



ALL AFRICA CONFERENCE OF CHURCHES (AACC) CONFERENCE DES EGLISES DE TOUTE L'AFRIQUE (CETA)

AACC-CETA

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9th November 2020

Dear Sir / Madam,

INVITATION FOR 'EXPRESSION OF INTEREST' FOR THE REDESIGN SERVICES OF THE AACC WEBSITE

Receive cordial greetings from the Secretariat, All Africa Conference of Churches (AACC)!

The AACC is inviting you / your firm for an 'Expression of Interest' for the Redesign Services of the AACC Website.

Kindly find the enclosed Terms of Reference (TOR) for your perusal.

Thank you.

Yours sincerely,

REV. DR. FIDON MWOMBeki
GENERAL SECRETARY

PRESIDENT: Rt. Rev. Arnold C. Temple • GENERAL SECRETARY: Rev. Dr. Fidon Mwombeki

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ALL AFRICA CONFERENCE OF CHURCHES (AACC)
TERMS OF REFERENCE FOR THE REDESIGN SERVICES OF THE AACC WEBSITE

1. CONTEXT/ BACKGROUND

- 1.1. **About AACC:** - The All Africa Conference of Churches (AACC) is a continental ecumenical body that accounts for over 140 million Christians across the African continent. AACC is the largest association of Protestant, Anglican, Orthodox and indigenous churches in Africa, and is a member of the worldwide ecumenical network. AACC is a fellowship of 193 members comprising of Churches, National Councils of Churches (NCCs), theological and lay training institutions, and other Christian organisations in 42 African countries.
- 1.2. **The Project:** - AACC is undertaking a wide range of activities in all countries where it has members. It is now an important part of the network of continental bodies in Africa that are engaged in seeking solutions to the continent's myriad problems. Further, AACC, as an ecumenical body, has an even greater calling to speak out and act on behalf of the vulnerable and oppressed in the continent, who would otherwise lack a voice. This is in line with its mandate as a shepherd and witness of the gospel of Jesus Christ. Consequently, communication has become of great significance to the work of AACC, as it needs to seamlessly connect with its congregations throughout the continent, as well as partners spread out globally who support its work. AACC now feels that its current website needs to be upgraded and revamped to enable it carry this role more effectively, as well as give it a profile in line with its status as a continental body.

2. GOAL

At the AACC, we recognize the need to revamp and enhance our website development and maintenance so as to remain vibrant and relevant to our members and stakeholders as a cardinal strategic objective for attaining our mission. Our aim is to have a classy, easy to use, interactive website that utilizes modern elements of design and the latest technologies to offer its members, partners and the general public a comprehensive resource for information about its roles and services it provides.

The redesigned website will provide visitors to the website with a seamless online experience that facilitates simple access to important content, updates on conferences, programmes, events, news, and galleries among other resources. The new website also needs to embody an enhanced Content Management System (CMS) that can effectively manage large amounts of data and an array of file types including embedded video, audio, photo albums, HTML, and PDF.

3. OBJECTIVES OF THE WEBSITE REDESIGN PROJECT

- 3.1. **The Design:** Upgrade our current website into a user-friendly and vibrant design with new interface that is visually appealing with attractive mix of text, graphics, a unified theme that is easy to navigate, customized icons, image and flashy banners/animations.

- 3.2. **Responsive designs:** implement the use of micro-sites/grid systems that adjust to different devices mobile/pc/tablet.
- 3.3. **Improve the Usability:** Ensure users access information easily by improving the information architecture. Use of call-to-actions for instructing website visitors on what to do within the site.
- 3.4. **Functional online support:** to capture pertinent information with features like on-line feedback forms or enquiry forms.
- 3.5. **Upgrade the back-end Content Management System:** that is reliable, easy to manage, and permitting nontechnical staff to instantly update the web content and add modules/sections easily.
- 3.6. **Ensure Compatibility** with social media tools like Facebook, Twitter, Instagram, LinkedIn and YouTube
- 3.7. **Ensure SMS integration** - a web portal that has capability of the integration of bulk SMS, and integration with alphanumeric Short code SMS platform e.g. AACC, thus enabling AACC to use this for notifications for upcoming activities

4. **SCOPE OF WORK**

The scope will include planning, requirement gathering, design, development, testing, commissioning and migration of the data from the existing site to the new site where required. Details of various elements of the scope of work include, but not limited to the following:

