



Request for Proposals

Project – CDBC Website Redesign

Issue date: January 14, 2019

Closing date: February 1, 2019

Introduction:

The College of Dietitians of British Columbia (CDBC) was established under the [BC Health Professions Act \(HPA\)](#), in November 2002, as the regulatory authority for Dietitians in BC. In accordance with the HPA, the mandate of the CDBC is to protect the BC public by regulating Dietitians to practice safely, ethically and competently. As part of its public protection mandate, the CDBC maintains a website that is accessible and free to the public. The CDBC Board of Directors has prioritized website redesign within the 2018-2021 Strategic Plan.

The Project:

The purpose of this project is to provide the public and registrants easy access to regulation information, by improving the CDBC website structure and design.

The CDBC requires a redesign of its website – www.collegeofdietitiansofbc.org, including restructure of information, update the navigation to reflect current trends, optimize access for mobile devices and improve search functions.

The College 's new website will feel professional, informative, and trustworthy. It will reflect best practices in design, navigation and user experience. The website is the College's portal for all online business.

Users should get the sense that they are valued and that the site is designed to serve them, with information easily searchable and accessible.

Website Audience:

The top 5 pages of the College's website are (since March 2014):

- Registrant: 34,883 (Main visitors would be current registrants)
- International Educated Applicants: 29,648 (Main visitors would be Applicants)
- Continuing Competence Program: 26,052 clicks (Main visitors would be current registrants)
- About – Contact Us: 23,036 clicks (Main visitors would be the public)
- CDBC Bylaws: 22,966 clicks (Main visitors would be registrants)

The College website serves three primary users:

1. Public*
 - a. Inform about what the College can do for them.
 - i. Verify that your Dietitian can practice legally in BC, or if there are restrictions on their Dietitian's license by searching the [Public Register of Dietitians](#)
 - ii. Make a complaint about a Dietitian
 - iii. Clarify what a Dietitian can do and the difference between Dietitians and non-regulated nutrition providers (e.g. nutritionist).

* Public includes any person receiving services from a Dietitian. It may also be employers or co-workers.

2. Registrants**
 - a. Inform Dietitians about the College programs, legal requirements, bylaws, ethics and standards that apply to their profession.



COLLEGE OF DIETITIANS OF BRITISH COLUMBIA

Suite 409-1367 West Broadway, Vancouver, BC V6H 4A7

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- b. Research and retrieve relevant resources to support their practice (College communication, position statements, guidelines, tools)
- c. Clearly indicate login to registrant portal, resources and online services.
 - i. The CDBC uses third-party database and quality assurance platforms.

** The College currently has +/- 1370 registrants.

3. Applicants***

- a. Information about how to become a Dietitian.
- b. Information about how to apply for registration with the College.
 - i. Applicants access the third-party database and online transactions

*** Applicants include BC students, internationally educated candidates, registrants practicing in another Canadian jurisdictions, or former registrants of the CDBC. Annually, the College receives more than 120 inquiries for applications and approximately 50 formal applications.

According to a survey conducted by the CDBC in November/December 2018, users have identified the following limits:

- The site navigation menu is confusing and extensive;
- Website is not clear on what services it offers to the members of the public;
- It takes longer than expected to find the information they are looking for on our website;
- Content on the website is text heavy and users would prefer to see the information in summarized/bulleted text;
- The role of a dietitian as well as the difference between registered dietitians and non-regulated nutrition service providers (i.e nutritionist, coach, etc.) is not clearly highlighted.

Project Services and Deliverables:

Services

In collaboration with the CDBC and its third-party IT providers, the contractor will:

- redesign the website that is flexible and agile with the following key requirements:
 - keep the current branding (i.e. logo)
 - modern, clean, user-friendly but not gimmicky
 - the College's mission vision and value statements on the home page
 - the College logo on all pages of the updated design
 - provide dual services to the public and registrants
 - Public access – where the public can navigate through content easily and intuitively. Content is user-friendly with common/plain, non-dietetic, language.
 - clarify what is a dietitian (versus a non-regulated nutrition provider);
 - what can the CDBC offer the public (i.e. what are the key functions of the CDBC) – search public register; make a complaint; find restrictions of registrant
 - clarify the difference between Association and Regulation – (e.g. remove DC video from home page).
 - Provide information and process to begin assessment and registration process
 - registrant access – upon log-in, registrants can access registration & quality assurance requirements, complete online transactions, access resources, etc. Include prominent Login for Registrants
 - incorporate the CDBC's third-party database and quality assurance platforms
 - include feed and link to social media platforms on landing page
 - prominent and very functional search feature. See example – <https://www.collegeofdietitians.org/home.aspx>
 - user-friendly, clear and intuitive navigation: drop-down menus preferred. See examples <http://www.cno.org/en/maintain-your-membership>; <http://www.cno.org/en/become-a-nurse/>
 - administration capability by CDBC staff (content, structure, images/videos)
- Include the following content:
 - Public Protection (information for the public of what it means and how we do it)



