



The Canadian Children's Book Centre

Request for Proposals — Website Redesign for the Canadian Children's Book Centre

The Canadian Children's Book Centre invites you to participate in a Request for Proposals for a redesign of bookcentre.ca. Please review and submit your proposal by January 6, 2023.

Thank you for your interest in our project.

Kind regards,
Tara Mandarano
Canadian Children's Book Centre

This document includes:

Summary
Organization Background
Project Objectives
Current Website
Project Timeline
Budget
Criteria for Selection
Contact Information

Summary

The Canadian Children's Book (CCBC) is issuing this Request for Proposals (RFP) to select and enlist a Canadian design agency or independent contractor to design and build a visually pleasing, accessible, and contemporary website. The site must:

1. Present the CCBC as a trusted, respected, longstanding organization with a powerful voice and vision.
2. Showcase all the excellent work and advocacy of the CCBC on behalf of its members, subscribers, donors, and the children's literary community at large.
3. Compel people/organizations to get involved/support by donating, funding, making a purchase, or signing up for membership.



The Canadian Children's Book Centre

Organization Background

The Canadian Children's Book Centre (CCBC) is a national, not-for-profit organization founded in 1976. We are dedicated to encouraging, promoting, and supporting the reading, writing, illustrating, and publishing of Canadian books for young readers. Our programs, publications, and resources help teachers, librarians, booksellers, and parents select the very best for young readers.

Our programs, such as Canadian Children's Book Week and the TD Grade One Book Giveaway, are designed to introduce young Canadian readers not only to the books all around them, but to the authors and illustrators that create them. Our quarterly magazine *Canadian Children's Book News* and the semi-annual *Best Books for Kids & Teens* selection guide are designed to help parents, librarians, and educators discover the world of Canadian books and to help them to select the best reading material for young readers. Our YouTube channel, Bibliovideo, posts new videos all about Canadian children's books twice weekly. The Canadian Children's Book Centre reaches well over half a million people each year, and we're still growing. The CCBC also administers 11 awards for Canadian-created (and published) books, including the TD Canadian Children's Literature Prize, which is the largest cash award given to Canadian children's book creators.

Project Objectives

1. Make our site the go-to hub for anything related to Canadian books for young readers, a one-stop shop for all our audiences.
2. Our site should distinctly and categorically communicate the CCBC's mission. We want visitors to quickly understand what the CCBC is and what we do as soon as they arrive. This will ensure we are viewed as a key partner for publishers and creators in promoting their books, since raising awareness of the quality and variety of Canadian books for young readers is at the heart of what we do.
3. A modern, accessible, and less cluttered look and feel to draw visitors in and keep them exploring all the different sections of the site and all the high-quality content we have to offer.
4. Accessibility. CCBC must be seen as a leader in the children's literacy community when it comes to accessibility initiatives on the site. The site must be flexible and respond to the needs of *all* users. Design and development choices (fonts, colours, navigation, magnification options, links, images, etc.) must be made with accessibility in mind *first*. Every aspect of the site must



The Canadian Children's Book Centre

meet or exceed current WCAG standards and be optimized for all devices, including screen readers. This is imperative to the success of this redesign.

5. A well-defined and thoughtful navigation strategy that is based on user needs and easy to comprehend. The CCBC has tons of information and content available for members, subscribers, and the general public, but we need to highlight it better and organize it in a way that makes the most sense. Visitors should quickly understand how to find what they're looking for if they need to search for something in particular. This will also help us become a true resource centre for teachers and librarians.

6. Powerful snapshot of our community and mission. Teachers, librarians, authors, illustrators, storytellers, parents, and the general public all play a critical role in improving Canada's children's publishing and literacy landscape. Visitors should immediately discern that the CCBC has a special voice and purpose in the community.

7. Better functionality for the CCBC Book Banks (history, social justice, etc.) so they are more easily searchable and filterable by users, and so they are easy to update by CCBC staff. We will also be adding one new book bank to the site at the time of launch. A template for future book banks that can be easily created and modified would be a huge plus.

8. A better sense of what's new and a priority on the homepage.

9. A CMS that can be easily updated and managed by CCBC staff. One that requires no outside assistance and is also flexible for future projects and initiatives.

10. Integration with our current ecommerce, membership, and payment processing systems (GiveCloud, Blueprint, Shopify, etc.). Design integration with our Shopify store.

11. More seamless integration of French-language content.

12. A better way to highlight our many strong partnerships, our commitment to diversity and reconciliation, and our active social media presence and strong online following.



The Canadian Children's Book Centre

Current Website

The CCBC has a lot to be proud of with all of its valuable resources, industry news, programs, and publications. However, it suffers from not being a secure or accessible site, and it contains a lot of outdated information and redundant sections. It also feels cluttered and old-fashioned, and it is not easy for the staff to update. It contains a wealth of high-quality content, but much of it is buried and hard to find behind long and complicated drop-down menus.

The analytics for the top 25 pages visited on the site in 2022 reveal that (other than the homepage), visitors are most interested in our awards, how to choose a book, the TD Grade One Book Giveaway program, *Best Books*, and our "About" section. This is interesting, as none of these pages are all that easily accessed from the homepage, and speaks to the poor UX and navigation of the current site.

Since the CCBC is a non-profit, it should be clear to visitors how they can donate and support us. There is an overwhelming amount of information on the homepage, and it looks as if we are trying to do too much. We need to stay focused on our mission/message and ensure that is clearly expressed. A strong pitch for what we do and why people should support the Centre as a whole is required (i.e. "Believe in children's literacy? Believe in us. Donate now.").

We should also be showcasing the advocacy work CCBC does on behalf of the Canadian children's publishing community. We have the opportunity to be *the* source for Canadian kids' books, the place people automatically turn to for this type of information. The online version of *Best Books for Kids & Teens* is such a valuable resource, but the database is slow to load, hard to search, and overall frustrating to use. The Book Banks also differentiate us, but they are not accessible and difficult for staff to update. Because the current website feels out of touch, there is a valid worry that we also appear out of touch. A new look and "About Us" section should help us come across as more current/modern.

The overall design of the site is child-like, conservative, and out of date. It doesn't showcase the vibrancy and diversity of the Canadian children's literary scene.

The site was built in WordPress. We would prefer to stay on WordPress, but are open to change if necessary.



The Canadian Children's Book Centre

Project Timeline

December 13, 2022: RFP released

January 6, 2023: Responses to RFP due

January 13, 2023: Successful candidate identified and notified (candidates not selected will also be notified)

Week of January 16, 2023: Introductory meeting

January 20, 2023: Project timeline delivered to CCBC

January 23 2023–March 31 2023: Work ongoing

March 31, 2023: Website launch

Budget

The CCBC has a budget up to \$40,000 for this project.

Criteria for Selection

1. Professional, experienced Canadian design firm or independent contractor. Speciality in non-for-profit or cultural industries and accessible best practices. Experience with the book industry and/or ONIX metadata is a plus.
2. Examples of recent work completed.
3. Testimonials or client referrals.
4. Firm or contractor must be located in Canada and available in the Eastern Time zone.
5. Please submit a detailed response to this RFP, stating your previous experience, point of view, and why you or your firm are the best candidate(s) to complete this project.

CCBC affirms its commitment to the principles of equity, diversity, and inclusion. We strongly encourage proposals from all those who self-identify with BIPOC communities, LGBTQIA+ communities, those with a disability/disabilities, and other marginalized groups.



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Contact Information

Please submit completed responses by January 6, 2023, to:

Tara Mandarano
Canadian Children's Book Centre
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