



CALL FOR PROPOSALS

redesigning the ICOM digital platform

<http://icom.museum>

CALL FOR PROPOSALS

REDESIGNING THE ICOM DIGITAL PLATFORM

<http://icom.museum>

TABLES OF CONTENTS

Overview	2
Our Association	2
ICOM's web presence.....	2
Project and objectives	3
Five main steps.....	3
Objectives of the new website	3
Our users and their needs	4
Current Types of content	4
Special Required features.....	6
Requirements	7
Technical details	7
Backend requirements	7
Creation, publication of content	8
Design and template requirements.....	8
Migration of content	8
Database Projects.....	9
Call for proposal.....	10
Expected project timeline	10
FINANCIAL TERMS	10
Project deliverables.....	10
Requirements for applicants	11
Expressions of interest	11
ANNEX 1 Other information about ICOM	12
ANNEX 2 MINISITES	13
ANNEX 3 Graphic chart	15

OVERVIEW

OUR ASSOCIATION

The International Council of Museums (ICOM), founded in **1946**, is a worldwide organisation of museums and museum professionals committed to promoting and protecting the present and future, tangible and intangible natural and cultural heritage. With more than **37 000 members in 141 countries and territories**, ICOM is a unique network of professionals working in a wide range of museums and disciplines related to the preservation of our heritage. ICOM's commitment to raising awareness of cultural heritage is reinforced by its 31 International Committees who encompass a great variety of museum fields. These committees carry out research in their respective areas for the benefit of the museum community. Moreover, the 119 National Committees represent their members within ICOM and contribute to the implementation of the organisation's programmes.

ICOM has formal relations with UNESCO and holds a consultative status in the UN Economic and Social Council. The organisation also partners with entities such as the World Intellectual Property Organization, INTERPOL and the World Customs Organization, in order to carry out its international missions of public service, including the fight against trafficking of cultural assets and the promotion of emergency preparedness and response in the wake of natural and human-made disasters. ICOM mobilises cultural heritage specialists all over the world to meet the challenges faced by museums worldwide.

ICOM has three official languages (English, French, Spanish).

ICOM'S WEB PRESENCE

Launched in **2010**, the current version of the **ICOM website** (<http://icom.museum>) is a tool for museum professionals worldwide to find museological standards and it is recognized as a powerful international portal for museums and museum-related issues. However, the technical setup has remained mostly unchanged over the past seven years. We are looking to move towards a more modular platform, taking into consideration the needs of today's users: responsive design and mobile compatibility, improved graphics, and new services offered.

ICOM's digital platform also includes a **member-only platform called ICOMMUNITY**, designed for ICOM members to find and share information. In addition, ICOM provide **51 "minisites"** to their committees (See <http://camoc.icom.museum>; <http://imd.icom.museum>; <http://greece.icom.museum>). These websites are hosted by the General Secretariat, free of charge for the committee. Each committee is in charge of updating and posting new content, so the committee is totally independent in terms of publishing.

ICOM website key figures

In 2016, 1,289,793 pages were visited on our site, making it a major tool for our communication. We have 70% new visitors, which is why we need an intuitive and friendly website. Almost 25% of visitors use mobiles or tablets for browsing the site, which is why we need a responsive platform. The page "How to become a member" is the most visited section. And the next most visited sections deal with our main activities: International Museum Day, museum definition, Red Lists and more. Other key figures: bounce rate 63.51 %, session times 00:02:31, pages/session 2.35

PROJECT AND OBJECTIVES

FIVE MAIN STEPS

- Refresh the design of the website and provide a fully functional template
- Build a new, improved backend (the existing content will be rewritten)
- Merge ICOMMUNITY into the new website (see <http://icomcommunity.icom.museum>)
- Integration of ICOM Red List database and publication database
- Interaction with membership database (Salesforces)
- Design and implement a new template for the minisites dedicated to our committees (see for example: <http://camoc.icom.museum>; <http://ceca.icom.museum>; <http://greece.icom.museum>)

Project Management

ICOM's Communication Department is currently supported by one Head of Communication and one Digital Communication Officer (also webmaster).

