

REQUEST FOR PROPOSALS: STRATEGY AND DESIGN FOR SPLC'S WEBSITE

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SUMMARY

The Southern Poverty Law Center of the United States (SPLC) requests proposals from qualified, experienced website development companies to redesign and implement its public-facing website, splcenter.org. The preferred strategic partner will have expertise in managing website development for nonprofit organizations and publishers as well as knowledge of best practices/leading trends in design, editorial strategy, user experience, website development and deployment, and search engine optimization.

Proposal timeline

- *RFP release*: Jan. 14, 2022
- *Written questions to SPLC (optional)*: Jan. 28, 2022
- *RFP response deadline*: Feb. 4, 2022
- *Proposal review*: Feb. 4 – Feb. 25, 2022
- *Notification of finalists*: Feb. 28, 2022
- *Interviews*: Feb. 28 – March 11, 2022
- *Final vendor selection and notification*: March 14, 2022
- *Project start date*: Qualified proposals will include a timeline with a project start date within 10 days of selection.
- *Desired launch goal date*: Oct. 31, 2022

Contact

If you, as an agency representative, have any questions or clarifications while reviewing this RFP, you are requested to submit them in writing before Jan. 28, 2022, with the subject line including, “SPLC Website Development Proposal Questions.”

Please submit proposals **no later than 5 p.m. EST on Feb. 4, 2022**. Deliver electronic copies of proposals to the attention of Cassandra Douglas, cassandra.douglas@splcenter.org.

Use subject line: “SPLC Website Development Proposal”

I. VISION

Following the momentum of the SPLC's 50th anniversary, we seek to build a more flexible website that is modern, engaging and adaptable as SPLC's digital opportunities continue to evolve. We need to position www.splcenter.org as a destination, expanding SPLC's relevance and reach by serving as a comprehensive resource and platform for those seeking to shape or understand eradicating hate and the complex issues surrounding racial justice, dismantling white supremacy and advancing human rights. We have an opportunity to reimagine www.splcenter.org in a way that expands our audiences, deepens our relationship to the communities we serve and showcases the SPLC's stance and perspective on issues affecting our country every day.

The SPLC seeks a digital agency that will partner with us in the creation of a new www.splcenter.org. This project is more than a redesign: We seek a partner who can help us rethink and strategize how our website furthers SPLC's goals, and can help us plan for the long-term governance, maintenance and management of the site to achieve the targets of an evolving brand strategy.

II. BACKGROUND

Company overview

Founded in 1971, the SPLC is a 501(c)(3) organization that is a catalyst for racial justice in the South and beyond, working in partnership with communities to dismantle white supremacy, strengthen intersectional movements, and advance the human rights of all people. It seeks to bring about systemic change through four program departments:

- A. **Legal.** The legal department advocates on behalf of individuals and communities impacted by discrimination and/or poverty to bring about systemic reforms through high-impact lawsuits, limited direct representation, and public education and advocacy. It has six focus areas: Criminal Justice Reform, Children's Rights, Economic Justice, Immigrant Justice, Voting Rights, and LGBTQ+ Rights/Special Litigation.
- B. **Intelligence Project (IP).** In the 1980s and 1990s, the SPLC broke new ground, suing white supremacist groups, including the Ku Klux Klan. An outgrowth of that work was IP, which tracks and exposes the activities of hate and anti-government groups. Each year, IP produces a census of active hate and anti-government groups in the U.S. and regularly publishes web-based content about hate and extremism. Its investigations and research are widely used by lawmakers, corporations and the media.
- C. **Learning for Justice (LFJ).** LFJ's mission is to help teachers, caregivers, schools and communities educate children and youth to be active participants in a diverse democracy. LFJ provides free resources to people who work with children from kindergarten through high school. Educators use its materials and services to supplement curriculum, to inform their practices, for professional development, and to create civil and inclusive school communities where children are respected, valued and welcome participants.
- D. **Policy.** The Policy department has teams working in the halls of state legislatures in Alabama, Georgia, Louisiana, Florida and Mississippi, as well as the U.S. Capitol, advocating on behalf of individuals and communities whose voices are often ignored by lawmakers. The policy teams both fight against bad laws that would cause harm, and propose and secure for passage of laws that protect and expand human and civil rights, as well as grow the social safety net.

Learn more about our work at: www.splcenter.org.

III. CORE OBJECTIVES

Challenge

The SPLC's multifaceted nature presents a challenge for our digital presence. We are a nonprofit, but unlike many nonprofits, we are a digital publisher of editorial content, provider of research and analysis, justice litigators and lawyers, as well as home to a physical memorial of the civil rights movement. The primary reason users visit the site today is to read the SPLC's interpretation of hate and extremist action on our blog and to visit the most recent version of our [Hate Map](#). These areas of our site showcase how we monitor hate groups and other extremists throughout the United States and expose their activities to the public, the media and law enforcement. We need to effectively deliver this knowledge to key audiences, while at the same time showcasing that we are more than hate. We are an organization also seeking justice through litigation, which complements but is distinct from our Learning for Justice work. The result should be an engaging and holistic representation of SPLC's unique identity.

