

**Request for Proposals**  
**Advance CTE: State Leaders Connecting Learning to Work**  
**New Organizational Website**  
**Due Date: December 10, 2021**

**Introduction**

Advance CTE: State Leaders Connecting Learning to Work, first established in 1920, is the longest-standing national non-profit that represents State CTE Directors and state leaders responsible for secondary, postsecondary and adult Career Technical Education (CTE) across all 50 states, the District of Columbia and U.S. territories.

**Mission**

Support state CTE leadership to advance high-quality and equitable CTE policies, programs and pathways that ensure career and college success for each learner.

**Vision**

Advance CTE's vision is [\*Without Limits: A Shared Vision for the Future of Career Technical Education.\*](#)

**Equity**

Adopted from [\*Advance CTE's Statement on Equity\*](#)

*Historically, Career Technical Education (CTE)—once called vocational education—was an alternative educational option for learners who were considered non-college bound. As a result, a disproportionate number of low-income learners, learners of color, learners with disabilities, female learners and other historically marginalized populations were “tracked” into terminal vocational programs that denied their full potential and left them with limited opportunity.*

*Today, the quality of CTE has vastly improved, making it a preferred path for many secondary and postsecondary learners. Yet even today, many learners do not have access to high-quality programs of study in their communities. The same systemic barriers that contributed to tracking in the 20th century—implicit and overt biases, resource inequity, school segregation—result in inequities today.*

*State leaders have a critical responsibility to ensure each learner has opportunities for career success and is supported in identifying and realizing his or her goals.*

Advance CTE intentionally embeds equity across all of our work, internally and externally. It is a priority for our brand, deliverables and organizational assets to reflect each learner we ultimately serve.

## Scope of Work

Advance CTE is seeking support to build a new organizational website with the capability to:

- Integrate CiviCRM as the constituent relationship management system (CRM);
- Hold a vast number of landing pages each with unique URLs;
- Host interactive data visualizations of state CTE systems and organizational research;
- Display interactive State CTE Directors and Membership directories;
- Provide a private browsing experience for Advance CTE Members only with unique member logins;
- Host the [Learning that Works blog](#) and [Learning that Works Resource Center](#); and
- Serve as a knowledge management tool for the organization.

The current organizational website can be viewed [here](#). The current content management system used is Drupal. Advance CTE is open to exploring Wordpress as a long-term solution for a content management system. However, the selected vendor must understand that custom work will be required to fulfill the functionality of our website requests. AGH strategies, Advance CTE's existing database management company, will become the identified thought partner with the selected vendor to execute such work.

## Tasks

The selected vendor will create an innovative and visually appealing website design and develop a new organizational website that provides a high-quality user experience. Advance CTE will serve as a thought partner on the design and inform the development to align with organizational goals and initiatives. This work will also include, but is not limited to, data migration and input, and collaboration with AGH strategies for custom functions.

The selected vendor will not need to provide hosting for the new Advance CTE website. The selected vendor will be asked to self-host the site through development and deliver the completed product to AGH Strategies for web-hosting.

## Timeline

Advance CTE will accept proposals through December 10, 2021. A project kick-off with the selected vendor will be held in January 2022. By July 1, 2022, Advance CTE and the selected vendor will prioritize launching the Members-only portal, the Learning that Works Resource Center and About Us pages of the new website. All data and CiviCRM migrations must be completed by this date.

Advance CTE would publicly release other functions, such as data visualizations for state CTE systems and organizational research, on a rolling basis after July 1, 2021.

This project will have a completion date of November 2022.

## Proposals

Please provide exemplar website development work, a price quote for your role, references, and a project proposal that addresses the following:

- What is your experience with developing organizational websites, specifically for non-profits?
- What will be the project goals and objectives?
- What will be the identified content management system?
- What is the scope of work for the design and development of a new organizational website housing all identified assets by Advance CTE?
  - Must-have: The design for the new website should have a minimum of 3 rounds of feedback from Advance CTE
  - Must-have: Wireframes for development should have a minimum of 3 rounds of feedback from Advance CTE
- What are the identified accessibility features the vendor can provide aligned with the Americans with Disabilities Act Standards for Accessible Design (ADA compliance)?
  - Must-have: Cross-functional across desktop and mobile devices
- How does the vendor intend to collaborate with AGH Strategies, Advance CTE's database management company?
- How does the vendor execute quality control and development walkthroughs on the new organizational website?
- What will be the timeline to complete the entire project, which should include regular check in calls with the Advance CTE project team?

Please submit any questions and all proposals to Brittany Cannady, Senior Associate for Digital Media, by email at [bcannady@careertech.org](mailto:bcannady@careertech.org).

**The deadline for proposals to be received is Friday, December 10, 2021 at 5 p.m. Eastern Time.**

## Frequently Asked Questions (FAQs)

**Q: What are the features available to Members through the Member Portal?**

**A:** There are two member-only features available: A Moodle site where State Directors are able to converse amongst one another and the Member Directory that all members are able to access. The page layouts of the Member Portal are currently the same as the public pages.

Each member receives a unique log in to access the Member Portal. This is a functionality that will need to continue.

**Q: Does AGH Strategies manage CiviCRM for Advance CTE?**

**A:** Yes! AGH Strategies will continue to manage our membership database.

**Q: What is Advance CTE's preference in terms of design and details?**

**A:** We are looking to become more visually appealing (less copy) in our design. We will be looking to be aligned to a more modern approach to website design with interactive elements that contribute to the user experience.

**Q: Will the website developer need to migrate data (including content and members identities) to the new website?**

**A:** AGH Strategies will lead the migration of data.

**Q: Can any features be re-used, or does it all have to be re-built?**

**A:** Absolutely! We welcome the same functions across our site. For example, the [Learning that Works Resource Center](#) allows a user to conduct advanced searches on resources. This is something we would reuse.

**Q: What custom functions are Advance CTE considering?**

**A:** We have (in the past) built custom functions like the [Compare CTE in States Tool](#). Advance CTE understands the function of such tools may not be widely available, and would need custom work to embed into a new site. It is pages and features such as this that we will need to considered in building a new site.