



Canadian Association of Schools of Nursing  
Association canadienne des écoles de sciences infirmières

March 22, 2024

To whom it may concern,

You are invited, by the Canadian Association of Schools of Nursing (CASN), to submit a proposal in response to the CASN Website Redevelopment Project request for proposals (RFP). Proposals are to be submitted in PDF form via email to [comms@casn.ca](mailto:comms@casn.ca) no later than 2:00 p.m. EDT on April 19, 2024.

Proposals should not exceed 25 pages in length, excluding appendices and CVs. Questions are to be submitted via email to [comms@casn.ca](mailto:comms@casn.ca) no later than 5 days prior to the close of the RFP. Answers to questions will be provided in writing no later than 2 days after their receipt. Proposals will be evaluated based on a common set of evaluation criteria set out in the RFP.

CASN reserves the right to not award to any bidder(s) and to negotiate a contract(s) with any provider(s) for related scope and service. All bidders will be informed of the outcome of the evaluation.

Thank you in advance for your interest.

Sincerely,  
Devin

**Devin Crockett**

Managing Director, Communications | Directeur principal, Communications

**Canadian Association of Schools of Nursing**

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## CASN Website Redevelopment Project

### Request for Proposals for a Website Developer

#### Introduction and Project Overview

The Canadian Association of Schools of Nursing (CASN) is seeking the support of an experienced website development company (“Web Developer”) to support the Association in redeveloping its website. All work associated with this project should be completed and invoiced by June 30, 2025.

#### A. Background

CASN’s main website, [www.casn.ca](http://www.casn.ca), is a bilingual (English and French) WordPress site (version 6.4.3) that was developed by [NOVA Networks](#), is hosted by [Impeka](#), and serves as our primary source of information for our member schools, board of directors, the public, and the media. Over 200,000 visitors use the website annually to access news, events, information, and resources.

Since the website was launched in 2014, to support our increasing offering and keep it in line with the evolving needs of our membership, we have contracted 11 third-party service/software providers (see *A.1. Service Providers*) and added 3 supplementary program websites and 5 education resource (“E-resource”) websites (see *A.2. CASN Websites*) to support over a dozen service functions (see *B.1. Service Functions*).

#### A.1. Service Providers

Provider	Services/software/function
<a href="#">D.E. Systems</a>	Registrations and e-commerce software.
<a href="#">NOVA Networks</a>	Website developer and IT service provider.
<a href="#">Impeka</a>	Website developer and host.
<a href="#">eLearnza</a>	Website developer and host.
<a href="#">bepress</a>	Website developer and host.
<a href="#">Lambda Solutions</a>	Online course portal ( <a href="#">Moodle</a> ) software.
<a href="#">Meazure</a>	Online certification exam portal software.
<a href="#">Zoom</a>	Online videoconferencing software.
<a href="#">Microsoft Teams</a>	Online videoconferencing and content management.
<a href="#">Qualtrics</a>	Online survey management and registration software.
<a href="#">Constant Contact</a>	Email marketing software.

## A.2. CASN Websites

Main website	Type	Host	Address	Views/yr	Pages	Est.
CASN website (800 English and 800 French pages)	WordPress v.6.4.3	Impeka	<a href="https://www.casn.ca/">https://www.casn.ca/</a>	204,402	1,600	2014

Program website	Type	Host	Address	Views/yr	Pages	Est.
CASN Accreditation	WordPress	Impeka	<a href="https://accred.casn.ca/">https://accred.casn.ca/</a>	38,000	112	2022
Canadian Nurse Educators Institute (CNEI)	WordPress v.6.4.3	Impeka	<a href="https://cnei-icie.casn.ca/">https://cnei-icie.casn.ca/</a>	182,000	276	2016
QANE-AFI journal	bepress	bepress	<a href="https://qane-afi.casn.ca/">https://qane-afi.casn.ca/</a>	50,000	200	2014

E-resource website	Type	Host	Address	Views/yr	Pages	Est.
Opioid E-resource	HTML	Impeka	<a href="https://ououd.casn.ca/">https://ououd.casn.ca/</a>	20,000	87	2021
Climate-driven disease E-resource	WordPress	eLearnza	<a href="https://vbd.casn.ca/">https://vbd.casn.ca/</a>	6,267	23	2021
Digital Health Infoway	WordPress	eLearnza	<a href="https://digitalhealth.casn.ca/">https://digitalhealth.casn.ca/</a>	90,667	205	2019
NP E-resource	WordPress	eLearnza	<a href="https://nperesource.casn.ca/">https://nperesource.casn.ca/</a>	41,333	694	2017
Public Health	WordPress	Impeka	<a href="https://publichealth.casn.ca/">https://publichealth.casn.ca/</a>	46,000	34	2015

This matrix of independent websites and third-party services/software (see *B.1. Service Functions*) has grown unnecessarily complex, inefficient, costly, and insecure. The main website no longer meets our requirements and needs to be updated to support our long-term goals.

To facilitate enhanced service to our membership as well as improved communication with the public and media, CASN plans to consolidate the matrix under one website, which will also need to be reorganized, redesigned, and enhanced with new functionality to enable CASN to best serve our membership now and in the future.

## A.3. Objective

CASN requires the services of one Web Developer to restructure our current website network to our Future State, as outlined in sections D and E, below. This includes website development and hosting. All content, graphics, branding, and other material will be provided by CASN.

## B. Company Overview

CASN is the national voice for nursing education, research, and scholarship. We represent 95 baccalaureate and graduate nursing programs in Canada. Since 1942, our mission has been to promote

high-quality nursing education in Canada and to advance nursing knowledge in the interest of healthier Canadians. CASN is a voluntary not-for-profit association that is representative of all universities and colleges that offer part, or all, of an undergraduate or graduate degree in nursing. CASN is governed by a 17-member Board of Directors, 15 of whom represent a member institution, 1 of whom is an Indigenous representative, and 1 of whom represents the public. CASN’s Board meets quarterly to review policy and operations and to establish task forces and advisory groups as needed to focus on topics of critical concern. CASN convenes various committees and supports over a dozen nurse educator interest groups. CASN convenes a council meeting annually, providing an opportunity for committees, task forces, and advisory groups to engage directly with the Board of Directors. CASN also provides educational resources, professional development, and networking opportunities to its members.

## B.1. Service Functions

Since 2014, to support our increasing service offering and keep it in line with the evolving needs of our membership, CASN provides over a dozen service functions.

### B.1.1. [casn.ca](#)

The Canadian Association of Schools of Nursing’s main website, [www.casn.ca](http://www.casn.ca), is a bilingual (English and French) WordPress site (version 6.4.3) that was developed by [NOVA Networks](#), is hosted by [Impeka](#), and serves as our primary source of information for our member schools, board of directors, the public, and the media. Over 200,000 visitors use the website annually to access resources, news, events, and information.

- a. In our current situation (“current state”), the site comprises approximately 1,600 pages (800 English and 800 French) of content. In our planned website (“future state”), we will be removing roughly 75% of the outdated content from the site and consolidating the remaining content from the main site and that of our program and e-resource websites.
- b. In our future state, visitors will be able to create an account profile through a user login portal (see *G.3. User Portal*) and register for programs and events, access information, complete surveys, and purchase products (see *G.10. Service Functions Registration* and *G.11. Event Registration*). For one-time purchases, visitors will be able to create a temporary “guest” profile at a non-member rate.
- c. The current state includes a [donation system](#) that was built and is hosted by [eLearnza](#). In the future state this functionality will be replicated (see an example of this at *Example Website: <https://www.aacnnursing.org/foundation/donate>*) and replace the current system. For one-time donations, visitors will be able to create a temporary “guest” profile to complete the donation.

