
- d. Check and fix broken, missing and redirect links including use of persistent URLs as required
- e. Implement other usability observations and corrections
- f. Spelling and other simple quality checks
- g. Content development (including update to Annual Report and Member Projects Area)
- h. Identity and user management plan (for registered users on members area of website)
- i. Stats monitoring and reporting (for example use of Google Stats)
- j. Support ongoing implementation of 'What's New' service
- k. Improved workflow for embedded content (for example What's New; Twitter feeds; Flickr)

7. Exclusions

- l. This is not a re-branding or re-design project
- m. Improvements should not impede or affect SEO

8. Constraints

Time Constraints: The maintenance contract will expire on 31st July 2010 and progress will be reviewed throughout. The contractor will be invited to compete for a new annual rolling contract for website maintenance starting on 1st August 2010.

Financial Constraints: the total cost should not exceed £2,000 exclusive of VAT

Payment will be upon completion of satisfactory progress and release on receipt of an invoice at the end of each month.

Other Constraints: this is not a contract of employment. Self employed contractors will be required to provide equipment and accommodation as required and will be required to ensure appropriate arrangements are made in relation to taxation.

9. Communication and Management Strategy

The project will be organised using the Prince 2 project management protocol.

The project will be led by Carol Jackson, DPC Administration and Events Manager. All communication between the contractor and the DPC in the first instance will go via Carol Jackson, DPC Administration and Events Manager.

William Kilbride will act as Project Executive and budget holder.

The contractor will be expected to provide a report plan of action outlined in this PID. An outline programme of meetings will be proposed in response to this tender, and will be agreed at a 'kick off meeting' scheduled for the end of March 2010 at either the York or Glasgow DPC office (dependent upon contractor location).

10. Quality Plan

The contractor will provide an outline of quality criteria and how these will be tested in their response to this document. The quality plan should take account of such sources of advice as UKOLN's UK Web Focus and the W3C. The project quality log should be submitted as an element of the monthly report.

The DPC's core mission is to ensure long term access to digital objects – and this should be exemplified in all aspects of updates and maintenance of the site. Contractors may wish to discuss aspects of archival strategy for the website with the DPC during the project. For example, urls should be independent of their underlying technology and remote content should be imported directly back to the local content management system.

11. How to respond to this invitation to tender

Questions should be addressed to Carol Jackson, DPC by email: info@dpconline.org.

Applications are sought from experienced and capable contractors. Submissions (not more than 5 pages A4 in 10pt) should be lodged with Carol Jackson of the Digital Preservation Coalition by email to info@dpconline.org by **1700 on Wed 31st March 2010**. Late submissions will only be accepted by prior agreement. The application should include the following headings

- Introduction and Executive Summary
- **Organisational CV** (indicating similar projects and relevance of experience)*
- Preliminary Project Plan
- Assumptions from the contractors
- Preliminary Risk Assessment
- Project Budget Breakdown
- Project Staffing
- Names and addresses of at least two independent referees

**These are not required for contractors already procured by DPC or existing members of the coalition*

12. About this document

Version 1	Document initiated by CJ	17/02/2010	CJ
Version 2	Updated and edited	15/03/2010	WK
Version 3	Proof check	15/03/2010	CJ
Version 4	Distributed	15/03/2010	CJ