- 4.1. Conduct website needs assessment both at the user, departmental and organizational level.
- 4.2. Redesign of the website in terms of layout, look and feel, usability etc.
- 4.3. Establish a media, documents, photos, videos section within the website.
- 4.4. Design online forms for relevant activities/processes.
- 4.5. Set up a user-friendly blogging system which can assist with news publications and newsletters.
- 4.6. Search Engine Optimization – submit our new website to Google, Yahoo!, Ask.com, and other popular search Map locations and contacts engines to ensure we are indexed.
- 4.7. User training.
- 4.8. Ensure the website is compatible with all popular browsers and ability to run on handheld mobile devices that will allow the website content to flow seamlessly
- 4.9. System Design – build the web/CMS system to include all business & technical requirements; ensure clear communication, brand consistency & aesthetic appeal; provide exceptional usability & easy navigation;
- 4.10. Conduct usability testing.
- 4.11. Documentation & User Manual - build a system administration and user manual to document how the website/CMS system works and provide reference material to internal system administrator and content managers.
- 4.12. Analysis & Recommendations – Propose the best web content management tool for use, based on previous experience working with other clients.
- 4.13. Back-end Integration Services - Connection and integration to external services: staff mail office 365.

- 4.14. Resource Centre- A web portal that will be a one stop resource center for information on AACC. This will involve inclusion of among others; Notices, Policies, Resources , Calendar, Podcast, Livestream etc.
- 4.15. Web Analytics Integration – integrate new website/CMS with existing Google web analytics systems to provide accurate reporting on website activity. The vendor may choose to use other web analytics so long as the objective is not lost.
- 4.16. Database Integration – provide a connection between our back-end databases and front-end website. For example, a website visitor could register to receive newsletters and be added to our email database for upcoming events and other information.
- 4.17. Meta-Tags, Keywords, & Page Titles – ensure that each web page has the appropriate page title, keywords, or any other meta-tags that are required. The developer’s team is expected to have Search Engine Optimization (SEO) experts who will choose the right keywords and meta tags, as well as work with AACC web administrators to ensure that within the first six months after the launch, the website is ranked top by these search engines.

5. **INFORMATION CONTENT**

- 5.1. The website portal will be hosted on the domain [http:// www.aacc-ceta.org](http://www.aacc-ceta.org) or any other sub domains that may be deemed necessary.
- 5.2. Information will be provided by the AACC staff, and the contractor will be required to package the information in a user-friendly format.

6. **USER NEEDS ASSESSMENT**

- 6.1. Understand the AACC’s mission, goals & objectives - discussions with relevant staff to be in line with the goals & objectives for the website program.
- 6.2. Develop internal alignment on role of website/CMS and identify any key risks.
- 6.3. Analysis of Current Web Systems & Processes – sessions with staff and management to identify areas for systems & process improvement.
- 6.4. Analyze gaps in capabilities and workflows to determine where automation can drive efficiencies.
- 6.5. Discuss any new systems that should be added and the implications.

7. **DESIRED WEBSITE FEATURES**

The website will have the following characteristics.

- 7.1. An interactive and user friendly website that can allow **users participation** by use of online forums, online feedback forms and online reporting mechanisms.
- 7.2. The website should have a comprehensive **Content Management System(CMS)** to support a variety of users ranging from Administrators to Guests. It should allow the administrator to create user roles and allow the setting up of access rights ranging from entire site to a specific page. Further, it should allow AACC web administrators to update contents freely even with minimal training in ICT skills.