For a full list of *Example Websites* and related items and functionality, see *Appendix A*.

### B.1.2. Membership

CASN represents 95 baccalaureate and graduate nursing programs in Canada. Every year, representatives of each school pay a membership fee to CASN to maintain their member benefits. Their school membership is tied to their nursing program accreditation. For international schools,

membership is not tied to accreditation. The annual membership renewal process occurs in March and is currently managed via an online form and payments managed by [D.E. Systems](#). See *Membership Renewal* under *Appendix C – D.E. Systems – Functions* for more information. Each school represents hundreds of individuals including deans, faculty, and students. These representatives form our primary target audience (“members”) that our future state website will serve (see *C. Website Audience*).

- a. In our future state, website content will be organized by member audience; i.e., Deans/Directors, Faculty, and Students (see an example of this at *Example Website*: <https://www.aacnnursing.org/>)
- b. In our future state, through the *User Portal*, members (i.e., users with member school email addresses) will qualify for exclusive benefits and discount pricing (see *G.4. CASN Membership System* and an example of this at *Example Website*: <https://www.aacnnursing.org/login?returnurl=%2flogin>).

### B.1.3. Accreditation and Evaluation

CASN is the official accrediting agency for university nursing programs in Canada and serves as a member of national and international networks for discussion of issues in higher education and nursing. Nationally, through CASN Accreditation (“Program website 1”: <https://accred.casn.ca/> WordPress site v.6.4.3 hosted by [Impeka](#)), we maintain the national accreditation of our member schools and international accreditation of a growing number of programs. We conduct approximately 20 accreditation reviews annually, and this number is growing. Program website 1 receives approximately 40,000 views annually.

- a. In our future state, the Program website 1 content will be consolidated into the main site which will render the independent Program website 1 obsolete. The program site pages, documents, functionality, and branding will be incorporated into the main site.
- b. In our future state, through the User Portal, representatives from nursing schools seeking accreditation will be able to apply for accreditation and obtain information about their stage in the process. Reviewers will be able to apply to become reviewers and obtain information about upcoming orientation and education sessions and opportunities.
- c. In our future state, users will be able to search a directory for CASN accredited schools (see an example of this at *Example Website*: <https://www.aacnnursing.org/ccne-accreditation/find-accredited-programs>).

CASN also provides certification examinations in three specialties for faculty members. There are examinations twice a year for nurse educators (CCNE), clinical instructors (CCCI), and simulation educators (CCSNE). Currently, these examinations are mixed in with the CNEI. In our future state, the examinations will be pulled out to a new area of the website as an independent program. Those wishing to take the examinations will be able to learn about them, access resources about them, and register. CASN staff may be able to access documentation, send e-mails, and store records in this area. See *B.1.4. Professional Development* for further details.

#### B.1.4. Professional Development

Through the Canadian Nurse Educators Institute (CNEI) (“Program website 2”: <https://cnei-icie.casn.ca/> hosted by [Impeka](#)), CASN contributes to the strength and growth of Canadian nurse educators through high-calibre virtual nurse education courses that members and non-members pay to attend. Registration is hosted by [D.E. Systems](#). The courses are listed on the CNEI website and are accessed by participants through [Moodle](#), which is hosted by [Lambda Solutions](#). Participants attend courses via Zoom meetings. The Moodle site serves as our course portal with permission-based enrollment for students and course instructors, as well as calendar and administration functions and information for participants. Approximately 100 courses are held each year and are attended by 500 to 1,000 participants.

Through CNEI, we also manage a series of certification exams, each leading to a prestigious designation in different areas within nursing education. We hold two exam sittings that are each 2 days long, in January and June/July. Eligible candidates can register and take any of the three exams during the 2-day testing window. Registration and recertification are hosted by [D.E. Systems](#). Participants submit their documentation and pay through a D.E. registration page. During exam sittings, the exams are accessed by participants through an exam portal website hosted by [Meazure](#). Exams are developed through a psychometric service that leads item writing and setting passing standards as well as reviews all exam scores. CASN staff manually verify that registrants qualify based on having taken required modules or by submitting documentation that meets required criteria. Approximately 80 participants take the exams annually.

Program website 2 receives approximately 182,000 views annually.

- a. In our future state, the Program website 2 content will be consolidated into the main site, which will render the independent Program website 2 obsolete. The program site pages, documents, functionality, and branding will be incorporated into the main site.
- b. In our future state, the Moodle course portal and its functionality will be partially integrated into the main page (but not replaced), enabling students and instructors to register for courses through D.E. Systems using their user account (see *Appendix C – D.E. Systems – Integration Options*), which will keep a history of attended courses, including certificates of completion. Users will still interact with the Moodle site to attend courses.
- c. In our future state, registration for certification exams will be fully integrated into the main page, enabling participants to register through D.E. Systems using their user account, which will keep a history of completed exams including certificates of completion. See *Appendix C – D.E. Systems – Integration Options*. Users will still interact with the Meazure site to complete the exams.
- d. **Optional scope item:** In our future state, we would prefer to replace Moodle with comparable website functionality. However, we suspect the service functions are too complex to be replicated (see *New Website Wish List*).
- e. **Optional scope item:** In our future state, we would prefer that virtual (Zoom) events be partially integrated into the site backend for ease of setup and more seamless user experience (see *New Website Wish List*).

### B.1.5. QANE-AFI Journal

*Quality Advancement in Nursing Education - Avancées en formation infirmière (QANE-AFI)* (“Program website 3”: <https://qane-afi.casn.ca/> bepress publication site) is a bilingual double-blind peer-reviewed journal that CASN established in 2014. *QANE-AFI* articles are downloaded over 50,000 times per year by 2,000+ institutions from 185 countries. The journal is published three times per year with a biennial special edition. The website is an open-access [Digital Commons Network](#) site that allows only for limited content or customization and for users to submit and download articles.

- a. In our future state, the Program website 3 content will be partially integrated into the main website by feeding displays of the journal metadata on the main website. See *Appendix B – QANE-AFI Website Integration Options* for more information.
- b. **Optional scope item:** In our future state, we would prefer that the Program website 3 content be fully integrated, which would render the independent Program website 3 obsolete. However, due to bepress’s proprietary nature, this likely cannot be accomplished by the Web Developer (see *New Website Wish List*).

### B.1.6. Education Resources

CASN actively seeks grant funding to launch initiatives of special interest to nurse educators at member schools. Through funded projects, CASN provides deans, nurse educators, and students with resources that help support high-quality nursing education. These resources include frameworks, competencies, reports, [textbooks](#), and resource websites. Many of our resources are available for free through our websites, or at discounted rates for member school representatives (e.g., deans, faculty, students).

Since 2014, CASN has produced and maintained 5 publicly funded electronic education resources websites (“E-resource websites”; see *A.2. CASN Websites*) that provide users with interactive activities that highlight national, evidence-informed, consensus-based guidelines on various nursing topics.

E-resource website	Type	Host	Address	Views/yr	Pages	Est.
Opioid E-resource	HTML	Impeka	<a href="https://ououd.casn.ca/">https://ououd.casn.ca/</a>	20,000	87	2021
Climate-driven disease E-resource	WordPress	eLearnza	<a href="https://vbd.casn.ca/">https://vbd.casn.ca/</a>	6,267	23	2021
Digital Health Infoway	WordPress	eLearnza	<a href="https://digitalhealth.casn.ca/">https://digitalhealth.casn.ca/</a>	90,667	205	2019
NP E-resource	WordPress	eLearnza	<a href="https://nperesource.casn.ca/">https://nperesource.casn.ca/</a>	41,333	694	2017
Public Health	WordPress	Impeka	<a href="https://publichealth.casn.ca/">https://publichealth.casn.ca/</a>	46,000	34	2015

- a. In our future state, the content and functionality from the 5 E-resource websites will be consolidated under a new CASN learning management system (LMS) (see *G.1. Learning Management System* for more info) accessible to users through their website accounts. This LMS will render the 5 independent E-resource websites obsolete.