OBJECTIVES OF THE NEW WEBSITE

ORGANISATION OF CONTENTS

With the development of a new website / platform, ICOM's objectives are as follows:

- To improve and simplify access to existing content
- To continue to provide quality information to museum professionals through the collection and selection of curated content, in the same way the current website works. However, the way these content items are organised will change in order to make it more understandable (re-organisation of taxonomies and content types).
- To substantially improve the performance and reliability of the search engine in order to provide more relevant search results to the users.
- To enhance all the services ICOM offers.

RAISE THE PROFILE OF ICOM

ICOM wants to attract young members to **get involved** through the publication of high-quality content. This content will be generated and organised in an engaging and attractive manner by the ICOM News magazine editor and communication officers.

Members will be invited to share information to the **museum map** and **calendar of activities**, and to contribute job listings, news and alerts, in this way creating a hub of information about museums and the museum profession.

IMPROVE USER EXPERIENCE AND GO MOBILE!

The existing website has aged and the content needs to be rewritten in a web-oriented manner. We also want to offer a good user experience to our audience using mobile devices.

OUR USERS AND THEIR NEEDS

ICOM MEMBERS

- They are an international audience
- Content
 - Looking for professional information, publications, conferences
 - Looking for funding to travel, attend conferences/trainings
- Form
 - Mobile-oriented
 - Looking for an efficient and user-friendly backend

POLICY MAKERS AND PARTNERS

- Profiles
 - Researchers and academics
 - Government officers and representatives
- Needs
 - Using the website as a database / resource
 - Eager to share relevant content through their networks

PUBLIC

- Students, academics, journalists looking for general information about museums or more specific information on topics like the illicit traffic of cultural artefacts, museum definition, standards etc.
- Students and young people looking for information about International Museum Day

CURRENT TYPES OF CONTENT

NEWS CONTENT

Mainly on the homepage of the website, we currently share network news and ICOM activity (database), museum watch (international press review linked with Scoop-It) and events (calendar linked with ICOMMUNITY). This type of content is important to illustrate our network's dynamism and share museum news with our member and the public.

CORPORATE CONTENT

ICOM's website also features "static content" about the organization and the governance.

The organization directory presents a database of National, International Committees, Regional Alliances, Affiliated Organisations, Permanent Technical Committees: <http://icom.museum/the-committees/>

The directory of organisations is currently difficult to update because it is not connected to our membership database and updating currently has to be undertaken manually. It will need to be connected to our new database (Salesforces).

RESOURCES

STANDARDS

The ICOM standards include museum management, the organisation of museum collections, documentation standards and a professional frame of reference.

RED LIST DATABASE

Online Red Lists database with 16 Red Lists (an average of 20 categories of objects per Red List, 3 pictures per category) available in 3 languages only: English, French, Spanish. (<http://icom.museum/resources/red-lists-database/>)

This database will be completely revamped before integration in the new website. The specifications of this new database, called “e-RedList” tool, have been defined by the Programmes Department in collaboration with the Communication Department.

PUBLICATIONS DATABASE

The online publications database currently counts 3,740 entries (<http://icom.museum/resources/publications-database/>).

A new database will be defined by the Publications Department in collaboration with the Communication Department to be integrated in the new website.

PRESS RELEASES

A press center containing the latest press releases and other information of interest to journalists.

USER GENERATED CONTENT

ICOMMUNITY

Members can submit their museum’s profile to the museum map through the “Add a museum” feature, accessible at <http://icomcommunity.icom.museum/en/museums>.

In the same way members can add information about a conference through the “Events” feature (<http://icomcommunity.icom.museum/en>) and a job listing in “Advertisements” (<http://icomcommunity.icom.museum/en/advertisements>)

These items will be available for review in the backend, and the webmaster can publish or delete them. At each step of the workflow, an email is sent to the webmaster and the user to inform them of the new status. In the advertisement section an email alert for new items is also provided to the user.

Members can also activate a ‘notify me’ service to receive a message when new content is added to ICOMMUNITY.

These features need to be available (and improved) on the new platform.

COMMITTEES WEBSITES

The committee websites share the same look and feel as the main website, and are hosted and maintained, free of charge on the ICOM servers, with a regular helpdesk, training, updating and debugging provided. This template was

initially built for International Committees only, but were rapidly adopted by some National Committee, as well as for International Museum Day and the ICOM General Conference. The total number of minisites today is 51.

How it works:

Committees are asked to provide the taxonomy and choose a color. The ICOM webmaster builds the minisite's structure, suggests examples of pages and provides a detailed user manual. ICOM also provides the URL as an alias under the icom.museum domain name. Since contents are managed by the committee itself, the structure was kept as simple and as user friendly as possible.