- 7.3. It should provide for flexibility to modify the design when a major event must be published. The design should be flexible to accommodate new/ additional pages which allow for vacancy postings, tenders publications, videos and any other media content.
- 7.4. Design should allow changing the interface templates as and when required.
- 7.5. The website should be based on International standards like Word Press, HTML, etc
- 7.6. Browser Support- develop a website with capacity to be viewed across all browsers. It should be compatible to various browsers including Internet Explorer, Mozilla Firefox, Chrome, Safari, Opera etc having in mind the right screen resolutions
- 7.7. Ability to use RSS feeds should support Web 2.0 based tools such as RSS feeds, Blogs, etc.
- 7.8. It should provide a search module for efficient information retrieval using key words or phrasing that will identify content throughout the site.
- 7.9. The website should allow for creation of/linking to additional subweb pages or links of interest e.g. the Youth Congress Website
- 7.10. Security features: -
 - 7.10.1. The website should incorporate necessary security features against hacking and defacement and provide a proactive defence against malware and other cyber-attacks.
 - 7.10.2. All logins must operate on secure protocols, it should provide support for website security audit.
 - 7.10.3. Provide secure, non-penetrable security platform.
- 7.11. Both files and database should have a backup solution to ensure business continuity as well as data recovery planning.
- 7.12. A website that has capabilities of registering different contacts of all AACC stakeholders.
- 7.13. Ability to integrate with other systems - a website that is able to integrate with other online applications developed in other platforms using the latest available technology.
- 7.14. Downloads and Media Management -A website that will have capacity to allow downloads including documents, images, videos and press release for usage by any interested parties including the media, by creating a link for downloading the items which will be in terms of pdf, video clips that are easily supported by the common browsers.
- 7.15. Search Tool - a database driven website to ensure that it will be visible across the common search engines including google, that will enable users to search contents through a search button.
- 7.16. Website Statistics-The website developed will have web hit counters to enable the web administrators to track traffic to the website.
- 7.17. Data Import and Export- The developed website will have user fed forms and shall ensure that the platform used will enable the site to export and import the form contents into excel, SPSS applications for analysis. Text area fields will also enable export of data to word processing applications.
- 7.18. Scalability and Portability- develop a website that is able to grow and accommodate new changes. The website will be scalable and portable with ease.
- 7.19. Service Feedback- The website shall include an online feedback platform where various programs related issues and topic will be put under online opinion and visitors will be able to send their opinions. These results will be analysed and displayed on the website.
- 7.20. Menu Manager- design and develop well laid, easy to navigate menus, which are robust enough to ensure additions and edits of menus and sub menus by the website administrators.
- 7.21. Online Suggestion Forms and feedback- develop a website incorporating the forums, blogs and discussion boards where members, stakeholders and partners can provide online suggestions and discussions of key topics, development issues and areas of

concern, as well as user feedback forms for those who would want to send information directly to AACC.

8. HOSTING

- 8.1. The vendor is expected to specify the proposed hosting location or provide details of any third-party hosting partner they intend to use.
- 8.2. The vendor should safeguard the website and provide robust security to maintain the site integrity and confidentiality.
- 8.3. Assist the administrator to ensure that the website is listed top on popular Search Engines by us of Search Engine Optimization (SEO) tools. This will improve the page ranking of the website and increase web traffic.
- 8.4. Provide a web presence and integrated solution that offers visitors to AACC website with an intuitive, engaging, and enjoyable online experience.
- 8.5. Guide the AACC through the web hosting needs and security setups/controls to consider with the hosting of the new website
- 8.6. The following should be adhered to with consideration to the hosting.
 - 8.6.1. Be highly reliable with at least 99.5% service up time.
 - 8.6.2. Have adequate disaster recovery facilities
 - 8.6.3. Ensure that security patches are regularly installed in the website and provide proactive defence against malware and other cyber-attacks.
 - 8.6.4. Provide ability to pro-actively monitor and maintain services to maximum server performance and up time
 - 8.6.5. Have optimum load time.
 - 8.6.6. AACC reserves the right to host the portal on any other server. In such a case, the vendor will be required to provide all other services as mentioned in this document on the server as chosen by the AACC.

9. CONTENT MANAGEMENT SYSTEM TRAINING

- 9.1. User Navigation Training for the AACC staff to ensure they are comfortable navigating through the new website.
- 9.2. The CMS should allow non-technical staff (authorized staff) to instantly update web site content on specific pages.
- 9.3. System administrator training to ensure internal system administrator is fully comfortable managing website/CMS system on a day-to-day basis.
- 9.4. Content management training to provide training for content managers who will be adding content to the website on a consistent basis.
- 9.5. Provide simple mechanism for uploading/updating new content, including copy, images, forms, documents, or other materials.
- 9.6. Develop a user-guide for the websites and the CMS, complete with the most common troubleshooting guidelines

10. DESIGN AND LAYOUT

- 10.1. The service provider is expected to develop and present sample designs to the project team.