### B.1.7. Events

Member professional development is a high priority for CASN as evidenced by the many national meetings, [council meeting](#), [conferences](#), forums, and webinars hosted every year. Registration for the majority of CASN's events is hosted by [D.E. Systems](#). See *Registration System* under *Appendix C – D.E. Systems – Functions* for more information.

CASN hosts a biennial [Canadian Nursing Education Conference](#) in May where representatives from the nurse educator community gather to share innovative and creative research from across Canada and globally. This conference is attended by hundreds of members and non-members who pay a registration fee to attend. Registration and presentation abstract submissions are hosted by [D.E. Systems](#). See *Abstract System* under *Appendix C – D.E. Systems – Functions* for more information.

Our annual [Council Meeting](#) provides an opportunity for academic nursing leaders and faculty from schools across Canada to meet and discuss nursing education challenges, impacts, and innovative solutions. This event is attended by hundreds of members who pay a registration fee to attend. Registration is hosted by [D.E. Systems](#).

CASN also offers a free [Lunch and Learn series](#) hosted by the Research and Scholarship Committee designed to encourage scholarship and bring faculty members together during to share their work and to network.

We host over a dozen free webinars and forums throughout the year (see *G.11. Event Registration*). These events are each attended by dozens to hundreds of members and non-members. Registration for free events is managed through [Qualtrics](#). Participants attend virtual events via Zoom meetings.

- a. In our future state, user registration for events will be partially integrated (see *G.5. Event Management System*) through the User Portal by integrating D.E. Systems' service functions. See *Appendix C – D.E. Systems – Integration Options*.
- b. **Optional scope item:** In our future state, we would prefer virtual (Zoom) events to be partially integrated into the backend for ease of setup and more seamless user experience (see *New Website Wish List*).

### B.1.8. Surveys

CASN uses [Qualtrics](#) in order to conduct a variety of surveys, polls, and questionnaires throughout the year, including a national [Registered Nurses Education in Canada Statistics](#) survey, an Indigenous faculty/student survey, submissions, reports, event evaluations, and nominations for CASN-related elections.

- a. In our future state, Qualtrics will be partially integrated into the main website to enable users to complete surveys, polls, and questionnaires from their user account. Users will still interact with the Qualtrics site to enter responses.

- b. **Optional scope item:** In our future state, we would prefer surveys to be fully integrated (see *G.6. Surveying*), rendering Qualtrics obsolete for this service function. However, we suspect the service functions are too advanced to be replicated/replaced (see *New Website Wish List*).

#### B.1.9. Email Marketing

CASN maintains an email database through [Constant Contact](#) and uses the email marketing services to communicate with our 5,000+ subscribers, providing them with the latest news and resources. This includes our monthly newsletters. Users can sign up to join the newsletter via a [Constant Contact HTML form](#) on the main website.

- a. **Optional scope item:** In our future state, we would prefer that Constant Contact be partially integrated into the User Portal to enable users to manage their email marketing subscriptions (see *G.8. Email Marketing*) (see *New Website Wish List*).

### C. Website Audience

CASN's website audience includes a wide variety of nursing education professionals and decision-makers in the field, including deans, directors, nursing faculty, nursing leaders, students, and policymakers. Our target audience for the website can be divided into two groups: members (i.e., representatives of member schools) and non-members (i.e., those who are not representatives of member schools).

#### C.1. Members

Members can be broken down into three member-school representative groups: Deans/Directors, Faculty, and Students. In our current state, we do not effectively distinguish content for these member sub-audiences.

- a. In our future state, content will be organized by sub-audience (Deans/Directors, Faculty, Students) to streamline user navigation and improve overall user experience.
- b. In our future state, all visitors (members and non-members) will be able to create an account through the User Portal and register for programs and events, access information, complete surveys, and purchase products.
- c. In our future state, members with member school email addresses will be able to further customize their experience and qualify for exclusive benefits and discount pricing.
  - Once users are qualified as members by matching their email extension against our list of pre-qualified member school email extensions, they will qualify for exclusive member benefits and pricing.

#### C.2. Non-members

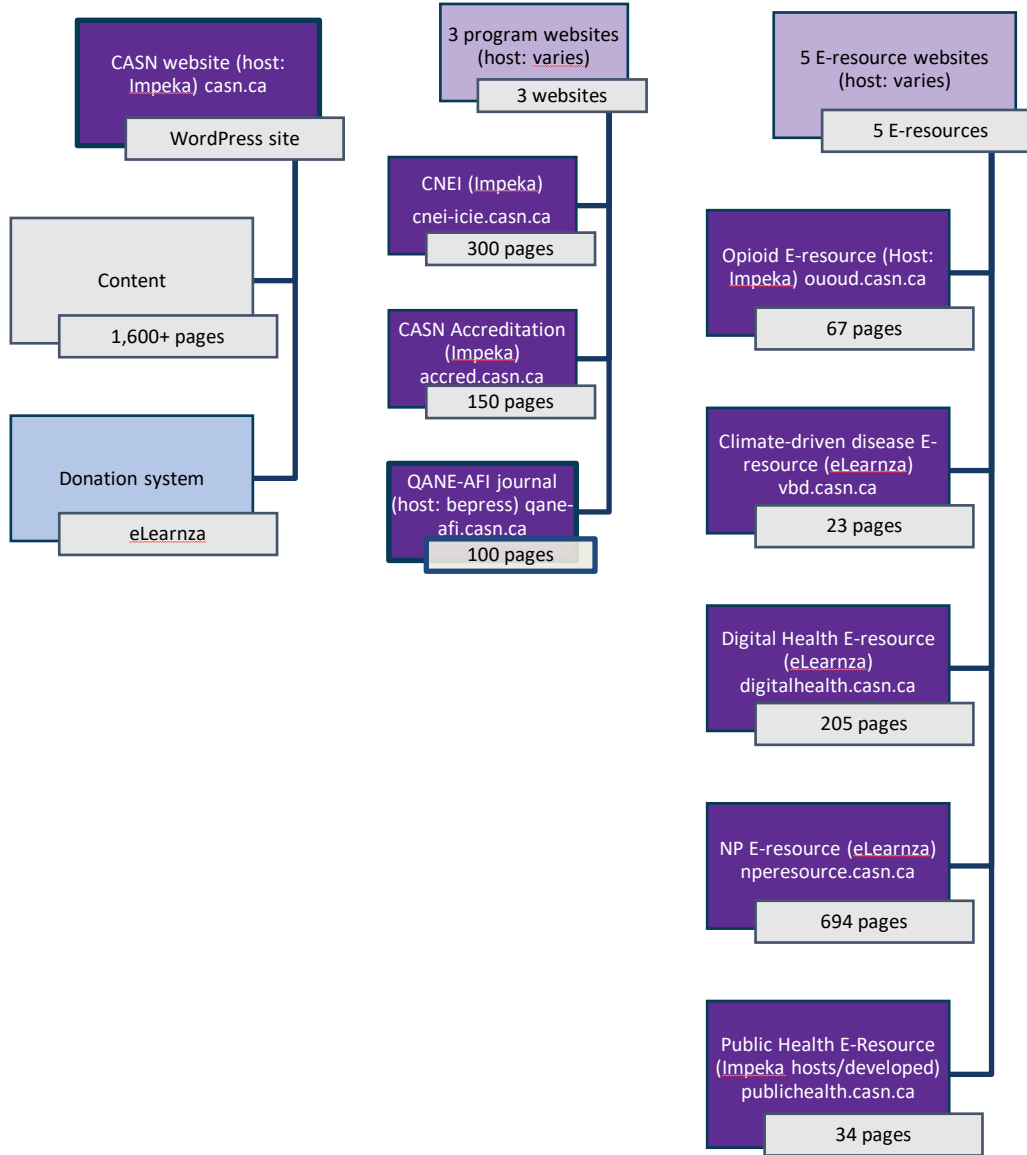
Non-members include all other user categories, such as non-member school representatives, event sponsors, the media, and the public. In our future state, non-members will also be able to log into the email-based portal, but they will not qualify for any benefits or discounts.

