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Request for Proposal  
November 28, 2022

Background

The International Institute of Minnesota helps New Americans become self-sufficient and achieve full membership in American life. We seek to create a community where refugees and immigrants in Minnesota can find respect, support and safety.

From the first days of arrival, to job acquisition, higher education support and many services in between, the Institute's programs and services reach more than 3,000 people each year, from every region in the world, to support New Americans in the pursuit of their goals. Our programs and services range from language learning and job training to immigration assistance, citizenship classes, community orientation, refugee resettlement and case management.

Over the past 15 years, Minnesota has welcomed nearly 40,000 refugees through the resettlement program, ranking Minnesota fifth among U.S. states. The Institute's immigration services team offers security and stability for refugees, asylees, and immigrants with citizenship, lawful permanent residency, family reunification, replacement of documents and other immigration-related issues.

The Institute's workforce development programs reach students with a range of English knowledge, so that New Americans can develop their skills and strengths, advance their careers and increase their earning potential. These programs serve as a model for workforce development nationally.

In 2019, the Institute celebrated its centennial. Throughout its 100-year history, the Institute has offered innovative programs to meet the changing needs of Minnesota's immigrants. The Institute is often looked to by legislators and media outlets as experts in the fields of immigration and refugee services.

Objectives

We are looking for a firm/agency to provide a proposed approach to redesigning our website to meet the needs of the Institute's core users:

- Student and clients
- Community supporters, donors and volunteers

We need a thoughtful approach to User Experience, taking into consideration the differing needs and English language skills of each audience. We need a look that positions us as the go-to resource for New Americans, with functionality that is intuitive and functional for a broad audience.

The Institute positions itself as a resource for New Americans “from arriving to thriving.” Our vast offerings to New Americans with a range of needs and educational backgrounds presents a website challenge: to make sure that clients can fully understand what is available to them, without being overwhelmed with more information than they need.

A strategic web design should also strongly support the Institute’s digital marketing objectives to reach prospective students and donors. Our known website goals include:

- Evaluate incorporation of our CRM (Microsoft Dynamics 365) as a plug in for class registration portals
- Page translations
- Online class registration
- Ability to make appointments online
- Ability for clients to pay for services online
- Embedded video
- Embedded e-newsletter
- Plugins for calendars
- Simpler linking/URL structure
- Mobile friendliness
- Accessible

Upon commissioning this project, the International Institute of Minnesota will share research and insights, including key stakeholder stories and experiences, to inform website user needs.

#### Key Deliverables

- A proposed approach to building our new website
- Design, technical development and site architecture for new website (Institute will provide images and video; Potential for collaboration on content strategy and writing) to run smoothly, load fast and be visually appealing
- Excellent User Experience
- Cohesive, brand forward, visual design
- Updated logo (not a full redesign, but a refresh for legibility and ease of design use)
- Technical SEO, SEO-friendly website structure, optimized metadata
- Analytics and tracking functions
- Develop creative templates and visual consistency
- Built-in time for staff input and testing
- Ability to provide training to Institute staff for future updates (text and photo swap outs, potential page adds as needed)
- Ability to provide ongoing technical support after site is launched, or recommendations of trusted support companies whose work you’re familiar with
- Recommend plan for best practices for maintenance and functionality for the next 2-3 years
- Other proposed deliverables your firm may recommend

### Proposal requirements

- Information about your company and team for this project
- Approach to the work outlined above
- Project timeline and deliverables
- Work samples and case studies, especially work with nonprofits
- References
- Budget, including costs for each deliverable

### Timeline

November 28: RFP released

December 28: RFP due

Week of January 9, 2023: Finalist interviews, if necessary

January 18, 2023: Firm selected

Late January/early February 2023: Project kick-off

August 2023: Launch new website (earlier, if possible)

### Budget

Our maximum budget is \$60,000-65,000 Please identify the cost of each deliverable.

### Deadline: December 30

Proposals should be submitted to Alisa Blackwood, Communications Manager: [ablackwood@iimn.org](mailto:ablackwood@iimn.org).  
Questions can be directed to the email above or (651) 377-8664.