- 10.2. The designs should be in line with AACC's brand (Corporate colours + fonts) where reference to the current site may be made.
- 10.3. The site should be easy to navigate.
- 10.4. Information should be grouped and presented in a logical manner and require no more than three levels of "drill down" for the user to find the desired information.
- 10.5. Visually appealing where the site must have an attractive mix of text and graphics. A neat, uncluttered look and a user-friendly, easy-to-navigate layout – as may be required by the AACC leadership.
- 10.6. Consistency where the use of flash content, photographs, fonts and layouts should be consistent throughout the site. There should be a common theme where each section of the site should have a common look and feel
- 10.7. The AACC's logo should be prominently displayed on every page as a common header/footer.
- 10.8. Integrate the websites with social media accounts that will be managed by AACC's communication team. This will include facebook, twitter, youtube etc
- 10.9. The process of design and layout should take into account the following:
 - 10.9.1. Collection of data and editing as appropriate.
 - 10.9.2. Review of existing literature or information and compilation of the images
 - 10.9.3. Preparation of data for web delivery using appropriate formats.

11. QUALITY CONTROL OF CONTENT

- 11.1. Review for accuracy and determination of ownership/copyright of all data/information or pictures.
- 11.2. Creation of graphics and navigation designs.
- 11.3. Before any web authoring is undertaken, sample designs and navigation systems shall have to be prepared, reviewed and approved by the AACC General Secretary.

12. ACCEPTANCE

- 12.1. The acceptance by the AACC will be based on clearly defined milestones.
- 12.2. Acceptance will only be sanctioned when the AACC's management have certified that the works are in strict compliance with their defined scope.
- 12.3. Once the website has been completed and accepted, the website design and all of its contents, software and architecture become property of the AACC.

13. SCHEDULE OF WORK

- 13.1. It is expected that the Supply, Installation, Testing and Commissioning of the website will commence in **January, 2020 and end by March, 2020.**
- 13.2. The Service provider is required to submit a phased schedule of works to enable critical activities to proceed with minimal interruptions.
- 13.3. The Service provider is expected to adhere to this schedule or within variations as may be agreed with the AACC's leadership
- 13.4. The service provider must guarantee completion of the redesigning of the website and commissioning within the specified schedule.

- 13.5. Should the service provider fail to complete the redesigning of the website and commissioning within the specified schedule, the AACC may consider cancellation of the contract at no extra cost if the service provider fails to make attempts to remedy the problem within one week of notification.

14. QUALIFICATIONS OF SERVICE PROVIDER

- 14.1. Service provider must be an experienced and reputable firm/individuals with prior experience of designing visually appealing and navigation friendly website.
- 14.2. Service provider must demonstrate websites for organisations of similar stature developed and currently running, including proof of having won the tenders to provide the services.
- 14.3. Have a broad knowledge of the current web development technologies and design tools in the field and new software and other web programming languages and programmes.
- 14.4. Familiarity and relevant experience in using different content management system (CMS).
- 14.5. Demonstrate the ability to create innovative and visually appealing design and guarantee timely delivery of assignment
- 14.6. Ability and readiness to start work immediately. The contract duration is for three months.

15. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- 15.1. A valid Certificate of registration and KRA PIN
- 15.2. Description of three recent jobs that align with the proposed assignment
- 15.3. Company profile illustrating: structure and history of company, and experience
- 15.4. Provide a list of the staff who will be managing the contract which must demonstrate the necessary competencies and professional experience.
- 15.5. Minimum of 3 years' experience developing websites for complex organisations.
- 15.6. Well proven and demonstrated creativity and highly engaging products
- 15.7. Demonstrate capacity for producing the French version of the website
- 15.8. Each proposal must contain a separate cost proposal covering the entire assignment. Prices quoted should be inclusive of all taxes, and delivery costs, must be in Kenya Shillings and shall remain valid for ninety (90) days from the closing date of the tender.

16. SUBMISSION OF BIDS

- 16.1. Each bidder must submit hard copies of their proposal by **25th November, 2020 at 4:00pm (Nairobi, Kenya Time) to the AACC Administration on Bishop Josiah Kibira House, Waiyaki Way - Westlands, Nairobi (2nd Floor Room 5)**; and addressed as below:

THE GENERAL SECRETARY
ALL AFRICA CONFERENCE OF CHURCHES
P.O BOX 14205 – 00800 WESTLANDS,
NAIROBI KENYA