



# PAUKTUUTIT INUIT WOMEN OF CANADA REQUEST FOR PROPOSALS

**Comprehensive website refresh**

About Pauktuutit Inuit Women of Canada (Pauktuutit)

## Mission

Grounded in Inuit Qaujimajatuqangit (IQ), Pauktuutit partners with Inuit women, communities, and organizations to advocate for and provide guidance to improve the health, economic, safety, justice, and ultimately empower Inuit women to have greater opportunities to thrive.

## Vision

Inuit women and our families live in safe, healthy and thriving communities and have access to social, cultural, economic and political advancement.

## Values

- We are guided by Inuit Values and Principles
- We are Collaborative
- We are Inclusive
- We are Innovative
- We embrace ethics and integrity

## Strategic Priorities

- Amplify the voices of Inuit women and gender-diverse Inuit
- Advance Pauktuutit's Inuit-specific GBA+ Framework
- Increase Representation of Inuit women in leadership
- Invest in Our Team

## How we Work

Pauktuutit Inuit Women of Canada (Pauktuutit) is the national representative organization of Inuit women in Canada and is governed by a 15-member Board of Directors from across Canada. Our mandate is to foster a greater awareness of the needs of Inuit women, and to encourage their participation in community, regional and national concerns in relation to social, cultural and economic development.

Pauktuutit's work, grounded in Inuit Qaujimajatuqangit Principles and our Inuit-specific gender-based analysis (GBA+) framework, spans the following key portfolios: social and economic development, violence and abuse prevention, justice, health and wellbeing.

## **Our Needs**

Pauktuutit Inuit Women of Canada, the national representative organization of Inuit women in Canada, is seeking proposals from qualified and experienced web design and development firms to undertake a comprehensive refresh of our current website. The purpose of this initiative is to enhance the user experience, modernize the design, improve functionality, and ensure the website aligns with our brand identity.

## **Invitation to Vendors**

This Request for Proposals (“RFP”) is a targeted invitation to select suppliers to submit proposals to provide web design and development services as described in the Project Scope below. This RFP is issued by Pauktuutit Inuit Women of Canada, a not-for-profit corporation funded by the federal government. Pauktuutit reserves the right to reject any and all submissions.

## **Project Scope**

The selected vendor will be responsible for the following:

### **1. Discovery and Planning:**

- Conduct a thorough analysis of our current website.
- Use our new strategic plan and policy agenda to define key pages and map content, incorporating both old and new content.
- Collaborate with our team to define project goals, objectives, and key performance indicators.

### **2. Design and Theme:**

- Develop a modern and visually appealing design using the Divi theme, ensuring responsiveness and accessibility.
- Create prototypes for key pages with a strong focus on user experience and user flow.

### **3. Development:**

- Implement the approved design using the Divi theme.
- Ensure the website adheres to accessibility standards outlined in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).
- Multilingual Support: Utilize the WPML plugin for the translation of all pages to Inuktitut (translations will be supplied).
- Set up Google Analytics (GA4) for comprehensive website traffic analysis, including conversion tracking to measure user interactions.

### **4. Content Enhancement and Functionality:**

- Re-write content for the web, simplifying wording for better clarity.

- Set up the website for easy internal updates, providing a map for future content.
- Improve navigation and user interface for an enhanced user experience.
- Include a dedicated and easy-to-search resources library for research and publications.
- Integrate a section for a monthly blog or opinion piece to enhance engagement.
- Maintain web links to past projects for reference purposes.

**5. Testing:**

- Conduct thorough testing of the website on different devices and browsers.
- Identify and address any bugs or issues before launch.

**6. Launch:**

- Coordinate the launch of the refreshed website.
- Provide support post-launch to address any issues that may arise.
- Provide options for ongoing maintenance on an as-needed basis.
- All deliverables and payments must be finalised before March 31, 2025

**Instructions to Vendors**

Proponents should submit their proposals in a single PDF electronic file to Lizzy Devine, communications manager, at [ldevine@pauktuutit.ca](mailto:ldevine@pauktuutit.ca), and copy [communications@pauktuutit.ca](mailto:communications@pauktuutit.ca).

The subject line should indicate “Website Refresh Proposal.” Proposals submitted in any other manner will not be accepted.

**RFP Timeline and Process**

- **Issue Date:** September 2
- **Inquiries welcome any time before proposal submission date**
- **Proposal Submission Deadline:** Midnight September 15
- **Vendor Interviews:** September 16 - 20
- **Vendor Selection:** September 23
- **Project Kick-off:** October 14

**Mandatory Requirements**

The proposal must include:

- An executive summary
- A company overview and experience
- A summary of your approach and methodology, including content enhancement and user experience focus

- Examples of relevant past work, particularly those using the Divi theme
- Proposed timeline and milestones
- Detailed cost estimate, including any ongoing maintenance or support fees (this can be reviewed and resubmitted after virtual interviews if needed).
- References from previous clients

## Evaluation Process

Pauktuutit will evaluate and score proposals based on the following criteria:

Evaluation Criteria	Weighting
<b>Qualifications and experience of the Proponent</b> - Experience and expertise in website design and development with a focus on user experience and flow. - Proposed team and structure is adequate; team roles are well considered - Strong relevant qualifications and experience on the team	35%
<b>Organization of Proposal</b> - Proposal content illustrates a clear knowledge of Pauktuutit’s needs and aligns strongly with the requirements outlined in this RFP - Proposal is written clearly and is effectively organized	25%
<b>Virtual Interviews</b> - Thoughtful and high-quality discussion that demonstrates a strong understanding of Pauktuutit’s needs - Positive interpersonal dynamics and good chemistry with Pauktuutit’s team	25%
<b>Pricing</b> - Fairness of price in relation to market value - Value of services described relative to our needs	15%
<b>Total</b>	<b>100%</b>

## Confidentiality

All information received by the Proponent provided by or obtained from Pauktuutit in any form or connection with this RFP is the sole property of Pauktuutit and must be treated as confidential.