SCOPE OF WORK &

INVITATION FOR BIDS

KOREATESOL.ORG NEW WEBSITE

May, 2022

INVITATION FOR BIDS

Korea TESOL ("KOTESOL"), a non-profit public-benefit membership organization registered through the National Research Foundation of Korea and the Tax Office of Korea (Republic of Korea, AKA South Korea) invites responsible bids develop a new online presence (website & related, e.g., email service) in accordance with a defined Scope of Work (May 2022). Bids should include specific measurable outcomes ("measurable"), specificity in hourly costs and/or project completion, and sufficient details in technological format (e.g., programming language, commercial or non-commercial proprietary packages, one-time-only or annual licensing fees, and product ownership/copyright, etc) to enable selection for contract discussions. Hourly rate bids must include estimated work-hours for completion and ceiling payment level (maximum cost of completion).

Bids must be received by the announced deadline of June 4, 2022 at the email account admin@koreatesol.org. An accepted bid, conforming with the Scope of Work (May 2022), subject to mutual negotiation, becomes the basis of contract. Progress payments and penalties for delay or failure to complete will be incorporated into the contract. No performance bond will be required. Individuals, private enterprises, non-governmental organizations (NGOs) and governmental agencies are all permitted to bid. Evidence of competence to complete the project successfully, such as history of successfully completing similar projects, is required.

It is expected that the completed project ("website") will be operating online as the replacement to the existing website https://koreatesol.org not later than December 31, 2022. The work process includes three phases:

   I.   **Preliminary Process phase.** For 30 days following Bid Award, the parties shall engage is fact-finding to ensure a suitable understanding of the existing and future needs of the new website, leading to a more perfect Contractual Agreement.
   II.   **Platform Development phase.** For approximately 100 days the successful Contractor shall, on their own webspace, develop, assemble, or otherwise prepare the platform which will be transferred to the Internet Service Provider of KOTESOL's determination upon acceptance. This phase shall include not less than 200 "webpages" of various types, representing the capability of the platform, such pages adopted from the existing koreatesol.org website, and all current registered users data as of time of completion. This phase shall, from time to time, allow KOTESOL Technologies Committee participants to view, comment upon, and make recommendations concerning the work in progress.
   III. **Platform Testing, Training, and Completion phase.** This phase – anticipated for 30 days – transfers the product to the permanent ISP (but a non-public URL) where final tests are completed and KOTESOL Technologies Committee participants update "webpages" and create new "webpages." A one-day training for numerous "webeditors" will be provided by the Contractor.
   IV.   **Continuing Maintenance and Upgrades, etc.** This is anticipated as a multiyear relationship.

Korea TESOL (KOTESOL) strongly encourages all bidders to look closely at the existing website (which is operating under Drupal 7) and Scope of Work (May 2022) before submitting a bid. "Admin" level access to the existing website can be made available to qualified prospective bidders upon request. Your initial response to this Invitation For Bids should include evidence of your qualifications to complete the project as outlined in the Scope of Work. KOTESOL will respond to specific questions as they arise in the bid development process, contact us at admin@koreatesol.org

The Scope of Work (May 2022) is subject to revision on a needs basis.

SCOPE OF WORK

The specific activities and outcomes ("deliverables") to be performed under the Contract for Services are summarized as follows:

1. Implementation of a mutually-agreed content management system ("the CMS") and the requisite modules and supplementary materials as well as customized programming ("code writing") and roughly 200 sample pages, all transferred to a "permanent ISP" of KOTESOL's choice, due not later than November 30, 2022.
2. System security is a major consideration. (Korea is often a "hackers playground.")
3. Mobile-and desktop display capabilities.
4. Support for Korean (hangul) multibyte characters in website pages and user database.
5. Multiple-level user accounts, to include:
   - Developer Administrator - can install, remove, disable programming within the CMS and across the server
   - Server Administrator - can install, remove, disable programming within the CMS and across the server (email services, minor CMS matters)
   - Website Administrator (Web Admin) - all functionality within the existing CMS, distinct from server admin role
   - Website Sub-Administrator ("Super-editor") - decreased functionality but unlimited across the website (all groups)
   - Store Administrator (Treasurer) - management-level access in E-commerce module.
   - Website Editor (limited to a specific organic group) - limited ("filtered") html options to create, edit, and upload (attachments), access specific group subscribers information *[at present there are 62 webeditor accounts, more will be needed in future]*
   - Member - multiple types (duration, identification) do not differentiate access to website product or forums, but no editing privileges, e.g., Lifetime, Domestic, International, Student. *[note that memberships expire "last day of the month"]* All members are Registered Users.
   - Registered User (User) - authenticated account, lacks access to some member-only material, may subscribe to groups
   - Non-registered account ("Zombie") - initiated an account but failed to authenticate (email), no privileges
   - Open-access (no login required) *[most content on the website is open-access; closed access pages/attachments is only available to current members]*
6. Registration (User Profiles Creation)/Membership
   a. Registration streamlined with no overlap in Shopping Cart information.
      i. User Profile information should auto-fill "Shopping Cart"
      ii. User postal addresses must be correct and transferable in CSV format.
   b. Member information downloadable via core site
   c. Membership management and reporting system enabled
7. E-commerce - Membership Dues, Event Tickets, etc
   a. Shopping Cart to be installed
   b. Notices/confirmation sent to purchaser of (un)successful transaction
   c. Subscriptions enabled
   d. Non-member purchases of goods enabled
   e. Notices of membership to lapse at 7, 14, and 21 days in advance
   f. SKU#s implemented
   g. Creation of additional products, multiple pricing (member/non-member, etc) with Website Admin access.
   h. Electronic Payments options (potential future, Paypal, others?)
8. User profiles/reports/mailing lists downloadable via comma separated value (CSV) file
   a. Profiles/reports/mailing lists downloadable via comma separated value (CSV) file
      i. Download Reports are pre-defined
      ii. Download Reports visible only to permitted editors and admins
   b. Reports may be customized by Website Admins (KOTESOL Technologies Team)