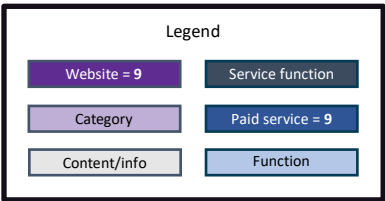
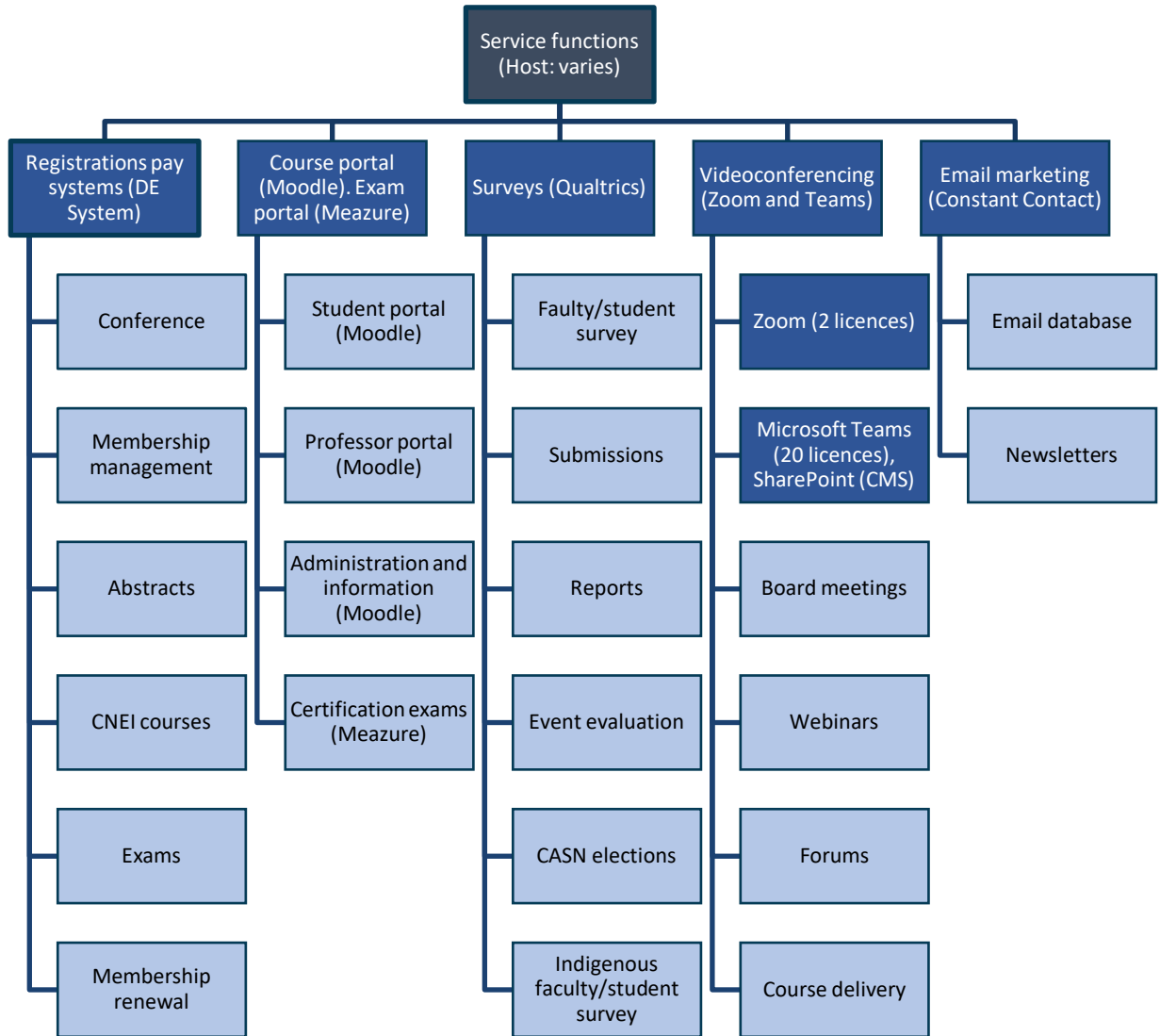
- a. In our future state, all visitors (including non-members) will be able to create an account through the User Portal and register for programs and events and purchase products.
- b. In our future state, for one-time purchases, visitors will be able to create a temporary “guest” profile at a non-member rate.

## Current Website

CASN.ca operates through a bilingual (English and French) WordPress website that was originally established in 2014 by [NOVA Networks](#) and is currently hosted by [Impeka](#). Since then, the site has accumulated over 1,600 pages (800 English and 800 French) and posts. The WordPress version is 6.4.3., and it uses plugins to support some old code that is deprecated, meaning it is obsolete and is losing the support of its themes and plugins and WordPress itself. Please see the *D. Current State Diagram* below for a visual representation of the current matrix of independent websites and service functions.

## D. Current State Diagram





## New Website Objectives

In our future state, we endeavour to streamline the user experience by centralizing and consolidating, as much as possible, our current state under one website experience. Outdated content will be removed in this process, and the remaining content will be organized by audience. The content will be made accessible and search-engine-optimized and remain current through automated archiving of expired content. The website will be redesigned and enhanced with embedded service functions and security to enable us to best serve our members and improve communication with non-members. Please see the *F. Future State* diagram for a visual representation of the planned consolidation of the current state websites and service functions (see *D. Current State* diagrams).

### E. Future State Objectives and Scope of Work

In our future state, we anticipate the Contractor will accomplish all, or a majority of, the following objectives, with the overall goals of improved overall user experience and enhanced security.

