



California Society of
ANESTHESIOLOGISTS
Physicians for Vital Times

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Request for Proposals: California Society of Anesthesiologist Website Redesign

Project Overview

The California Society of Anesthesiologists (CSA) is seeking to redesign its website to better serve its membership, non-members, and public education efforts with a modern, responsive, user-friendly platform.

The website redesign should include the following:

- Design and build out of an updated website with the requirements listed in the following RFP.
- A user-friendly CMS/back-end so that CSA staff/leaders can easily update and manage content updates on a regular basis after the site is built, without outside assistance.
- Single-sign-on functionality with CSA's association management system, MemberSuite for member only content.
- Plan for long term hosting, maintenance, upgrades, and other on-going costs.
- Meet the timeline below, including go-live in mid-April.

CSA Background

The CSA was founded in 1948 and is a 501(c)(6) professional association, made up of over 3,000 anesthesiologists throughout California.

The CSA is dedicated to promoting the highest standards of the profession of anesthesiology, to fostering excellence through continuing medical education, and to serving as an advocate for anesthesiologists and their patients.

You can learn more about the role of anesthesiologists here: <https://www.csahq.org/public-education/role-of-a-physician-anesthesiologist>

Website Background

The CSA current website can be found at <https://www.csahq.org/>. The website was last redesigned in 2015 and operates on Sitefinity.

CSA operates the association management system MemberSuite for its membership database, registrations, payments, etc. The CSA Website utilizes MemberSuite for a single-sign-on. We also use HigherLogic for an on-line community; this also utilizes MemberSuite for SSO.

The CSA website includes both public facing content, as well as member only pages/resources.

CSA's website consumers include the following groups:

- Member anesthesiologists
- Non-member anesthesiologists and other medical professionals attending CSA events or purchasing CSA products
- Patient and family members of patients
- Policy and decision makers
- Health care leaders

Requirements

Site Requirement

- User friendly backend that allows CSA staff to update/create content in the future after the redesign is complete – this includes flexibility in formatting from the backend to ensure CSA staff/leaders can add pages/subpages if needed and make the vast majority of needed changes without requiring vendor support
- Member only section with single-sign-on through MemberSuite
 - Profile page with details from MemberSuite
 - Private pages only available for members
- Mobile/responsive site
- High functioning search feature for the site – available on both desktop and mobile
- News feature
- Blog feature
- Job Board function
- Robust events page (actual registration will link to MemberSuite)
- Photo/image gallery
- Ability to display outside ads
- Contact forms

Main Website Sections

- Meetings & Events
- CSA Online First – Blog
- Public Education – Patients & Policy Makers
- Issues & Advocacy (includes Member Only section that is password protected)
- Practice Management (includes Member Only section that is password protected)
 - Resident Resources
 - Early Career Resources
- Membership
- Governance (includes Member Only section that is password protected)
- News
- About Us

Project Management Requirements for Website Vendor

- Ability to attend two to four evening meetings with a CSA working group during the time of this project.

- Potential presentations to CSA Board of Directors one to two times during time of this project (likely weekends).

Timeline

The CSA intends to launch its new website in concurrence with celebration of its 75th anniversary in the spring of 2023. We expect the website redesign project to meet the following timeline:

- Request for proposal published – Friday, September 16th
- Deadline for proposals – Friday, October 14th at Noon PT
- Selection of vendor – No later than Friday, October 28th
- Kick off project – Week of November 1st
- Update and progress report to CSA Board – January 7th (will discuss what is appropriate for update as project development timeline is finalized with selected vendor)
- Soft launch/beta testing – March 15th
- Website go live – April 15th

Budget

The budget for design and development of the website is \$30,000 to \$40,000.

If you are proposing any hosting of the website or ongoing expenses, please add those as a separate line item.

Instruction for Vendors

Please provide the following:

1. Itemized description of the steps you will take to assess navigation/organization of site.
2. Key project deliverables and associated timeframes based on the requirements and functionality outlined in this document. (It is assumed that any changes to the requirements may result in a longer implementation timeframe.)
3. Estimated costs for all necessary steps to complete the redesign based on the requirements set forth in this document.
4. Any additional costs associated with the design of the website not addressed within the basic scope of this document but either recommended or suggested (with these costs separated out).
5. Ongoing costs, itemized if necessary, to include:
 - a. Any licensing costs to maintain features of the site
 - b. Hosting costs (if applicable)
 - c. Any additional costs such as system upgrades, etc.
 - d. Costs of support, including after hours support
6. Samples of previous website redesign projects – including your familiarity in building websites for association clients

- a. Include statistics and/or testimonials that demonstrate quantifiable improvements in terms of users, pages views, functionality, increased membership, sales, etc.
7. References for at least 3 other completed website projects that are similar in nature to this project
8. Any websites you've designed that have received awards for design, usability, navigation, or usage.

Submit proposals no later than Friday, October 14th at Noon PT to Megan MacNee, CSA Deputy Executive Director at mmacnee@csahq.org.

If you have any questions regarding this request for proposals, you may contact Megan at the above email or at (916) 290-5830.