c. Each organic group Editor may access group-specific Download Reports
9. Template pages (for various group types) with standardized "blocks" for text + image, or rotating images
10. Rich-text WYSIWIG installed
    a. Copy/Paste from Word (filter)
    b. Image upload option
        i. Image-sizing, captioning, text-flow around (desired)
        ii. Image "top of text" option
    c. PDF upload option (user download option)
    d. Video (linked) upload/play-in-page (Youtube and Vimeo, other?)
11. Banner advertisements management system – scheduling, multiple banners alternating in a pre-set block.
12. Page-access restrictions
    a. Access (View, download) to each page can be individually set based on user type
    b. Access can be re-set by Web Admin and higher only
13. Webforms enabled
14. "Contact us" forms generating email to menu-selected accounts
15. Social Media integrations (user-link)
16. URL alias (rename) option
    a. Auto-alias URL based on page title
    b. Manual assignment alias URL by Web Admin and higher only
17. "Organic Groups" Enabled
    a. "Organic Groups" divide the website into sections, each which is edited/moderated by a separate editor who is limited to effecting change within that specific group (some individuals may hold multiple editorships, i.e., they can edit multiple specific groups with that group login.
    b. Users can "subscribe" to various (multiple) groups to be informed of updates within those groups
        • Group editors can identify subscribers, and generate report of, or send messages to, group subscribers
    c. Groups types differ based on needs, such as Regional Chapters, Nationwide Interest Groups, Major Events (conferences), National Departments/Offices (President, Membership Committee, etc)
18. Send-mail to subscribers/users integration (push emails) on subscribed content update
19. Generate unique user-ID codes (numeric) and include in downloadable data.
20. (Desired) CMS-level Page Counter/tracker option.
21. Forums Installed
    a. Public and private discussion boards (user-level restrictions options)
    b. (Desired) Push email notification of updates / digest for discussions
22. (Desired) generate formatted Membership ID cards
23. Events Section (Template) – all groups' "Events" (dynamic calendar) also presented in integrated "national" section
24. News Section (Template) – all groups' "News" items also presented in integrated "national" section
25. Bios Section (Template) – each group can compile biographical sketches of their officers, invited speakers, etc.
26. Moderated "User-Created Content" Section available to registered users (members-only publishing)
27. Publications Section (Template) – each group can compile their "newsletters," etc.
28. Publications Group
29. (DESIRED) Downloadable Report of new/changed pages on website
30. (DESIRED) Journal Management System – specifics to be discussed, may include submission-tracking system, refereeing process, article & book creation (PDF suitable for online, PDF suitable for print), integration of DOI assignments, unique URL for each article as well as posting of "full book"
31. (DESIRED) Conference Management System – specifics to be discussed, may include

submission-tracking system, refereeing process, event-timetabling, online sessions creation and indices, video play (Zoom, recorded, etc), supplemental documents, book creation (PDF suitable for online, PDF suitable for print)

32. Work Progress Reports to be presented by the Contractor on a bi-weekly basis.
33. Installation of completed work on the server of KOTESOL's choice within 7 business days following KOTESOL's acceptance of completion of the Platform Development phase.
34. Delivery of Installation Logs such as that will provide the details needed to allow future installations of same materials on other servers, including delivery of all source code and software required to install and operate the website (including open-source and licensed/copyright-protected materials) by an experienced computer user.
35. Post-installation Consultancy (information provision, based on 10 minute increments of synchronous telecommunications).
36. Upgrades/Maintenance Consultancy (programming services, based on 15 minute labor-billing increments).
37. Installation of completed work on the server of KOTESOL's choice within 7 business days following KOTESOL's acceptance of completion of the Platform Development phase.
38. EXCLUSIVITY
    a. KOTESOL agrees that this is a non-exclusive agreement for professional labor, such that the Contractor is free to work on such other websites as may fall within his remit.
    b. KOTESOL agrees that such intellectual property created or utilized in the development of the CMS, exclusive of KOTESOL's own content, shall not be held exclusive to KOTESOL.
39. COMPENSATION
    a. KOTESOL shall pay Contractor according to accepted invoice not less than 30 days following receipt of invoice.
    b. Labor performed under hourly contract shall be identified with specific outcomes (deliverables) and hours of labor. Estimated hourly timetables for deliverables will be agreed upon prior to the commencement of work.
    c. No compensation shall be paid prior to completion of identified intermediate outcomes ("progress points").
    d. Penalties and Bonuses
        i. Timeliness is of the essence in this project. Contractor shall suffer a 1% payment penalty for each calendar day deliverables are delayed, using Seoul Standard Time (GMT+9) where the "day" begins immediately past midnight, local (Seoul) time.
        ii. Contractor will benefit from a 5% bonus if the deliverables are accepted twelve (12) or more calendar days before due date of the Platform Development phase and successful and complete installation on the KOTESOL server of choice is completed within five (5) calendar days of acceptance.
    e. Compensation for Expenses
        i. KOTESOL shall not be responsible for any expenses in addition to the compensation set forth within the contract.
        ii. Licensing fees for elements integral to the CMS shall be set out and determined in the final Contract for Services.

OTHER INFORMATION

- ~3,200 pages in the website. (Some are auto generated, meaningless at this point in time.)
- ~4,700 authenticated profiles in the membership database.
    - ~400 are current paid membership profiles (has been as high as 1,000 pre-Covid).
    - ~60 are "Web-editor" accounts (separate login from member/user accounts)