#### E.1. Consolidate and Enhance Website Content

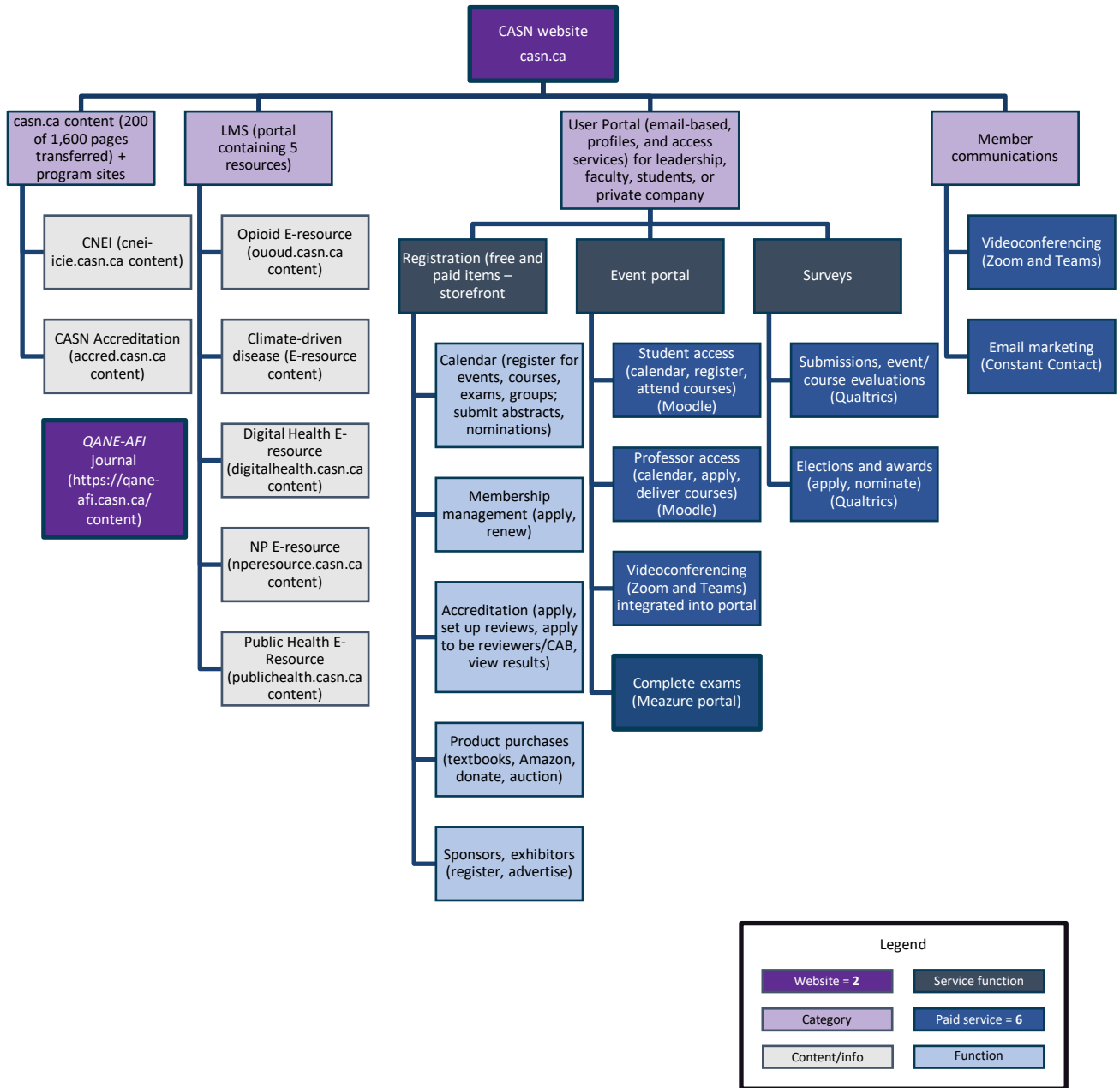
- 1.1. Consolidate the content, functionality, and branding from Program websites 1 and 2 under casn.ca:
  - a. CASN Accreditation: <https://accred.casn.ca/> 112 pages
  - b. CNEI: <https://cnei-icie.casn.ca/> 276 pages
- 1.2. Consolidate the content and replicate the functionality from the 5 E-resource websites under a new CASN LMS (see *G.1. Learning Management System*) under casn.ca:
  - a. Opioid E-resource: <https://ououd.casn.ca/> 87 pages
  - b. Climate-driven disease E-resource: <https://vbd.casn.ca/> 23 pages
  - c. Digital Health Infoway: <https://digitalhealth.casn.ca/> 205 pages
  - d. NP e-Resource: <https://nperesource.casn.ca/> 694 pages
  - e. Public Health: <https://publichealth.casn.ca/> 34 pages
- 1.3. Optimize the (casn.ca) main website content (see *G.2. Content Management System*):
  - a. Remove outdated pages and implement automation to ensure outdated information is archived once it is no longer current.
  - b. Reduce the main website content from 1,600 pages (800 English and 800 French) to 200 pages. A list of outdated content (i.e., 1,400 pages) will be provided to the Web Developer. Current content (i.e., 200 pages) will be copied into the new site.
  - c. Improve accessibility and optimize all content for search engines and mobile access.
  - d. Ensure there is a linked English and French version of each webpage.

#### E.2. Streamline and Improve Overall User Experience

- 2.1. Update webpage layout and streamline user navigation. Organize content by sub-audience (Deans/Directors, Faculty, Students).
- 2.2. Enable users to create a secure account and log into a User Portal (see *G.3. User Portal*) and personalize their experience by enabling them to:
  - a. Create and manage their profile:
    - o Qualify as “members” for benefits via member school email address extension.

- “Non-members” can also register for a login subject to additional costs/restrictions.
- Identify themselves and their preferences, via form fields/qualifiers such as:
  - School (or organization)
  - Title
  - Education
  - Interests (e.g., simulation, clinical, anti-racism)
  - Language preferences
- b. Manage their registrations for service functions and events (see *G.10. Service Functions Registration* and *G.11. Events Registration*).
- c. Register for events (free and paid), submit abstracts, join interest groups/committees/task forces, apply for awards, and submit nominations for elections (see *G.5. Event Management System*).
- d. Purchase products and/or pay for event registration or sponsorship, courses, donations, events, advertising on the website or in the newsletter, etc. (see *G.9. Third-Party Advertising*).
- e. View individual history of events, courses, exams, etc., and download completion certificates (as applicable).
- f. For potential certification exam candidates, obtain information about upcoming examinations, submit their application and pay for the services, and receive results, as well as submit renewal documentation and pay for the process.
- g. For Board of Director members (to be verified by CASN), access information, calendars, and meetings and participate during elections, motions, etc.
- h. For committee or interest group members (to be verified by CASN), access information, calendars, and meetings.
- i. For member school administrative representatives (to be verified by CASN), manage their annual school membership with CASN through the User Portal (see *G.4. CASN Membership System*).
- j. For member school representatives, initiate their CASN accreditation—e.g., apply for CASN accreditation, check on the stage of their process, submit documentation, and receive information.
- k. For accreditation reviewers, register with CASN Accreditation and obtain information about upcoming orientation and educational opportunities.
- 2.3. For one-time purchases, visitors will be able to create a temporary “guest” profile at a non-member rate.
- 2.4. Ensure that the site is compliant with the Accessibility for Ontarians with Disabilities Act (AODA) and is accessible for people with disabilities and compliant with [legislation](#).

## F. Future State Diagram





# New Website Functionality Requirements

## G. Functionality Requirements

To achieve our future state website objectives, the Contractor will implement new functionality that will consolidate the dozen independent service functions current supported by third-party service providers (see *A.1. Service Providers*) as well consolidate the content from our 3 independent program websites and 5 independent E-resource websites. Please see the *F. Future State* diagram for a visual representation of the planned consolidation of the *D. Current State* websites and service functions. Please note: CASN is open to suggestions for more efficient or cost-effective solutions.

### G.1. Learning Management System (LMS)

- 1.1. Consolidate the content and all functionality from the 5 E-resource websites under a new LMS accessible to users through [casn.ca](https://casn.ca):
  - a. Opioid E-resource: <https://ououd.casn.ca/> 87 pages
  - b. Climate-driven disease E-resource: <https://vbd.casn.ca/> 23 pages
  - c. Digital Health Infoway: <https://digitalhealth.casn.ca/> 205 pages
  - d. NP e-Resource: <https://nperesource.casn.ca/> 694 pages
  - e. Public Health: <https://publichealth.casn.ca/> 34 pages
- 1.2. Content can be managed by the CASN staff through an LMS administrative portal. Content will be organized by E-resource.
- 1.3. Ensure original functionality for each E-resource will be maintained when consolidated into the LMS, including any existing evaluation, reporting, analytics, progress saving, and certificates for module completion, etc. Ensure the E-resources will operate the same in the LMS as they did as independent sites.