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- Public Register of Dietitians (to search and confirm that a Dietitian is registered with the College)
- Application to the College (requirements, assessment process, timeline, cost)
- Maintaining Registration (renewal process)
- Quality Assurance (continuing education program)
- Reference/resource material for registrants such as standards, guidelines, and other educational material
- Access to College legislation, governing and operational documents (Health Profession Act, Bylaws, Policies for Board, Quality Assurance, Registration, Inquiry, Discipline)
- News
- Option to add and integrate videos on the website
- Additional pages to be designed as part of this project:
 - College's electronic newsletter feature
 - currently using Constant Contact\

Technical Details

There are approximately 113 pages on the website. Usability of the website will be optimized through an effective design and use of appropriate technology.

Servers are managed by GoDaddy

The current website was built with Joomla version 1.0, Now using version 3.9.

- SQL Server – MySQL
- Database name – cdbcdb2
- SAN SSL certificate applied for - No

Browser/Platform

- The site should be compatible with the most common internet browsers.

ISP/Hosting

- The College website is hosted offsite. Hosting solution are not being considered for this project.

Database information

- Part of the College website is a front end for the CDBC's database and Quality Assurance programs. Users access through a login portal. They have access to dashboards, web tools and pages created in Microsoft Dynamics CRM and in Skillsure. The Register of Dietitians is created in CRM and is accessible from the College website. Appropriate links to the Register of Dietitians' webpages must be made from the main page of the website.

Deliverables

The consultant will provide the following items to the CDBC:

- An updated and dynamic website ready to be launched before the end of 2019
- Provide three new dynamic design samples for our consideration, to include:
 - Same branding – logo and colour scheme
 - Minimalist, vibrant approach
 - New photos, graphics and icons to animate the site, add visual interest, simplify/decrease text load
 - New navigational scheme – intuitive and based on best practices
 - Move existing or new content to appropriate pages.
 - Install an extensive search capability making sure that the most recent documents appear first in a search result.
 - Google Analytics account for www.collegeofdietitiansofbc.org exists but we want any new webpages to be tracked.
 - Provide graphic files to the College for future maintenance and addition of navigation bars and menus.
 - Clean up broken or dead links.
- two brief written status updates for the 2019 Spring and Summer Board meetings – due dates to be confirmed
- all project materials gathered – due March 1, 2019 and June 2019
- a formal, in-person presentation (or through videoconferencing) of the final website (approximately 30 minutes) to the Board, in Fall 2019 (date to be confirmed).



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The College will:

- Provide input and guidance on its preferences.
- Provide the contractor with all content.
 - The contractor is not expected to write or edit any copy.
- Maintain and update the redesigned site.
 - The contractor is not expected to maintain or update the site following completion of this project.

Submissions:

Submissions must include:

- the identity of the contractor(s) and qualifications;
- conflict of interest disclosure
 - The successful contractor will be required to sign a CDBC contract and a Conflict of Interest/Confidentiality agreement.
- an outline of the activities to be carried out and detailed methodology to be followed, including consulting networks/connections that will be pursued or established
- a detailed budget with payment schedule
- a work-plan detailing project activities, timelines and potential challenges/solutions
- an identified contact/lead person
- a statement of availability and commitment to meet deadlines and
- two references from previous contracting work

Assessment Criteria:

Submissions will be judged according to the capacity of the contractors to meet the deliverables, proposed timeline (Fall 2019), previous experience with similar organizations and budget.

Please send completed proposals to:

Chi Cejalvo, RD
Deputy Registrar – Registration & Communications
College of Dietitians of British Columbia
Suite 409 – 1367 West Broadway
Vancouver, B.C. V6H 4A7
chi@collegeofdietitiansbc.org

The deadline to submit proposals is **February 1, 2019 at 4:00 pm** pacific standard time.
Late proposals will not be accepted.