

**REQUEST FOR PROPOSAL**  
**WEBSITE REDESIGN**  
**THE PHILLIPS COLLECTION**  
**WASHINGTON, DC.**

**Background**

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“The Phillips Collection is an "intimate museum combined with an experiment station."—Duncan Phillips, 1926

Opened in 1921, The Phillips Collection in Washington, DC, is America’s first museum of modern art. It is an exceptional collection of modern and contemporary art in a dynamic environment for collaboration, innovation, engagement with the world, scholarship, and new forms of public participation.

Paintings by Renoir and Rothko, Bonnard and O’Keeffe, van Gogh and Diebenkorn are among the many stunning impressionist and modern works that fill the museum. Its distinctive building combines extensive new galleries with the former home of its founder, Duncan Phillips. The collection continues to develop with selective new acquisitions, many by contemporary artists, including Wolfgang Laib, Whitfield Lovell, and Zilia Sánchez.

The Phillips’s impact spreads nationally and internationally through its highly distinguished special exhibitions, programs, and events that catalyze dialogue surrounding the continuity between art of the past and the present. Among the Phillips’s esteemed programs are its award-winning education programs for educators, students, and adults; well-established Phillips Music series; and sell-out Phillips after 5 events. The museum contributes to the art conversation on a global scale with events like Conversations with Artists and the International Forum. The Phillips Collection values its community partnerships with the University of Maryland—the museum’s nexus for academic work, scholarly exchange, and interdisciplinary collaborations—and THEARC—the museum’s new campus serving the Southeast DC community. The Phillips Collection is a private, non-government museum, supported primarily by donations.

The museum has an annual visitation attendance of upwards to 150,000 people per year.

The Phillips Collection’s website [www.phillipscollection.org](http://www.phillipscollection.org) will provide further background information on the museum.

**Goals**

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As we approach our Centennial in 2021, The Phillips Collection is seeking a design firm to be our partner in reimagining The Phillips Collection online at [www.phillipscollection.org](http://www.phillipscollection.org).

We want our website to reflect who we are, creating an experience for people that is as impressive online as it is in the galleries.

- Our top priority is to drive visitors to the museum.
- Secondly to encourage visitors to become members.
- Enable visitors to clearly find what they need on the website – i.e. what art is on view, what programs will be happening during their visit, how to apply for employment, conducting research on an artist, learning about the history of the museum, or becoming a member.
- Be welcoming and accessible to all [complies (at a minimum) with WCAG 2.1 AA accessibility standards].
- Visually represent the museum as a modern, relevant, bold space.
- The museum has a rich history that stems from Duncan Phillips's unique collecting/exhibiting philosophy, but also wants to show the world that it is a living, growing, accessible institution that organizes cutting-edge programs and collects contemporary art.

The intuitive layouts will compel users to easily dive deeper into the content.

## **Project Scope and Deliverables**

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The Phillips Collection website design will:

- Highlight the museum's exceptional art collection, exhibitions, and rich history.
- Showcase the diverse programs and offerings for audiences of all backgrounds.
- Be mobile responsive.
- Reflect the mission, values, and brand identity of The Phillips Collection as a dynamic, innovative, and participatory environment.
- Be modern, forward-thinking, functional, attractive, accessible, and easy to use.
- Have strong thematic images and visually compelling user interface elements.
- Visually represent the museum as a modern, relevant, bold space.
- Have intuitive layouts and navigation.

Our Audience Is:

- A website intercept survey conducted in summer 2017 for 12 days showed that 50% of visitors came to the Phillips site to look for visitor and exhibition information, 15% came to look for event information, 13% came to look browse/look at art, 4% came to conduct research, and the remainder came to look for information about membership, jobs/internships, and the gift shop. The survey also showed that we had slightly more first

time visitors than return visitors. The website should appropriately cater to these audiences, while also keeping top of mind our need for members and donors.

- Potential visitors to either of our campuses (at 21st Street and our satellite campus at THEARC in SE).
- People that are interested in modern and contemporary art, and learning about the museum and its collection.

### **Current technical capabilities:**

- CMS is Drupal 7.
- There is no e-commerce capability (for our museum shop), and likely will continue to not have one as we do not have the funds or resources to keep it maintained.
- There are links to Altru (Blackbaud) where people buy admission/ program tickets.
- Linked to our collection database/export in MIMSY refreshed nightly.
- There is a link to the blog in the secondary navigation. The latest blog post is also featured on the homepage. The blog uses WordPress.
- The search function uses Adobe Search and Promote to search across web resources (website, collection database, blog, and library catalogue) for results.
- Integrated with the ADP portal for employment and internship opportunities.
- Feed the Phillips app with collections database exported nightly.
- There are links to Outbound for groups and schools to book tours.

### **Questions to be addressed in proposal:**

In your proposal please provide answers to the questions noted below. In addition, a site visit to The Phillips Collection to present your proposal may be requested.

1. The Phillips Collection is currently hosting on a dedicated server at Contegix. The server is currently running
  - a. CenOS 7 – 3.10.0-957.1.3.el.y.x86\_64
  - b. Php 7.2

What recommendations, if any, do you have for the requirements for OS, PHP or hosting? Do you have a partnership with any hosting providers?