### G.2. Content Management System (CMS)

- 2.1. Consolidate the content and all functionality from the program websites under [casn.ca](https://casn.ca):
  - a. CASN Accreditation: <https://accred.casn.ca/> 112 pages
  - b. CNEI: <https://cnei-icie.casn.ca/> 276 pages
- 2.2. Enable the new website to be easily managed by the CASN admin staff through a CMS administrative portal (e.g., WordPress, Joomla, custom). Allow content to be easily organized, filtered, and displayed to users by sub-audience (Deans/Directors, Faculty, Students).
- 2.3. Ensure content from the consolidated Program websites 1 (<https://accred.casn.ca/>) and 2 (<https://cnei-icie.casn.ca/>) is effectively integrated as programs under [casn.ca](https://casn.ca).
- 2.4. **Accreditation directory:** Add a searchable directory for CASN accredited schools (see an example of this at *Example Website*: <https://www.aacnnursing.org/ccne-accreditation/find-accredited-programs>). The list of schools will be provided to the Web Developer.
- 2.5. Support the improvement of content accessibility and ensure content is optimized for search engines and mobile access.
- 2.6. **Accreditation admin:** Enable CASN staff and members to obtain information about accreditation, manage their CASN accreditation applications, and obtain information about where they are in the process. Enable reviewers to register with CASN Accreditation and obtain information about upcoming orientation and educational opportunities.

- 2.7. **CNEI course portal:** Partially integrate the Moodle course portal and its functionality into the main website, enabling students and instructors to register through D.E. Systems using their website account (see *Appendix C – D.E. Systems – Integration Options*), view course history, and download completion certificates. Enable CASN staff to modify user profiles in the site backend to indicate completed exams and pre-qualified users. Users will still interact with the Moodle site to attend courses.
- 2.8. **Certification examinations:** Through the User Portal, enable potential candidates to obtain information about upcoming examinations, register and recertify and pay for the exams, view exam history, and download completion certificates. Enable CASN staff to modify user profiles in the site backend to indicate completed exams and pre-qualified users.
- 2.9. Implement automation to ensure outdated information is archived once it is no longer current. For example, select webpages will have expiry dates set when they are published and will automatically archive. Enable CASN staff to filter pages by expiry date and republish archived pages as needed.
- 2.10. Enable CASN staff to create linked English and French content pages that a user can easily toggle between through the main website.
- 2.11. Add replacement donation system functionality to replace the current [donation system](#). For one-time donations, enable visitors to create a temporary “guest” profile to complete the donation.
- 2.12. Add an updated article-based highlights slider to the home page that can be easily updated through the admin portal.
- 2.13. Add a scrolling member logos (see *Example Website: <https://www.psych.on.ca/>*) and testimonials section (see *Example Website: <https://www.cna-aiic.ca/en/home>* ‘What our members say’) to the home page.
- 2.14. Add a buildable forms plugin in the backend that enables CASN staff to build, publish, and manage forms as needed.

### G.3. User Portal

- 3.1. Add a secure (e.g., 2-factor authentication, secure payments) email login-based User Portal that will enable users to personalize their experience (see *E.2.2 Future State Objectives*).
- 3.2. For one-time purchases, enable visitors to create a temporary “guest” profile at a non-member rate.
- 3.3. Add an email login prequalification system that checks new user email extensions against a master list of member school emails and grants users with “member” or “non-member” login status.
  - a. CASN will provide the master list to the Web Developer.
  - b. Ensure CASN staff can manage the list through the website backend.
- 3.4. CASN staff will be able to filter users by the qualifiers from their profiles and contact them via email.
  - a. CASN will provide the list of qualifiers to the Web Developer; e.g., users with an interest in simulation, users from same schools, users with similar language preferences.
  - b. Ensure CASN staff can manage the list through the website backend.
- 3.5. Recommend (a) method(s) of communication within the User Portal such that CASN staff can communicate with users, verified Board of Director members, and interest group

members to provide information, calendars, and meetings. Implement the method of communication as selected and approved by CASN

#### G.4. CASN Membership System

4.1. Add a system that will enable select school administrative representatives to register for or renew/pay for their annual membership with CASN through the User Portal.

#### G.5. Event Management System

5.1. Add a calendar-based system that will enable CASN staff to create/manage events (virtual and in-person) that users can interact with (e.g., register, pay, submit abstracts, sponsor).

5.2. **Abstract management system:** Add a system that will enable event participants to submit conference full submission presentation abstracts and enable CASN staff to evaluate, grade, and communicate with the submitters (see *G.10. Events Registration*).

#### G.6. Surveying

6.1 Partially integrate Qualtrics functionality that will enable users to respond to surveys, polls, and questionnaires through the main website from their user account. Users will still interact with the Qualtrics site to enter responses. Results from the surveys will be accessible by the staff through Qualtrics.

#### G.7. Storefront

7.1 Add an e-commerce storefront that will enable users to register and pay for events, product purchases, etc. (see *G.9. Service Functions Registration* and *G.10. Events Registration* below). For one-time purchases, enable visitors to create a temporary “guest” profile at a non-member rate.

#### G.8. Third-Party Advertising

8.1 Enable CASN staff to add and manage paid advertising; website or newsletter banners and articles; and job postings (see *G.9. Paid Advertising* and *Career Centre*) to the site and provide reports on analytics to third-party advertisers.

#### G.9. Service Functions Registration

Service function	Cost	Frequency	Current state	Users/year	Host
<a href="#">CASN Membership</a>	\$	Annual	Email	95 schools	Internal
<a href="#">CASN Accreditation</a> membership <a href="https://accred.casn.ca/">https://accred.casn.ca/</a> (hosted by <a href="#">Impeka</a> )	\$	5-7 years	Email	15–20 schools	Internal
<a href="#">CASN Accreditation</a> Reviews	\$	Monthly	Email	15–20 schools	Internal
<a href="#">CASN Accreditation</a> Reviewer roster, apply to be a reviewer	Free	Annual	<a href="#">Form</a> /email	120 reviewers	Internal
<a href="#">Career Centre</a> Post a job ad	\$	Monthly	Email	50 posts	Internal
<a href="#">Paid advertising</a> Post an ad on the website or in the newsletter	\$	Monthly	Email	20–30 posts	Internal

Service function	Cost	Frequency	Current state	Users/year	Host
Interest groups – join a group	\$	Annual	Email	300 members	Internal
CASN committees – join a committee	Free	Annual	Email	27 committees	Internal
Awards, grants elections, competitions	Free	Annual	Email	Hundreds	Internal
Purchase Products	\$	Daily	\$-purchase PDFs via <a href="#">D.E. Systems</a> ; purchase <a href="#">3 textbooks</a> via Amazon.ca	Hundreds	<a href="#">D.E. Systems</a> (PDF purchases); Amazon.ca (textbooks).
Download journals from bepress website: <a href="https://qane-afi.casn.ca/">https://qane-afi.casn.ca/</a>	Free	Daily	bepress website	50,000	<a href="#">bepress</a>
Access integrated LMS content from 5 E-resource websites: 1. <a href="https://ououd.casn.ca/">https://ououd.casn.ca/</a> ( <a href="#">Impeka</a> ) 2. <a href="https://vbd.casn.ca/">https://vbd.casn.ca/</a> ( <a href="#">eLearnza</a> ) 3. <a href="https://digitalhealth.casn.ca/">https://digitalhealth.casn.ca/</a> ( <a href="#">eLearnza</a> ) 4. <a href="https://nperesource.casn.ca/">https://nperesource.casn.ca/</a> ( <a href="#">eLearnza</a> ) 5. <a href="https://publichealth.casn.ca/">https://publichealth.casn.ca/</a> ( <a href="#">Impeka</a> )	Free	Daily	5 websites hosted by 2 companies	200,000+	<a href="#">Impeka</a> (2 sites) <a href="#">eLearnza</a> (3 sites)

