



REQUEST FOR PROPOSALS (RFP)

Confederated Tribes of the Umatilla Indian Reservation (CTUIR)

Website Content Coordination

Department of Communications

46411 Timíne Way

Pendleton, Oregon 97801

541- 276-3165

Ctuir.org

Issued: March 13, 2024

Due: March 29, 2024, by 4:00 pm (Pacific Standard Time)

Via email to: KaeleenMcGuire@ctuir.org

The Confederated Tribes of the Umatilla Indian Reservation (CTUIR) is soliciting proposals for professional web content management services for ctuir.org. CTUIR seeks a vendor to develop page structure and page layouts beyond those which already exist. Page structure should effectively organize content; meaning it retains navigability, improves performance, and eases maintenance needs. Vendor will aid in input of content in the new website which is built in Umbraco v. 10.7.0. The new website represents the Tribal government and services they provide to the community. The goal is to modernize ctuir.org and improve its functionality, navigability and searchability.

It is anticipated that the delivery of services under the contract will begin in April 2024.

INTRODUCTION

The CTUIR is a federally recognized Indian tribe, with a reservation in Northeast Oregon and ceded, aboriginal, and usual and accustomed areas in Oregon, Washington, Idaho, and other Northwest states. In 1855, representatives of the Cayuse, Umatilla, and Walla Walla Tribes – negotiated and signed the Treaty of 1855 with the United States. The Treaty is a contract between sovereigns and is “the supreme Law of the Land” under the United States Constitution. In the Treaty the CTUIR ceded 6.4 million acres of its aboriginal land to the federal government in exchange for a Reservation homeland for the “exclusive use” of the 3 Tribes, and the right to fish at usual and accustomed fishing sites, and to hunt, gather traditional foods and medicines and graze cattle on “unclaimed” land outside of the Reservation. A paramount objective in the Treaty was protecting and maintaining our tribal First Foods—water, fish, big game, roots, berries, and other plants and the habitats and environmental conditions that support and sustain them, then, now, and forever. This remains a paramount objective of the CTUIR as we have a reciprocal responsibility to respectfully care for, harvest, share, and consume traditional foods, or the foods may be lost.

In 2023 CTUIR contracted development of a new website to better represent the people of CTUIR, tribal government and the services it provides to the community. While the website design, new features and layout meet the expectations, we are seeking support in developing content for the site as well as additional page structure which is desired to meet needs of key departments including Tribal Police, Board of Trustees, Tribal Member Portal and Human Resources.

SCOPE OF WORK

The successful proposal will, in accordance with the highest legal, ethical, and professional standards, provide website content management and coordination services including, but not limited to:

1. Develop page structure within the categories of the new ctuir.org website using available formatting options. The following categories need to be developed:

- a) About CTUIR
 - b) About our government
 - c) Community
 - d) Services
 - e) Work With CTUIR (career opportunities)
 - f) Visit
 - g) Tribal Member Portal
2. Consult with and advise Tribal Police, Human Resources, and Communications Department on the best layout for organization of content specific to their department within the framework of the website.
 3. Clearly articulate recommendations for website content structure with the Communications Department and work with Information Technology to develop that structure for the input of content.
 4. Transition photos, graphs, and text content to new ctuir.org site while using best practices for management and formatting.
 5. Advise CTUIR on trends of tracking website analytics.
 6. Prioritize completion of this contract and complete delivery of all deliverables by November 1, 2024.

ELEMENTS OF PROPOSAL

A proposal shall include the following essential elements:

1. Introduction and overall qualifications and capabilities of providing web content development and management services.
2. Name of individual(s) that will serve as the primary contact to the CTUIR and who will be responsible for the performance of any work assigned including all contact information.
3. Detailed biographies and summary of the relevant experience of each person that may interact with the CTUIR in performing requested services, including billing rates and expected level of participation.
4. Description of the services provided to tribal or other clients over the last five years, including examples of successful results as well as unsuccessful results.
5. Narrative discussing strategy on how best to work within the current website, while navigating content over.
6. Description of deliverables to the client and frequency (timeline) of such deliverables.
7. Terms and cost of services, including a description of your firm's billing procedures, expenses, etc.
8. **Three** references from current or former clients, including tribal clients with examples of web sites for review.

REQUIREMENTS OF VENDOR

1. Must be able to pass background check to work directly on CTUIR network.
2. Must be GSA approved vendor with GSA rates.
3. Must be able to provide monthly invoicing.
4. Must be available to work on Pacific time, 7:30 to 4:00 and have availability within those hours for communicating with CTUIR staff.

SELECTION CRITERIA (IN NO PARTICULAR ORDER)

- Experience and demonstrated record of successful website content management.
- Familiarity with Umbraco, WordPress, or other web content management systems.
- Timeline for deliverables.
- Solution for coordinating with departments and inventorying their needs.
- Organization, presentation, and content of proposal.
- Cost of proposal.
- Strong references and examples.
- Lack of conflicts with the CTUIR's priorities and positions.
- Native American preference.

PROCEDURES FOR SUBMISSION

Consultants are invited to submit electronic copies of their written proposal no later than: **Friday, March 29, 2024, at 4:00 p.m.** Pacific Standard Time.

CTUIR

Attn: Kaeleen McGuire, Communications Director

46411 Timine Way

Pendleton, OR 97801

Email: KaeleenMcGuire@ctuir.org

541.429.7393