Request for Proposal (RFP) for Website Development Services
Project: *Minnesota First Nations*
Issued by: PBS North
RFP Issue Date: April 1, 2025
RFP Closing Date: April 15,2025

1. Overview

PBS North invites proposals from qualified website developers to design and develop the *Minnesota First Nations* web pages. We use WordPress for our CMS and will exist on PBSNorth.org. The project will serve as a comprehensive digital platform that brings together the rich Native American history of rural Minnesota for the purposes of teaching, connecting, and celebrating Native American culture. The site will be a vital resource for students, educators, and the public, and is intended to be both educational and engaging.

2. About PBS North and the *Minnesota First Nations* Project

PBS North is committed to inspiring and enriching lives by building a more vibrant and connected community. Our goal aligns with the Blandin Foundation's mission to support community wealth-building and rural placemaking, while bolstering the arts, culture, and creativity in our region.

The *Minnesota First Nations* website will be a key educational resource under the *Native Report* program, expanding our reach beyond traditional broadcast to provide Native American cultural content online. The site will be geared initially toward users aged 16 and above and will provide interactive, educational resources that align with the state standards for Indigenous education in Minnesota.

3. Project Scope

The selected vendor will be responsible for the following:

- **Website Design and Development**:
    - Design a user-friendly and visually appealing website that highlights Native American history and culture in Minnesota.
    - Develop both front-end and back-end components, ensuring a responsive design that works seamlessly on all devices.
    - Integrate multimedia content, including video, audio, images, and text, to enhance user engagement.
    - Ensure the site is accessible, meeting WCAG guidelines to accommodate diverse users.

- **Content Integration**:
  - Incorporate *Native Report* content (e.g., videos, articles) and educational resources from PBS North and partner organizations.
  - Have a map interface
  - Develop tools for educators, such as downloadable lesson plans and interactive educational features. Will also add to [PBS Learning Media](#)
  - Keep aesthetic in line with PBS North and Native Report style guidelines
- **Search Engine Optimization (SEO)**:
  - Optimize the site for search engines to reach a broader audience and drive engagement.
- **Collaboration and Communication**:
  - Collaborate with PBS North staff, including the *Native Report* Producer, marketing, and educational departments, to ensure that project goals are met.
  - Participate in regular project update meetings.
- **Testing and Launch**:
  - Conduct testing to ensure website functionality, performance, and compatibility across multiple platforms.
  - Launch the website, ensuring a smooth transition to public use.
- **Training and Documentation**:
  - Provide training to PBS North staff on content management system (CMS) usage and general website updates.
  - Deliver complete documentation for future updates and maintenance.

4. Project Deliverables

- Fully functional and responsive website
- CMS integration to facilitate easy content updates
- Comprehensive training for PBS North staff
- Detailed documentation, including technical specifications and maintenance procedures

5. Budget
Proposals should include a detailed cost breakdown for the design, development, and launch of the website. Include any ongoing maintenance or support costs as a separate line item.

6. Timeline

- **RFP Issued**: April 1, 2025
- **Proposal Submission Deadline**: April 15, 2025
- **Selection of Vendor**: May 1, 2025
- **Project Kick-off**: May 15, 2025
- **Website Launch**: November 4, 2025

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and portfolio of culturally focused or educational projects
- Understanding of the project's goals and target audience
- Technical expertise and proposed technology stack
- Budget and cost-effectiveness
- Proposed timeline and ability to meet deadlines
- Experience working with educators or developing educational resources
- Commitment to accessibility and inclusivity

8. Submission Requirements

Interested vendors should provide:

1. **Company Overview**: A brief introduction to your company, including relevant experience in website development.
2. **Project Approach**: Describe your approach to website design and development for this project. Highlight how you plan to meet the project's specific needs.
3. **Work Plan and Timeline**: Provide a detailed work plan, including milestones and timelines.
4. **Team**: Provide information about the team members who will work on the project, including relevant experience.
5. **Portfolio**: Links to previous work, especially projects that are culturally focused or involve educational components.
6. **References**: Provide contact information for at least two clients for whom you have developed similar websites.
7. **Cost Proposal**: A detailed breakdown of costs, including any ongoing maintenance or support fees.

9. Submission Deadline

All proposals must be submitted by April 15, 2025. Late submissions will not be considered.

10. Contact Information

For questions regarding this RFP or to submit your proposal, please contact:

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