## https://www.asee.org/about-us/Request-for-Proposals

Website Refresh Project

logo

Donate

Join
Log In
MEMBERSHIP & COMMUNITIES
EDUCATION & JOBS
PUBLICATIONS and MEDIA
EVENTS
ABOUT US
search
Request for Proposals
Request for Proposals
What We Do
Who We Are
Careers at ASEE
ASEE REPORTS
Technology Solutions Roadmap
Request for Proposals
ABET
ASEE News
Any current RFPs will be posted here.
Website Refresh Project
Project Overview

The American Society for Engineering Education (ASEE) is seeking qualified vendors to support a comprehensive website refresh project. This two-phase initiative will focus on content cleanup, governance establishment, and empowering internal stakeholders to maintain website content effectively.

About ASEE

The American Society for Engineering Education is a non-profit organization dedicated to advancing innovation, excellence, and quality at all levels of engineering education. ASEE serves as a hub for engineering educators, administrators, and industry professionals, providing resources, professional development, and advocacy for the engineering education community.

**Current Technical Environment** 

Content Management System: Kentico v 12.0.95

Website Structure: Multi-level organizational hierarchy reflecting ASEE's governance and membership structure

Current Challenge: Lack of clear content ownership and maintenance processes

Project Scope

Phase 1: Website Audit and Content Governance (Estimated 3-4 months)

Deliverables:

Comprehensive website audit including:

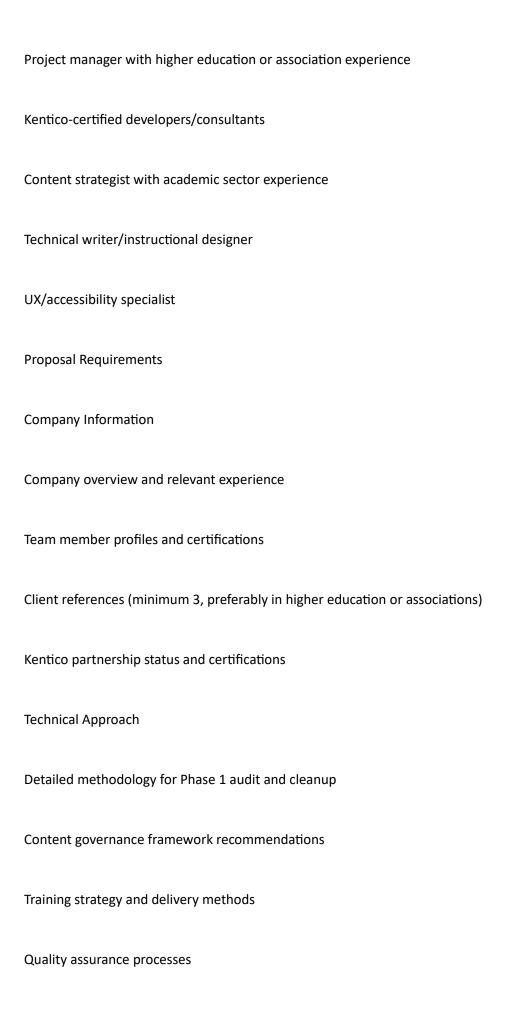
Content inventory and analysis

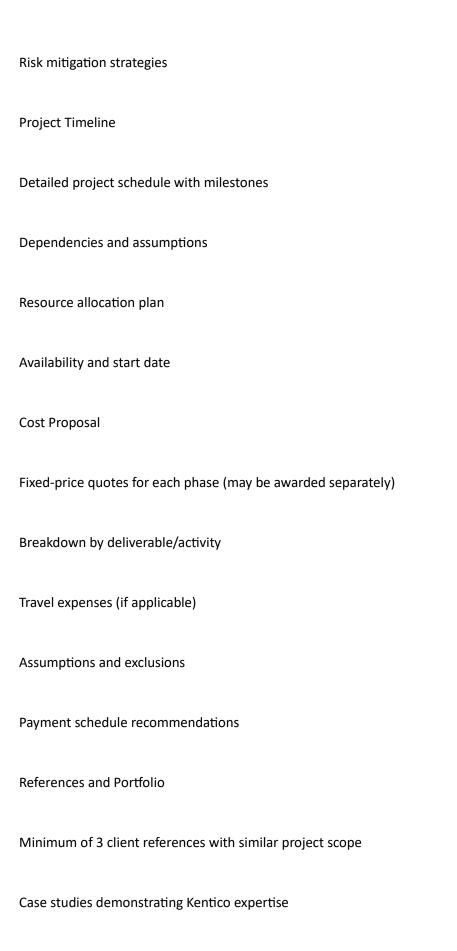
Identification of outdated, duplicate, or irrelevant content

