Education Website Design & Development Request for Proposals

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The National Marine Sanctuary Foundation in cooperation with NOAA’s Office of Ocean Exploration and Research, and in partnership with the Ocean Exploration Trust and Schmidt Ocean Institute, is seeking a consultant(s) to design and develop a new website featuring ocean exploration education resources and materials.

Proposals to complete this statement of work are due by August 3rd, 2020. Applicants will be notified if they were selected to complete the statement of work by August 21st, 2020 with work expected to start no later than September 1st, 2020.

Statement of Work Part A: Project Overview

National Marine Sanctuary Foundation Overview:
The National Marine Sanctuary Foundation (the Foundation), established in 2000, is the national non-profit partner of the National Marine Sanctuary System. Working in close partnership with the National Oceanic and Atmospheric Administration (NOAA), the trustee of marine sanctuaries and two marine monuments, the Foundation supports scientific research, promotes community stewardship of our environment, and fosters the next generation of ocean guardians. Through our work with national marine sanctuaries and monuments, we protect species, conserve ecosystems and preserve America’s maritime heritage, in part through public outreach and education.

NOAA Office of Ocean Exploration and Research Overview:
The NOAA Office of Ocean Exploration and Research (OER) is the only federal organization dedicated to ocean exploration. By using unique capabilities in terms of personnel, technology, infrastructure, and exploration missions, OER is reducing unknowns in deep-ocean areas and
providing high-value environmental intelligence needed by NOAA and the nation to address both current and emerging science and management needs.

In conjunction with ocean science expeditions, OER is constantly reaching out in new ways to stakeholders to improve the literacy of learners of all ages with respect to ocean issues. We strive to engage educators and students in learning more about ocean exploration and how they can use science, modern technology, and engineering practices associated with exploring the ocean in their classrooms. This requires high-quality, effective information and resource sharing between ocean explorers and America’s teachers to provide a variety of learning and teaching tools focused on the science of ocean exploration and discovery.

**Education Website Overview:**
Since OER was established in 2002, the office has operated an education program to promote ocean literacy and to provide educators with resources about ocean exploration for use in the classroom. The NOAA Ocean Exploration Act directs NOAA to establish a “coordinated national ocean exploration program” and “seek to facilitate coordination of… outreach and education programs to improve public understanding of ocean and coastal resources.” OER’s strategic plan includes a goal to “encourage the next generation of ocean explorers, scientists, and engineers” through education.

In May 2018, the Education Working Group of the Ocean Exploration Advisory Board released recommendations for updated approaches to achieving education program goals. One of the recommendations of this working group was to improve and enhance access to ocean exploration educational materials. As a result, OER, the Ocean Exploration Trust (OET) and Schmidt Ocean Institute (SOI) aim to reorganize current ocean exploration education content into a cooperative website framework built around science and ocean themes that is easily searchable, addresses key ocean related phenomena and encourages and supports three-dimensional approaches to teaching and learning as described in the *Framework for K-12 Education*.

In September 2019, the Foundation was awarded a cooperative agreement from NOAA to foster implementation of the recommendations of the Ocean Exploration Advisory Board Working Group, building on a nearly two-decade partnership of supporting ocean exploration education initiatives. This particular project supports a key part of the scope of that cooperative agreement to enhance and increase educator access and usability of the education resources of the leading U.S. partners in ocean exploration.

**Project Objective:**
The objective of this project is to design and develop a new and modern ocean exploration education website designed for educators (formal, informal, and parents educating at home), with a focus on grades 6-12, lifelong learners, and the public. The content and resources featured on the new website will be aggregated from the partners’ three separate websites (OER, OET, and SOI), serving as a one-stop shopping hub for users seeking ocean exploration education material, *versus* linking out to the partners’ three websites for content. Features will include information about the three organization’s ocean exploration activities, a ship tracker, and other elements intended to inform educators and the public about ocean exploration.

Content includes video, graphics/animations, still imagery, lessons/activities, and career profiles. Current platforms hosting this content includes YouTube, WordPress, Drupal, Google Docs, and Google Drive. The functionality, user experience, features, and style/layout will be designed to meet target audience needs. Upon design, development, and launch of the new website, the consultant(s) should be able to provide ongoing support services as needed.
Statement of Work Part B: Website Requirements

**Functionality**-
- All partners can access to update, manage, and maintain
- Content tagged so it can be sorted and searched by multiple categories (e.g. concepts/keywords, content type, region, partner, standards, etc.)
- SEO optimization
- Content is curated into a searchable digital resource library
- Multi-lingual content
- Translation function
- Metrics are accessible to partners (clicks, downloads, other analytics)
- Capability to display combined augmented reality/virtual reality experiences
- Shared calendar for ship schedules and relevant ocean-related professional development events
- Capability to curate and share individualized playlists or saved resources through a user login and dashboard system
- Notifications of upcoming or live events (see project objectives)

**User Experience**-
- Recognizable, effective, and collaborative branding
- Integrated digital experience (e.g. social media platforms) to connect users
- Content navigable, easy to find, organized to meet educator needs

**Style/Layout**-
- Modern, clean, bright, and engaging
- Carousel-scroll for content
- Graphics-based
- Responsive Design (e.g. accessible via tablet, phone, computer, Apple TV, etc.)

**Development and Deployment Environment**-
- The website will be developed and deployed in WordPress
- The site will be hosted as part of www.oceanexplorer.noaa.gov and thus must comply with federal web policies

**Deliverables**
- Design and build new website consistent with the requirements above
- With the OER web team, deploy the site on www.oceanexplorer.noaa.gov

**Timeframe, Application Instructions & Project Management**

**Timeframe:**
Anticipated full project completion date is TBD but expected to be completed in approximately one year. The consultant(s) will work remotely and communicate with OER, OET, SOI and Foundation staff through video meetings, conference calls, email, and/or online collaborative tools at least bi-weekly or when requested by either party. A Foundation project manager will serve as the primary point of contact with the consultant(s).

Start date: No later than September 1st, 2020
Application Instructions:
1. Summary of qualifications
2. Project Description
   a. Explanation of how you would meet the statement of work, including:
      i. Brief summary of current/previous experience in website design and development. Please note if you have experience complying with federal web policies.
      ii. Details of proposed features for the new website
      iii. Timeline for project completion
3. Supplemental materials
   a. Examples of successful relevant work
   b. Contact information for three professional references
4. Proposed budget (Please submit a line item budget with cost per phase, with a price presentation based on a cost-per-deliverable basis. Please use a fully blended rate, which includes overhead and travel costs as noted.)

Proposal due by August 3rd, 2020 to rfp@marinesanctuary.org with the subject “Education Website Design and Development Proposal.”

Project Management:

Reporting
The Foundation Project Manager will organize regular check-ins. The Foundation and its partners will review and approve any scope of work changes and adjustments and sign off on deliverables. OER will facilitate the adoption plan and maintain resources once the project period is completed.

Payment
Invoices will be processed through the National Marine Sanctuary Foundation after each phase is complete. Note that the selected contract will be supported through funds from federal award NA19OAR0110405. All funds received by the selected contractor are considered federally sourced funds.

Terms
All materials, activities and products are considered work-for-hire. The website and all materials will be public domain and cannot be used for commercial purposes.