This feature needs to be available (and improved) on the new platform and transfer the existing content to each website (this can be achieved later).

SPECIAL REQUIRED FEATURES

E-NEWSLETTER

ICOM publishes a monthly e-newsletter (in the three official ICOM languages) which is sent to its members through its membership database and published at: <http://icom.museum/media/e-newsletter/>

This e-newsletter is also sent to 1000 subscribers through Mailchimp.

Newsletter generator: compiling an e-newsletter by selecting published content (including social media content) is a highly desired feature for the new website.

CONNECTION WITH EXTERNAL SERVICES

ICOMMUNITY uses a webservice to collect data from the membership database. Members are therefore identified and their profile is generated. So they can download protected content like Network Support, Working and Elections documents. This feature has to be included in the new website project.

SOCIAL FEATURES

User generated content, for "Museum map" "events" and "Short ads". Content is published following validation by a moderator (from the ICOM Secretariat).

Easy to extend by creating new pages, using a page-building system (configurable views and adjustable blocks of content on pages).

Allow editing of any content area of the website (header, footer, menus) without requiring changes to the template.

Support a caching system for best performance.

REQUIREMENTS

TECHNICAL DETAILS

CURRENT

The current website and committee websites run on Typo 3 CMS (now v4.5).

ICOMMUNITY runs on Drupal (has to be merged with the website)

The core functionality is expanded by community plugins, homemade plugins and a custom template. The most important plugins we use are listed below:

- Contact Forms
- Google Analytics
- Scoop-it

REQUIRED TECHNICAL DETAILS

- MailChimp (for the e-newsletter integration)
- Formstack (or similar)
- The CSS files will be built using LESS or SASS.
- The template must be compatible with most modern browsers (including IE9+).
- The hosting of the production website is the responsibility of ICOM.
- A tested migration procedure is required. It is paramount to be able to migrate the full content of all the minisites.
- If possible, maximum accessibility

BACKEND REQUIREMENTS

An Open Source backend with a large ecosystem and user-based - a solution based on WordPress is preferred. The development of custom modules should be limited to a minimum by re-using existing community supported modules instead. Long-term compatibility is essential.

- As SEO-friendly as possible, which includes:
 - Short URLs and redirection lists
 - Compatibility with Open Graph and Twitter cards
 - Management of XML sitemaps
 - Management of meta tags

Full text indexation of the website and its contents.

Ways to search and filter content based on taxonomies and multiple terms (autocomplete and suggestions, semantic search).

CREATION, PUBLICATION OF CONTENT

The solution will provide easy and flexible ways to manage content (bulk editing, modern 'backend' and tools).

Real WYSIWYG editor - so that styles and layout are similar when editing and viewing content.

An advanced and reliable image manipulation system is wanted for easy manipulation of posts (resizing, inserting, cropping, captions and thumbnail creation).

User-friendly publishing and selection of tags (disciplines & themes) is required (autocomplete).

DESIGN AND TEMPLATE REQUIREMENTS

The project aims at merging the ICOM website and ICOMMUNITY.

The website should include:

- A rich calendar of activities (with ICOM conferences as well as other conferences of interest to our members)
- A geolocalized map of museums around the world (possibly also indicating if they accept the ICOM card)
- Jobs listings board
- Integration of a member space for ICOM members and members of the governance for working papers and other documents intended for ICOM members only, linked to the existing membership database.
- Databases (Red List, publications, etc.)

Social media postings to be integrated in the home page (Facebook, twitter, scoop-it).

ICOM News articles will feed the content of the website regularly.

Design with a user-centered perspective in mind.

The new design will also:

1. be fully responsive and mobile-compliant
2. meet the needs of our audience
3. look more modern and user-friendly
4. include more videos and animated content

MIGRATION OF CONTENT

Part of existing content (text and images of posts, uploaded documents) will be carried over to the new platform but most of it will be completely rewritten. Migration paths will be defined later to map previous taxonomies to the structure described here. A list of URL redirects will be provided after the migration.

Particular attention must be given to the migration of content for committee websites (minisites). It is unfortunately impossible to describe this particularly rich and multilingual, multicultural content.

DATABASE PROJECTS

Two significant databases are included in the new website project: the e-RedList (eRL) project and the publication database.