What considerations are there for running Drupal 7 and Drupal 8 on the same server, and possibly needing different versions of PHP?

For reference, The Phillips Collection has three (3) instances currently on our Contegix server: The main museum website (phillipscollection.org); PRISM (teachers.phillipscollection.org) which appears to be embedded into the overall museum website, and the Lawrence Migration (lawrencemigration.phillipscollection.org). This proposal includes both phillipscollection.org and teachers.phillipscollection.org. Consideration needs to be made for hosting 3 Drupal sites (a combination of Drupal 7 and Drupal 8 potentially) on the same server.

2. The Phillips Collection is currently using Adobe Search and Promote to do a federated search of their website (Drupal), Prism site (Drupal), Lawrence Migration (Drupal), Collection (MySQL/ HTML), Library (HTML) and blog (WordPress).

What recommendations, if any, do you have for other crawling search engine software that can support the multiple diverse websites?

3. Describe the content migration process as part of this proposal.
4. When moving to Drupal 8, do you recommend any of the following, and if so, what solutions?
  - a. Using Composer
  - b. Continuous Integration
  - c. Code repository (github, gitlab, bitbucket, other?)
  - d. Any backup/ automation tools
5. Our current website has the following data feeds: a nightly MySQL export of the collection and an hourly pull of the latest articles from the WordPress blog). The MIMSY process will remain unchanged.

What recommendations would you suggest for how to conduct the WordPress blog feed under Drupal 8?

6. What software do you use for bug tracking, user stories and QA?
7. Given Drupal 8's end of line of November 2021, what would your recommendation be for using Drupal 9 for this project?
8. Do you have experience using language translation tools such as Google translate for web projects? Primary languages implemented?
9. Please note any experience with Altru/Blackbaud. This is the ticketing and membership/donation system that we currently utilize. The page is designed by uploading a CSS to a template in Altru.

Given these parameters, please outline your process to better integrate the ticketing/membership/donation process.

10. Please note any experience with Outbound. This is the tour reservation system that we currently utilize. The page is designed by uploading a CSS to a template in Outbound.

Given these parameters, please outline your process to better integrate the tour reservation process.

11. Provide the anticipated project timeline, to include:
  - a. Discovery and research
  - b. Identifying users for discovery and research
12. Describe your decision making process for outlining a path forward for Information Architecture. What are the major milestones of a site build?
13. Describe your usability study. How does the client fit into the process?
14. Provide an outline of types of support offered after the site goes live. (Options for licensing and maintenance? hosting?)
15. Will you be performing SEO (search engine optimization) during the build process? Please outline your process and any suggestions for continued SEO maintenance.
16. Will you be integrating Google Analytics or Other web analytics? Please outline your process and any suggestions for continued tracking of analytics.
17. Based on your knowledge of The Phillips Collection and our current website, please suggest three improvements or new features for the redesigned website.

**In collaboration with The Phillips Collection, the Contractor shall ensure that the:**

The Contractor shall document design and functional requirements for review and approval prior to any system modifications and configuration. The Contractor also shall provide a mock-up and design of the system configuration and enhancements. The Contractor shall ensure that the website functions in popular browsers (IE, Chrome, Safari, and Firefox) and not create unreasonable delays in loading content when adequate Wi-Fi or cell service is available.

The Contractor shall conduct internal testing and user acceptance testing. The Contractor shall provide resolution of all defects identified during the testing phase and provide documentation of test results and resolutions.

The Contractor shall prepare a deployment plan, including a Go, No-Go evaluation and deployment validation, in order to launch the website by a specified date determined in collaboration with the Project Stakeholders. The deployment plan shall include cutover and back out strategies as well as stabilization tasks and monitoring activities, if applicable.

The Contractor shall provide training or knowledge transfer to the Project Stakeholders, including documentation of any administrator functions that are related to the design and necessary to maintain the site and expand or configure its feature set. The Phillips Collection shall keep the original files of any custom graphics.

**The Contractor shall also:**

- Facilitate the project meetings including the 1) kick-off meeting to review the onboarding process, stakeholder engagement plan, and project plan and timeline; 2) website demonstration and 3) user training including a one hour demonstration and question and answer session.
- Submitting weekly status updates and a monthly status report, as well as attending monthly meetings with the project stakeholders.
- Providing user support via email or online.

The Contractor shall ensure the website is accessible to people with disabilities, in compliance with Section 508 standards.

