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Website Refresh Project

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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Identification of outdated, duplicate, or irrelevant content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Remove outdated content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

Project manager with higher education or association experience

Kentico-certified developers/consultants

Content strategist with academic sector experience

Technical writer/instructional designer

UX/accessibility specialist

Proposal Requirements

Company Information

Company overview and relevant experience

Team member profiles and certifications

Client references (minimum 3, preferably in higher education or associations)

Kentico partnership status and certifications

Technical Approach

Detailed methodology for Phase 1 audit and cleanup

Content governance framework recommendations

Training strategy and delivery methods

Quality assurance processes

Risk mitigation strategies

Project Timeline

Detailed project schedule with milestones

Dependencies and assumptions

Resource allocation plan

Availability and start date

Cost Proposal

Fixed-price quotes for each phase (may be awarded separately)

Breakdown by deliverable/activity

Travel expenses (if applicable)

Assumptions and exclusions

Payment schedule recommendations

References and Portfolio

Minimum of 3 client references with similar project scope

Case studies demonstrating Kentico expertise

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

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