The objective is to fully rebuild and enhance the current Red List database and publication with features as mentioned below:

- **for the red lists database**

Specifications for the revamping have already been defined, with the objective of simplifying navigation and search, and highlighting the pictures of objects. The main characteristics of the future tool include:

- the database should be multilingual and compatible with non-latin languages (Arabic...) because the database will be translated in other languages soon
- the tables and content of the database will be revised in order to ensure a standardized and more efficient classification of objects
- the search engine should be powerful, with consistent and clear search criteria,
- the new design should be user-friendly and responsive, highlighting the pictures of endangered objects
- a standardized vocabulary to describe the categories of objects is being developed by ICOM, in order to serve as a base for developing the features mentioned above
- the database should be conceived so it can be re-used in a mobile application in the future

- **for the publication database**

- a user-friendly and responsive design, which highlights ICOM publications,
- a powerful search engine with consistent and clear search criteria,
- a standardized vocabulary to describe the publications

NB some publications are for ICOM members only (limited access)

CALL FOR PROPOSAL

EXPECTED PROJECT TIMELINE

4 th september 2017	Open call for proposals
13 th october 2017	Deadline for submission of proposals
20 th october 2017	Selection of the contractors
November 2017	Possible meeting in Paris to kick off the development process and start workshops with communication and other departements
December 2017	Design, specifications, mockup...
January-february 2018	Template development, preliminary technical development (backend, search index)
March 2018	Template delivery, Testing iterations, template refinements and UI
April 2018	Migration of the content of the main website
April 2018	Template development for minisites
2 nd May 2018	Live launch of the main website
Until end of may 2018	Testing minisites and migration of the content
28 th of may	Live launch of the minisites

FINANCIAL TERMS

The maximum budget available for this project is **80 000€**

PROJECT DELIVERABLES

TEMPLATE / DESIGN

- UI/UX assessment
- Interaction modelling (personas, user scenarios and stories)
- Prototyping (wireframes and mockups)
- Complete package: website template, and source graphic files

BACKEND

- Knowledge transfer to administrators and editors
- Complete source code
- Redirect lists and configuration recommendations

REQUIREMENTS FOR APPLICANTS

Team collaboration is carried out through online tools and Skype conversations but regular meetings in Paris are a must (flexibility and ability to work across different time zones, if applicable, is required).

Applicants should have extensive experience working with Open Source Software, mobile development, SEO optimization and User Experience design.

Experience with multilingual, multicultural environments.

A proven experience in a similar environment (focus on museums, culture, international organisations) is a strong asset.

The success of the project depends on a close collaboration between the developers and the designers, who should have previous experience working together on similar projects. They will design, develop and implement the solution and ensure knowledge transfer to the ICOM webmaster and project manager.

EXPRESSIONS OF INTEREST

Expressions of interest should include:

- Portfolio of past relevant projects
- UI design strategy and planning
- Design implementation strategy
- Backend implementation strategy and planning
- Project timeline and budget

Expressions of interest (Eoi) should be sent to Laetitia Conort at: laetitia.conort@icom.museum no later than 13th October 2017. Only shortlisted candidates will be contacted.

ANNEX 1 OTHER INFORMATION ABOUT ICOM

ICOM Website: <http://icom.museum>

ICOMMUNITY: <http://icomcommunity.icom.museum> (login = 90679; password = qiBmf6oZ)

ICOM 2016 Annual Report: http://icom.museum/fileadmin/user_upload/pdf/Activity_report/1840_ICO-RA-2016-180x270-En-web2.pdf