**Deliverables:**

D1	Weekly Project Status Report	Weekly project status report uploaded to collaboration tool or emailed to include current tasks, accomplishments, issues and risks
D2	Monthly Project Status Report and Meeting Summary	Monthly project status report uploaded to collaboration tool or emailed, to include current tasks, accomplishments, issues and risks, as well as percent complete and invoicing summary; reviewed during regular, scheduled meetings, hosted virtually
D3	Project Management Plan	Provide project management plan within one week of the project inception

D4	Requirements Document	Gather, document and deliver complete scheduling system requirements
D5	User Interface (UI/UX) Design Document and Review	Deliver a design and preview of system modifications and enhancements, including screen and workflow mock-ups to describe required user actions and anticipated user behavior to meet the design and functional requirements
D6	Technical Configuration Document	Streamlined documentation to describe the configuration required to implement the design and functional requirements
D7	Deployment Plan	Streamlined documentation to describe the procedures to implement configured features and functions in production environment
D8	Initial Production Deployment	Design, Development, Testing, User Acceptance Testing and Verification; Go, No-Go evaluation; and Deployment Validation
D9	Follow-on Deployment Plan	Streamlined documentation to describe the procedures to implement additional, configured features and functions in production environment
D10	Follow-on Production Deployment	Design, Development, Testing, User Acceptance Testing and Verification; Go, No-Go evaluation; and Deployment Validation (for additional configured features and functions in production environment)
D11	User Training and Knowledge Transfer Session	Training and knowledge transfer sessions with project stakeholders
D12	Technical Configuration and Administration Document	System administration and maintenance documentation, provided in the form of Word, PDF or HTML if available in knowledge center

### **Project Stakeholders**

The Contractor shall work with various project stakeholders across divisions within The Phillips Collection to address the needs described in this scope of work. The Contractor shall meet with these stakeholders and their designated teams to establish initial requirements and report progress

on a monthly basis. The Contractor and each stakeholder shall determine the best date and time to meet monthly to review progress, as well as decide on necessary documentation describing the progress.

### **Contract Type**

Firm fixed price

### **Place of Performance/Hours of Operation**

The work will take place remotely and on site at The Phillips Collection for meetings and interviews. The Phillips Collection is open for official business, Monday-Friday, 9am-5pm.

### **Performance Standards**

The Contractor shall comply with all Phillips Collection rules and regulations applicable to performance under this contract.

The Contractor shall work closely and collaboratively with The Phillips Collection staff, contractors, and volunteers to execute the project. Meetings shall be held as necessary to gather information, discuss ideas, and make decisions. All work shall be performed ethically and professionally.

The Contractor shall bring any concerns or questions to the attention of The Phillips Collection's representative.

All services and the products produced hereunder shall be in full compliance with and conform to all The Phillips Collection IT security policies.

The Phillips Collection owns all custom code unless it is released back to Drupal as a contributed module.

### **Period of Performance**

#### *Base Period of Performance*

The work described herein shall commence in October/November 2019 and lasting for a period of one year until October/November 2020.

### **Funding**

The contractor shall provide a proposal for technical support and services under an annual firm fixed price fee to be paid monthly.



### *Invoicing and Payment Schedule*

Invoices shall be submitted on a monthly basis. Billing will reflect hours worked or equal monthly installments based on the firm fixed price fee and period of performance, and do not include lunch, breaks, travel, vacation, or holiday time. All invoices will itemize deliverables received and be payable within 30 days of receipt.

The Contractor shall submit a monthly status report with each invoice to describe the accomplishments and milestones completed during the monthly activity period, as well as documentation supporting any submitted deliverables.

The Contractor shall submit all work required to The Phillips Collection's representative for acceptance and approval.

### **Contractor Travel**

The contractor will not be reimbursed for travel expenses under this contract.

### **Contractor Furnished Items**

The contractor shall provide all equipment, tools, and supplies necessary to complete the work outlined in this contract.

### **Privacy Act**

This Request for Proposal does not require that contractor personnel have access to Personally Identifiable Information (PII).

### **Records/Data**

All data and materials produced through this contract belong to The Phillips Collection.

### **Safety and Security**

The contractor must abide by the security policies of The Phillips Collection.

The Phillips Collection Security Credentials: The Contractor does not need to apply for The Phillips Collection security credentials. Instead, the Contractor shall coordinate with The Phillips Collections' representative to obtain an escort into and out of museum offices and gallery spaces.

### **Key Personnel**

The Contractor shall identify and submit qualifications of key personnel assigned to this project. If any of the work is outsourced, indicate which parts and to whom.

## **Quality Control**

The contractor is required to provide a quality control plan for review at the beginning of the performance period.

## **Specific Requirements**

The Contractor shall have three (3) or more years of experience within the museum/cultural tourism sector in creating and developing websites in the continuous improvement of an organization.

Preference will be given to design firms with an understanding of and deep passion for the varying goals of museums and museum/cultural institution websites, and proven track record of successfully working with these or similar institutions.

## **Budget**

Please submit with your bid a separate document noting the itemized budget (separately for design and design/implementation) that will enable you and your team to effectively execute this redesign.

## **Points of Contact**

Micha L. Winkler Thomas, Director of Strategy & Operations

Miriam Magdieli, Director of Marketing and Chief of Communications

Darci Vanderhoff, Chief Information Officer

Vivian Djen, Head of Editorial & Design Services

## **Proposal Submission**

All proposals should be submitted by **Friday, October 4, 2019, 6:00pm EST** to Miriam Magdieli at [mmagdieli@phillipscollection.org](mailto:mmagdieli@phillipscollection.org) and Micha Winkler Thomas at [mwinklerthomas@phillipscollection.org](mailto:mwinklerthomas@phillipscollection.org).