THE CENTER FOR URBAN PEDAGOGY

We're seeking a team to design a new CUP website in time for our 20ᵗʰ anniversary in 2021.

We're looking for a design team with strong communication, Web design, UX design, and development skills, as well as accessibility knowledge. Our ideal team is made up of individuals with:

- An interest in a deeply collaborative process with CUP
- Experience designing, developing, and programming visually-engaging, easy-to-navigate websites
- Knowledge of how and a strong desire to design for digital accessibility for a wide range of audiences
- The ability to work and create an inclusive digital experience
- The ability to create a content management system that addresses CUP's specific needs and can be easily maintained by all staff
- The ability to attend regular in-person meetings in New York City.

About CUP

The Center for Urban Pedagogy (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement, particularly among and in partnership with historically marginalized communities.

CUP's work addresses the needs of communities struggling to navigate of the complex public policies and decision-making processes that impact their lives, from affordable housing to labor rights. By collaborating directly with communities to create accessible and visual explanations on issues important to them, CUP provides individuals with the tools to claim their rights, advocate for their needs, and fight for social justice.

For more information, visit CUP at: http://welcometoCUP.org

THE CENTER FOR URBAN PEDAGOGY

Website Goals

Our goal is to create a website that reflects CUP's visual creativity and playfulness while helping us explain our work and its impact to a broad range of audiences, including designers and community organizations who want to collaborate with us, funders, donors, and other supporters.

We will be celebrating our 20th anniversary in 2021 and would like to launch the new site publicly as early in the new year as we can.

Other factors that are important to us include:

- Compatibility with multiple devices and browsers. We work with a really broad range of people and want to make sure both people with the latest phone and those with older desktop browsers are able to access our work.
- An easy-to-use interface that allows all of our staff members to add content to the site regularly, such as new project pages, news and upcoming events information, new funder/donor information, etc.
- CUP holds many juried selection processes for collaborators each year. We would like to create a way for staff to shape calls and accept applications, and for jury members to review applications through a simple UX form structure.
- Part of our revenue comes from donations and from sales. The website should have a way to sell our products (with Paypal integration or other payment processing) and to accept donations (with Paypal and Salesforce integration)
- Making our site accessible to a wide range of people, including those with disabilities, ie, making a site that meets WCAG AA standard. This includes legibility of content, alt text, aria tags, and more.

- Our work is visual and takes many forms. The site should allow embedded video and the use of many, varied images. We would love to retain the playful quality of our current site and be able to show off the broad range of our work.
- We collaborate with a lot of different people and entities. The website should allow us to show that and to make it easy for people to search through our collaborators.
- We would like to work with a team that can provide support to our team on a contract or hourly fee basis, to troubleshoot or support needs or issues that come up on the site after it is complete.

These are technical things we're thinking about and would like to cover if feasible:
- Integration with:
  - Salesforce (CRM)
  - Mailing list platform
    - We currently use Vertical Response but are open to change
  - Survey or response form platforms
- Platform-wide editing
  - If something appears twice, it can be edited in one place
- Create auto-responses for common interactions such as joining our newsletter or volunteer list, donating to CUP, and/or confirming a purchase
- Site-wide search function

How to Apply

To apply, please email application materials as a single PDF document of no more than 5MB to apply@welcometoCUP.org with the subject line "Website Design."

Your application should include:
- A cover letter detailing your interest in this project and relevant experience
- A team resume

- The names and positions of team members you would expect to work on this
- Samples of past projects. Please include work that shows communication, visual design skills, and programming experience.
- A list of three references with contact information
    - We'll let you know before we reach out to them
- Mention of whether or not you would be open to discussing ongoing technical support once the site is completed and launched, and what your proposed cost structure for that would be
- Proposed project budget
- Proposed timeline, with a clear outline of your proposed process. Please include, at a minimum, the following four milestones and when you would deliver them: provide UX wireframes; visual design direction and outlines; executed back end with showcase of walk through; review of full site.

If you have a standard proposal format you use, please feel free to use it!

Questions?

If you have questions about the proposal, please contact:

Amanda [at] welcometocup.org

Timeline

- Proposals are due on Wednesday, April 13th, 2020 at 12:00 PM Eastern.
- Interviews and a hiring decision will be made in late April/early May.
- Project meetings will begin May.

CUP strongly encourages teams led by and including people of color, women, LGBTQ individuals, people with disabilities, and others who may contribute to the diversification of ideas to apply.