## G.10. Event Registration

Event registration	Cost	Frequency	Current state	Users/year	Host
Conference <ul style="list-style-type: none"> <li>• Submit abstracts.</li> <li>• Partner, sponsor, exhibitors/booths.</li> </ul>	\$	Biennial (in-person)	\$-register via <a href="#">D.E. Systems</a>	200–400 abstracts/ attendees; 10–20 exhibitors	<a href="#">D.E. Systems</a> (register)
Council (AGM)	\$	Annual (in-person)	\$-register via <a href="#">D.E. Systems</a>	200 attendees	<a href="#">D.E. Systems</a> (register)
Courses (listed on CNEI website <a href="https://cnei-icie.casn.ca/">https://cnei-icie.casn.ca/</a> hosted by <a href="#">Impeka</a> )	\$	Monthly (online); 100 courses annually	\$-register via <a href="#">D.E. Systems</a> Calendar via <a href="#">Moodle (Lambda)</a> ; attend via Zoom	500–1,000 participants	<a href="#">D.E. Systems</a> (register)

Event registration	Cost	Frequency	Current state	Users/year	Host
Certification exams (listed on CNEI website <a href="https://cnei-icie.casn.ca/">https://cnei-icie.casn.ca/</a> hosted by <a href="#">Impeka</a> ) registration and recertification	\$	Biannual (2 days in January and June/July)	\$-register via <a href="#">D.E. Systems</a> (member and non-member rates); attend via <a href="#">Meazure</a> portal	80 participants	<a href="#">D.E. Systems</a> (register); <a href="#">Meazure</a> (attend)
Webinars, forums, meetings	Free	Bi-monthly; 5–10 annually	For free events, register via <a href="#">Qualtrics</a> ; attend via Zoom	500–1,000 participants	<a href="#">Qualtrics</a> (register)
Surveys	Free	2–5 annually, and ad hoc.	<a href="#">Qualtrics</a>	500–1,000 participants	<a href="#">Qualtrics</a>
Faculty/Student Survey	Free	Annually	Fluid Review	100 participants	Fluid Review

## New Website Wish List

The following elements are optional as they are likely not possible due to technical limitations. They therefore do not need to be included in the proposed scope of the bidder’s proposal. Bidders that include proposed solutions to these elements will be rated more favourably.

- B.1.9. In our future state, we would prefer that Constant Contact be partially integrated into the User Portal to enable users to manage their email marketing subscription preferences via an interface with Constant Contact (see *G.8. Email Marketing*).
- B.1.8. In our future state, we would prefer surveys to be fully integrated (see *G.6. Surveying*), rendering Qualtrics obsolete for this service function. However, we suspect the service functions are too advanced to be replicated/replaced.
- B.1.4.d. In our future state, we would prefer to replace the Moodle course portal and service with comparable website functionality. However, we suspect the service functions are too complex to be replicated.
- B.1.4.e. In our future state, we would prefer that virtual (Zoom) events be partially integrated into the site backend for ease of setup and a more seamless user experience. CASN staff would be able to create and manage virtual events, and users would be able to attend them within the main website.
- B.1.5. In our future state, we would prefer that the *QANE-AFI* bepress website content (Program website 3 <https://qane-afi.casn.ca/>) be fully integrated, which would render the independent Program website 3 obsolete. However, due to bepress’s proprietary nature, this likely cannot be accomplished by the Web Developer.

## E-commerce Details

There are several future state website functions that require users to be able to complete electronic commercial transactions with CASN e.g. registration for events, courses, exams, membership, accreditation, interest groups, and purchasing textbooks both pdf and print-on-demand. We will require a secure online storefront that will enable users to register and pay for events and products and make donations (see *G.9. Service Functions Registration* and *G.10. Events Registration* for a complete list).

We will require an e-commerce site that is easy to navigate with a seamless checkout process and that creates a stress-free shopping experience for our members and customers. The online security must follow information security best practices (e.g., [Payment Card Industry Security Standards Council](#), [Get Cyber Safe](#)) and protect CASN's private information. The security must be compatible with Chase Paymentech.

## Website RFP and Project Timelines

- RFP issue date: March 22, 2024
- Proposal deadline: April 19, 2024
- Date of award: April 26, 2024\*
- Project start date: May 1, 2024
- Project end date: June 30, 2025

\*Please note:

1. All website consolidation and content enhancement migration work (D.1.) should be completed and invoiced by June 30, 2024, with additional development to be completed by June 30, 2025.
2. CASN reserves the right to not award to any bidder(s) and to negotiate a contract(s) with any provider(s) for this or related scope and service. All bidders will be informed of the outcome of the evaluation.

## Website Budget Details

### H. Development Budget

The budget for the CASN Website Redevelopment Project is set at a range of C\$50,000 to C\$100,000, including design, development, and testing costs. Please provide a detailed breakdown of the budget, specifying the allocation of funds for each phase. Please note that C\$50,000 of the budget must be invoiced by June 30, 2024, and the remaining C\$50,000 will be invoiced before June 30, 2025.

When preparing their proposals to support this project, bidders should consider that CASN is registered not-for-profit association that operates on a cost-recovery basis.

## I. Hosting Budget

The redeveloped casn.ca website will require hosting from a provider. CASN welcomes proposals from interested Web Developers for responsibility and cost of hosting the new main website cost for 1 year with an option to renew the agreement for an additional year. This is an optional scope item and budget that is separate from the website development budget.

## Proposal Requirements

CASN would prefer proposals to be no more than 25 pages in length not including appendices and CVs.

## J. Proposal Evaluation Criteria

Bidders' proposals must include the following:

1. Descriptions of all the services that are essential to the project.
2. A detailed schedule and proposed budget.
3. Plans that fulfill the New Website Objectives and New Website Functionality Requirements listed in the RFP.
4. Quote and payment terms within the parameters of the RFP budget.
5. Case studies demonstrating experience with projects similar in scope to CASN's Website Development Project in the last 5 years with related references that can be contacted to verify project experience and work conducted.

Bidders should include the following:

6. Company profile.
7. Profile and experience of the person(s) that will work on the project.
8. Full costing breakdown with minimal combined budget items.
9. Project flow, steps, and methodology that the web developer will employ for the project.
10. Descriptions of at least 3 projects case studies in the last 5 years that demonstrate:
  - a. Experience working with similar customers, e.g. non-profits, associations.
  - b. Provision of similar paid web developer services and technical skills.
  - c. Understanding of technical issues.
11. Demonstrated understanding of the requirements and addresses issues effectively.
12. Demonstrated experience implementing the following website functionality:
  - a. Learning Management System (LMS)
  - b. Content Management System (CMS)
  - c. User Portal
  - d. Event Management System
  - e. Surveying System
  - f. Storefront
  - g. Third-Party Advertising
13. Plans that fulfill the wish list requirements listed in the RFP.

