National Consortium for Teaching about Asia
2021 Update and Upgrade of the *NCTAsia.org* website

The National Consortium for Teaching about Asia (NCTA) coordinating sites are seeking an update and upgrade of NCTA's current website www.NCTAsia.org. This website highlights and promotes NCTA programs, resources and the Freeman Book Awards. The target audience for our website is K-12 educators interested in teaching and learning about East Asia.

What is NCTA
The NCTA is a consortium of seven national coordinating sites (each with their own "local" website), with the mandate to work on integrating East Asia into the K-12 curriculum. It was founded in 1998 and has been delivering professional development to K-12 teachers since its inception. Each national coordinating site is located at a university and is administered by a director and professional staff. Each site serves an audience in a certain number of states in the U.S. and/or runs national programs as well. Some programs are offered in-person while others are online. Additionally, some NCTA national coordinating sites have partner sites in a number of universities across the nation.

Website - Scope and Content
The NCTA website was designed in 2014 to:
- Describe NCTA and its mission;
- Allow potential K-12 educators to search for and find programs in their area of interest;
- Feature NCTA programming and other resources for teaching about East Asia;
- Feature the Freeman Book Awards.

The NCTA website is managed and administered by the NCTA national administrator who inputs all new programs and resources on a daily or weekly basis depending on the need.

At present, the site works well enough to deliver information on programming and resources but is in need of updates and upgrades to keep it relevant in ever changing times. The site has encountered slow uploading times and we seek a new host.

Project Goal
NCTA offers the best K-12 professional development about East Asia in the nation. We want a website that will reflect the quality of our work.

NCTA's goal is to have a website that clearly explains who we are and what we offer. The new website will allow for better and quicker access to the information on our programs and resources.

Project Requirements
This project will be awarded to a contractor who can deliver the following:

Required:

- A new, secure, responsive and updatable site;
- A new server/host;
- A platform (either Drupal or Word Press) that replicates most of the content as will be discussed with NCTA representatives;
- Improved SEO ranking;
- Redesigned homepage to better highlight our offerings;
- Improved navigation options;
- Improved search functions to be able to find local programming as well as national offerings;
- A more robust/different search function to obtain information on available courses;
- Updated sitemap for users to better access information;
- Updated formatting on several pages including but not limited to Freeman Book Awards, Class Apps with search function within these pages;
- Diminish the number of clicks necessary for site visitors to find information;
- Redesign how visitors interact with the resources, including allowing searches of our resources;
- New design for the calendar highlighting our programming;
- Inclusion of a database of organizations that will be used to promote our programs:
  - We are in the process of developing this database. We are seeking the creation of a controlled access, selective filtering/search system for outreach contact information. This system must feature taxonomies that allows for multiple filtering options, the option to select multiple criteria within a given filter, and the ability to export filtered results into a spreadsheet-style file format (csv/xlsx). Additionally, there must be a way for the addition, deletion and editing of individual entries into this system based on a system of permissions. This system and its data must not be visible or accessible from any public-facing page on the site. It must also

feature a log-in, user creation, and user management system that is accessible to the site administrator and that is separate from the overall site administration menus;

- Ongoing maintenance contract for updates and troubleshooting problems;
- Website backup.

Possible addition
- A blog feature;
- Ability for different sites to input their course information;
- A way for visitors to alert us to their interests (a "what can we do for you?" button).

Project Budget
Between $14,000 and $19,000

RFP Content and Timeline
NCTA seeks proposals be submitted via email by September 8, 2021 to lynn.kalinauskas@nctasia.org. Proposals must include the following:

- A description of the plan to address the features mentioned above
- A timeline for design and implementation
- A detail of responsibilities (functionality checking, maintenance, etc.)
- An itemized estimate that will allow NCTA to prioritize its requests
- Information expertise and on prior experience with similar projects

Contact Information
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