Technical performance assessment
Accessibility compliance review
SEO analysis and recommendations
Content cleanup and optimization:
Remove outdated content
Consolidate duplicate pages
Update navigation and site structure as needed
Improve content organization and findability
Page ownership mapping:
Identify appropriate content owners for each section/page
Document content ownership hierarchy
Create content governance framework
Establish approval workflows
Phase 2: Documentation and Training Development (Estimated 2-3 months)
Deliverables:
Comprehensive documentation suite:

Kentico CMS user guides tailored to ASEE's implementation
Content creation and editing standards
Image and media management guidelines
SEO best practices for content creators
Brand and style guide implementation
Training program development:
Role-specific training modules for different user types
Video tutorials for common tasks
Quick reference guides and checklists
Troubleshooting resources
Training delivery:
Live training sessions for identified page owners
Train-the-trainer sessions for internal champions
Post-training support period
Required Qualifications and Experience

Technical Requirements
Kentico Expertise: Demonstrated experience with Kentico CMS, specifically version 12.x
Web Development: Proficiency in web technologies, SEO, and accessibility standards
Content Management: Experience with large-scale content audits and migrations
Documentation: Proven ability to create clear, user-friendly technical documentation
Industry Knowledge Requirements
Higher Education Experience: Understanding of academic organizational structures and processes
Association Management: Familiarity with professional association governance, membership structures, and stakeholder management
ASEE Knowledge: Understanding of or willingness to learn about:
ASEE's organizational structure (Board of Directors, divisions, committees, etc.)
Membership categories and constituencies
Key programs and initiatives
Annual conference and events
Publications and resources
Team Qualifications





Examples of training materials and documentation created
Higher education or association project examples
Evaluation Criteria
Proposals will be evaluated based on the following weighted criteria:
Technical Expertise (15%): Kentico experience, web development skills, content management capabilities
Industry Knowledge (15%): Understanding of higher education, associations, and ASEE specifically
Project Approach (10%): Methodology, timeline, risk management
Team Qualifications (15%): Relevant experience, certifications, availability
Cost (35%): Competitive pricing, value proposition
References (10%): Client satisfaction, project success, similar scope
Submission Requirements
Proposal Format
Maximum 20 pages (excluding appendices)
PDF format with bookmarked sections
Include executive summary (2 pages maximum)

Required Documents
Complete proposal addressing all requirements
Team resumes and certifications
Company credentials and insurance certificates
Signed non-disclosure agreement (will be provided)
Client reference contact information
Submission Details
Deadline: September 15, 2025
Delivery Method: A single pdf document with required information as described above.
Required Subject: "ASEE Website RFP Response". Please use this subject in the submission email.
Selected participants will be invited to participate in a 30 minute presentation + 30 minute Q+A session. An invitation will be sent on September 16th with several times available listed.
Questions will be responded and posted here by COB September 11, 2025.
Contact: j.roy@asee.org
Project Timeline
RFP Release: September 1, 2025

Questions Due: September 10, 2025
Proposal Submission Deadline: September 15, 2025
Vendor Presentations (if selected): September 18th and 19th
Contract Award: October 3, 2025
Project Start: October 17, 2025
Questions and Clarifications
All questions regarding this RFP must be submitted in writing to j.roy@asee.org by September 10, 2025. Questions and answers will be shared with all potential vendors.
Terms and Conditions
ASEE reserves the right to reject any or all proposals
ASEE may negotiate with selected vendors
Phases may be awarded to different vendors
Standard contract terms will apply
Vendor must maintain confidentiality of ASEE information
Additional Information
Selected vendors will be required to:

Sign a comprehensive services agreement
Provide appropriate insurance coverage
Comply with ASEE's data security requirements
Work collaboratively with ASEE staff and stakeholders
Provide ongoing support during transition periods
This RFP represents ASEE's current understanding of project requirements. Final scope may be refined during contract negotiations based on vendor recommendations and organizational needs.
Footer Logo
1818 N Street N.W. Suite 315,
Washington DC 20036
Telephone: 202.949.6726
Fax: 000.000.0000
Advertise with ASEE  Contact Us
Volunteer Opportunities

Site Map
Privacy Policy
Careers at ASEE
Donate
Create Account
Log In

© 2025 Copyright: ASEE.org All rights reserved.

Feedback