## Appendix A – Example Websites

Example website	Address	Related item/functionality
American Association of Colleges of Nursing	<a href="https://www.aacnnursing.org/foundation/donate">https://www.aacnnursing.org/foundation/donate</a>	Donation system
American Association of Colleges of Nursing	<a href="https://www.aacnnursing.org/">https://www.aacnnursing.org/</a>	Content organized by sub-audience (Deans, Faculty, Students)
American Association of Colleges of Nursing	<a href="https://www.aacnnursing.org/ccne-accreditation/find-accredited-programs">https://www.aacnnursing.org/ccne-accreditation/find-accredited-programs</a>	Searchable accredited schools directory
American Association of Colleges of Nursing	<a href="https://www.aacnnursing.org/login?returnurl=%2flogin">https://www.aacnnursing.org/login?returnurl=%2flogin</a>	User login and dashboard
Ontario Psychological Association	<a href="https://www.psych.on.ca/">https://www.psych.on.ca/</a>	Scrolling member logos and testimonials section
Canadian Nurses Association	<a href="https://www.cna-aiic.ca/en/home">https://www.cna-aiic.ca/en/home</a>	What our members say
Inorbital	<a href="https://www.inorbital.com/">https://www.inorbital.com/</a>	Success stories



## Appendix B – QANE-AFI Website Integration Options

Elsevier Digital Commons (DC) Consulting Services has outlined three main tools available to effectively feed displays of *QANE-AFI* journal metadata from the *QANE-AFI* bepress website (Program website 3: <https://qane-afi.casn.ca/>) on CASN's main (institutional) website.

The tools would allow for the display to update on a periodic time schedule. The feed options will not include full text files; those will remain on the *QANE-AFI* bepress site.

### 1. RSS Feed

An RSS feed can be set up on CASN's main website.

Example:

- Institutional site: <https://oringtonhistoricalsociety.com/special-collections/>
- DC site: [https://digitalmaine.com/orrington\\_books/](https://digitalmaine.com/orrington_books/)

### 2. DC Outbound API

A DC Outbound API is available. Utilizing the API requires some technical know-how. Future versions of the API may allow others in the community who are not as tech-oriented to access the API more easily for additional use cases.

Example:

- Institutionnel site: <https://library.ucf.edu/textbook-affordability/etextbooks/>
- DC site: <https://stars.library.ucf.edu/etextbooks/>

### 3. QANE-AFI DC OAI XML

Using *QANE-AFI* DC OAI XML can display *QANE-AFI* metadata on CASN's main site.

Elsevier has offered to go into more specifics when there is a clearer idea of what the Web Developer prescribes as the best tool for the content display purposes.

# Appendix C – D.E. Systems

## Functions

### Registration System (General) – D.E. Functionality

- Users can easily toggle between English and French.
- D.E. does not take a percentage/fee for each registration.
- There are no limits on the number of registrations.
- Customer payments work with our payment gateway (Chase Paymentech).
- Discount codes – also enable a controlled limit on number of discount codes.
- CASN staff can manually register people from the backend.
- A deadline for registration to close can be set.
- CASN staff can manually register (e.g., groups) and send invoices.
- CASN staff can search for people to register.
- Registered customers can be filtered by columns.
- CASN staff can easily issue refunds/partial refunds.
- Credit card payments are easily reconciled by CASN staff.

We would like more access to the backend to customize as we currently have limited access with D.E.

### Membership Renewal

Membership renewal is not tied to an individual. Currently, we send the membership renewal link to the Deans/Directors and their admin or finance staff. They decide on their own who completes the renewal.

- D.E. creates an automated invoice or invoice paid and can send it to people on the membership list.
- D.E. sends an automated email for membership renewal that CASN staff can customize once members have renewed and paid.
- D.E. calculates the number of students and the applicable member category, pro-rating full-time equivalent for part-time.
- D.E. calculates the total amount due based on member category and if a donor to the Pat Griffin Fund.
- Users can choose to pay by credit card or cheque or electronic funds transfer.
- CASN staff can download lists into Excel.

### Abstract System

- The D.E. submission form offers several open text fields.
- The D.E. form offers several multiple-choice fields (sub-theme, type of presentation).
- Users can enter multiple authors and presenters and are prompted to add more if needed.

- The D.E. form uses branching (if/then logic); e.g., if a user is submitting a poster, D.E. will ask if they want to submit a poster application.
- CASN staff can add manual backend submissions after submissions have closed.
- D.E. sends an automated email to the primary author saying that their submission was received, and CASN staff can customize the email.
- CASN staff can download lists into Excel.
- CASN staff can input reviewers and assign each abstract to two reviewers. Reviewers cannot see the author(s) or presentation information, and author(s) cannot see reviewers.
- The review system offers 7 criteria for reviewers to grade from 1 to 5 for each criterion, then automatically calculates an average score.
- CASN staff can open an abstract and see which reviewers are assigned to it and whether it has been graded by each reviewer.
- CASN staff can see which reviewers have not completed all their reviews and can send email reminders to the reviewers. (Note: We would prefer to automate this reminder email through the system.)
- CASN staff can add a decision (accepted, rejected, wait-listed) and change the type of presentation if needed.
- D.E. sends an automated decision email to the primary presenter with attached instructions; CASN staff can customize the email based on the type of presentation.
- D.E. sends an automated customizable email to the presenter with their presentation schedule along with attached instructions for presentations.

We would prefer to connect the abstract system to the registration system to be able to see if an accepted presenter has registered and send automatic reminders (that CASN staff can customize) to register by the deadline.

We would also prefer to schedule presentations within D.E. to have the system flag if the same presenter is scheduled to do more than one presentation in the same time slot.

## Integration Options

D.E. Systems has outlined two options for integrating their functions into future state.

### 1. User Portal Registration

- This can be accomplished by having D.E.'s form in an inline frame (iframe).
- D.E. would handle any pre-population of user data by accessing our API and searching there, or CASN staff will send D.E. a list of all our members and what needs to be pre-populated, then D.E. will check their own membership system.
- Other D.E. customers use API integration for D.E. to pre-populate their registration forms.
  - Users enter their email address or member number, and the form automatically fills.
  - D.E. has done API integrations with a few member platforms as well as Microsoft databases.

## 2. User Event History

- This data can be fetched through D.E.'s API by searching all CASN events for the email address of the current user/member.

## Implementation Details

1. Iframe to the form would contain a unique slug for each event and would look something like this:
  - a. `<iframe src="https://events.myconferencesuite.com/CASN_2024-2025_MEMBERSHIP_RENEWAL/reg/form/start?email=example@desystems.com&firstName=John&lastName=McClane&registrant_key=test0012&company=DEsystems&regAddress1=testa1&regPostal=123qwe&regPhone=1231231234&regCity=Ottawa" width="1000" height="1000"></iframe>`
  - b. The event slug in this example is "CASN\_2024-2025\_MEMBERSHIP\_RENEWAL". I'm not sure if this is the event you plan to start with this integration, but typically the event that is displayed in an iframe is very basic and has no template around the form fields, this helps it fit with the site that is embedding it. So, that should be kept in mind for future event builds.
  - c. The query string contains various pre-populations. There are more than just the ones shown here, so if anything else is needed, let me know and I'll see if it can be done. This does not simply prepopulate the inputs when the form loads, it actually creates an incomplete record for the member immediately that is persisted. The only ones that are mandatory are
    - i. `registrant_key` (unique id, likely the member id in this case)
    - ii. `first_name`, `last_name`, and email
2. For the user event history, this is a simple GET call to our api. Use endpoint:  
`https://events.myconferencesuite.com/api/v2/CASN_2024-2025_MEMBERSHIP_RENEWAL/siblings`  
With headers:  
**Accept**  
`application/json`  
**Content-Type**  
`application/json`  
**X-Api-Key**  
`lrj0eiZ0thBKzymm`

This will fetch all other events under your myconferencesuite client. CASN will define how this will function.. Use the slugs provided in the results to created the iframe links from item 1.