ICOM Facebook: <https://www.facebook.com/International.Council.of.Museums/>

ICOM Twitter: <https://twitter.com/IcomOfficiel>

ICOM Scoop it: <http://www.scoop.it/u/icom-officiel>

ICOM LinkedIn (non-official): <https://www.linkedin.com/groups/1769357>

International Museum Day 2017: <http://imd.icom.museum>

ANNEX 2 MINISITES

Committee	Address	ALIAS	Languages
GLASS	http://network.icom.museum/glass	http://glass.icom.museum	EN FR ES
Canada	http://network.icom.museum/icom-canada	http://canada.icom.museum	EN FR
ICFA	http://network.icom.museum/icfa	http://icfa.icom.museum	EN FR ES
ICLM	http://network.icom.museum/iclm	http://iclm.icom.museum	EN
CECA	http://network.icom.museum/ceca	http://ceca.icom.museum	EN FR ES
Rep. Dom.	http://network.icom.museum/icom-do	http://dominican-republic.icom.museum	ES EN
MPR	http://network.icom.museum/mpr	http://mpr.icom.museum	EN
CIDOC	http://network.icom.museum/cidoc	http://cidoc.icom.museum	EN FR ES GR SE DE
ICOFOM	http://network.icom.museum/icofom	http://icofom.icom.museum	EN FR ES
ICMS	http://network.icom.museum/icms	http://icms.icom.museum	EN
ICEE	http://network.icom.museum/icee	http://icee.icom.museum	EN FR
Serbia	http://network.icom.museum/icom-serbia	serbia.icom.museum	SR EN
Brasil	http://network.icom.museum/icom-brasil	-	PT EN ES

AVICOM	http://network.icom.museum/avicom	http://avicom.icom.museum	EN FR
ICOM US	http://network.icom.museum/icom-us	http://usa.icom.museum	EN
ICR	http://network.icom.museum/icr	http://icr.icom.museum	EN FR ES
Lithuania	http://network.icom.museum/icom-lithuania	lithuania.icom.museum	LT EN
Philippines	http://network.icom.museum/icom-philippines	http://philippines.icom.museum	EN TL
ICMAH	http://network.icom.museum/icmah	http://icmah.icom.museum	EN
Slovakia	http://network.icom.museum/icom-slovakia	http://slovakia.icom.museum	SK EN
Colombia	http://network.icom.museum/icom-colombia	http://colombia.icom.museum	ES EN
Czech rep	http://network.icom.museum/icom-czech	http://czech.icom.museum	CZ EN
ICTOP	http://network.icom.museum/ictop	http://ictop.icom.museum	EN FR
Greece	http://network.icom.museum/icom-greece	http://greece.icom.museum	GR EN FR
CIMUSET	http://network.icom.museum/cimuset	http://cimuset.icom.museum	EN
CIMCIM	http://network.icom.museum/cimcim	http://cimcim.icom.museum	EN
COMCOL	http://network.icom.museum/comcol	http://comcol.icom.museum	EN
Moldova	http://network.icom.museum/icom-moldova	http://moldova.icom.museum	RO EN
ICOMON	http://network.icom.museum/icomon	http://icomon.icom.museum	EN FR ES DE
CAMOC	http://network.icom.museum/camoc	http://camoc.icom.museum	EN
ICMAH	http://network.icom.museum/icmah	http://icmah.icom.museum	EN FR

ICOM Armenia	http://network.icom.museum/icom-armenia		EN AM
ICMEMO	http://network.icom.museum/icmemo	http://icmemo.icom.museum	EN
ICOM South Africa	http://network.icom.museum/icom-sa	http://southafrica.icom.museum	EN
ICOM Argentina	http://network.icom.museum/icom-argentina	http://argentina.icom.museum	ES EN FR
COSTUME	http://network.icom.museum/costume	http://costume.icom.museum	EN
ICOM Europe	http://network.icom.museum/europe		EN
Poland	http://network.icom.museum/icom-poland		PL
ICAMT	http://network.icom.museum/icamt		EN FR ES
Georgia	http://network.icom.museum/icom-georgia		GE
ICOMAM	http://network.icom.museum/icomam		EN
Egypt	http://network.icom.museum/icom-egypt/	http://egypt.icom.museum	EN
ICOM LAC	http://network.icom.museum/icom-lac	-	ES
ICME	http://network.icom.museum/icme	-	EN
ICOM Andorra	http://network.icom.museum/icom-andorra	http://andorra.icom.museum	CA FR ES
IMD 2011	http://network.icom.museum/imd2011/		EN FR ES
IMD 2012	http://network.icom.museum/imd2012/		EN FR ES
IMD 2013	http://network.icom.museum/international-museum-day-2013/		EN FR ES
IMD 2014	http://network.icom.museum/international-museum-day-2014		EN FR ES
IMD 2015	http://network.icom.museum/international-museum-day-2015		EN FR ES
IMD 2016	http://network.icom.museum/international-museum-day		EN FR ES
ICOM Milano 2016	http://network.icom.museum/icom-milan-2016/		EN FR ES IT

ANNEX 3 GRAPHIC CHART

Cf attached file