Website Redesign Project Request for Proposal

Oklahoma Medical Research Foundation
Website: omrf.org

Contacts
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Background
The Oklahoma Medical Research Foundation (OMRF) is a nonprofit biomedical research institute dedicated to helping people live longer, healthier lives. Our scientists focus on understanding, treating and preventing disease in such critical research areas as lupus, multiple sclerosis, heart disease, cancer and Alzheimer's disease. OMRF performs both laboratory and clinical research, and we also have two specialized clinics where our caregivers treat patients.

Project Description and Goals
OMRF is seeking to redesign its public website, omrf.org, to create a positive visitor experience for users and share the research and discoveries from OMRF scientists using a dynamic site with refreshed and consistent visual design, clear and concise messaging and site organization that allows users to find what they need efficiently.

Our core audience groups are the scientific community and researchers, job seekers, clinic patients, donors and the general public.

We are seeking a website design that includes evaluation of content and user experience, suggested strategies for reorganization and improved navigation, process for determining content prioritization and general site architecture.

This project and RFP does not include a rebrand, however, we would like to use our existing brand to create updated visual elements and assets throughout the new site as well as pieces that could be used across our other digital platforms like social media, emails, etc.

Our site is hosted internally in our data center and our current CMS is WordPress. The last major redesign of the OMRF site was in 2014 with minor updates in the years since.

Main goals of this project include:

- Improve navigation – We want users to find what they need quickly and efficiently.
- Refreshed design – We want a new design that fits within our current brand that is modernized, clean and stands out.
- CRM integration – We would like to better utilize our CRM and donor-specific tools (currently using Classy and Salesforce – we will be migrating from Pardot to Marketing Cloud in the coming year) on our website where possible to improve donor experience.
- Mobile optimization – We need to create a better mobile experience for users (about 40% of our website users are mobile).
- Site architecture – We need assistance when creating our sitemap (keeping things organized, clean and purposeful pages – no solo pages living alone).
- Data migration – We would like the existing site data migrated to the new platform

Additional Needs

- SEO and keywords to optimize both search functionality on our website and increase visibility across the internet
- Redirects (will need to carry any over with the new site)
- Analytics – Google analytics – We'd like better visibility of our general website health and analytics
- Currently, each of our scientists has the option to create a separate lab website for their specific lab. We are open to continuing something similar but would like to look into a different way to do this that keeps them consistent with our main site.
- Publications– we have a few different types of publications released each year, and we want an engaging way to display them on our site.
- Media library channel – We would like to potentially feed photos and videos through a channel on our site.
- Templates and page types – We would like to have page templates we can customize and change for various content (ex. Landing pages, about pages, news, etc.). We would like easy to use modules for adding various content types to pages and posts.

- Staff training for new website – Upon launch, there are a number of users who will need training.
- Digital accessibility – We'd like input and strategies to improve our accessibility particularly in patient focused content.

Examples

These are peer websites we like for functionality and design:

- Gladstone Institute: https://gladstone.org/

Project Timeline

OMRF will select a vendor to partner with on the website redesign project in January 2025. The goal is to launch our new website in January 2026.

RFP Timeline

- Intent to respond: Please email Jenny Lee and Casey Maxwell by Friday, Dec. 13 indicating your intent to respond.
- Final proposals: Please email final proposals to Jenny and Casey by Friday Dec. 27. Proposals shall include the project scope with a cost breakdown.
- Interviews: We will review all submissions and contact vendors to schedule interviews by Friday, Jan. 10. Interviews will be scheduled thereafter at mutually agreeable times.