Opportunity

The SPLC's main website, www.splcenter.org, is our primary platform for representing SPLC to external audiences. The website is an essential tool in SPLC's efforts to position itself at the forefront of racial justice, community partnership and development, and support for civil rights. SPLC's current website framework does not successfully communicate to our external or internal stakeholders who we are, what we do, and what we stand for as an organization.

Overall traffic suggests a strong audience for www.splcenter.org. Feedback from staff, however, suggests that the site does a poor job of representing SPLC to new employees, job seekers, community leaders, especially those in the Southern United States, partners and other key stakeholders. The design and governance structures of the site are such that content is difficult to find and keep up to date. And the content is confusingly structured and has little to no flexibility. The underlying framework within Drupal is cumbersome for meeting emerging or evolving needs, and the organization has outgrown many—if not all—of the standardized templates.

While www.splcenter.org is the organization's primary website, SPLC also maintains several microsites. We would like to find a more seamless way to navigate our microsites into the main site experience. These microsites include:

1. <https://www.splcactionfund.org/> – Policy and legislative action
2. <https://soundlikehate.org/> – SPLC podcast website
3. <https://www.learningforjustice.org/> – Education resources for parents, educators and community leaders

Goals

Our goal is to become a destination where people can see themselves and feel inspired to do something about the state of affairs in this country. We want our site to be a place for people to engage, activate and mobilize. Core objectives include:

1. Create a visually rich, community-vibrant platform for SPLC's storytelling; packaged content that explores today's issues in depth; video, audio, images, data visualization; our email newsletter, donations; publishing our Year in Hate map; and archival materials from 50 years of fighting hate and advocating for human rights.
2. Support SPLC's work in community-solution building and create clear pathways to taking action, finding resources and having a place to build a community.
3. Highlight an SPLC brand identity that is less grim and fear-based, and more focused on inspiring and uplifting its audience.
4. Ensure that the back-end development and foundation of the technology allow for the creation and management of content that can appear elsewhere on our website.

Audience

SPLC's website is geared toward those interested in taking action against racial and social injustice, students and educators, communities looking for resources and tools, advocates, grassroots organizations looking for partners, and future ambassadors of our mission and work. Through our redesign, we also hope to reach new, diverse audiences that may not have been familiar with SPLC's history, mission and/or brand. This redesign must be more than cosmetic but address the underlying challenges within our content management system for our internal audience as well. The website must have a low barrier of entry, and it should be accessible at a third-grade reading level so that it is inclusive to everyone regardless of education level.

Visitors have four primary reasons to interact with SPLC online:

- Understanding the people, organizations and groups that are perpetuating hate in this country.
- Understanding and engaging with SPLC as an organization. Our audience seeks to know who we are and what we do, and to find opportunities to engage with us. A key subset of this use is law enforcement and policymakers.
- Seeking jobs, internships and other professional opportunities.
- Understanding injustice in the United States. These users treat SPLC as a secondary news source. They seek content that helps make sense of what they see in the headlines.

Users want a website that helps them interpret social justice from SPLC's perspective. It should be an information hub for details of the nation's pressing social justice issues. We need to offer content that fulfills this need and to present it in a way that is easy to find, clearly relevant and engaging. At the same time, we need to tell the story of who we are, what we do, and what we stand for. Users will come to the website for the information it provides, but they'll also find a complete and compelling brand experience.

IV. REQUIREMENTS

Mission and vision

1. **A clear mission.** SPLC should be represented as a leading voice in the social justice community through its digital presence. We need a clearer, more compelling, more concise and more comprehensive portrayal of who we are, what we do, where we are and our core values.
2. **Marriage of legacy, recent transformation and the future.** As an organization that's more than 50 years old, we have a strong legacy to celebrate, but it must be balanced by an even stronger vision for the future.
3. **Represent new impact areas.** A path forward has been defined internally through key impact areas (see Appendix A) that can be used to help external users clearly identify who we are, what we do and how we can help inspire action in the Deep South. The website should tell the same story as our impact goals. This makes it easier for our audience to understand our broader vision.
4. **Showcase all areas of the organization.** SPLC is known for eradicating hate, exposing extremists through the Hate Watch and Hate Map, and litigating cases. The website can provide an opportunity to showcase the breadth and multifaceted nature of the organization — including hate but not limited to it. For example, the work of our legal department is now lost within the current framework of our website. We would like to bring this work more to the forefront, highlighting our success stories and litigation, as well as providing a window into the situations facing communities in the states where we operate.

Content and branding

1. **Clear content hierarchy and navigation structure.** The website is filled with various content from all areas of the organization, reflecting the deep legacy of the past 50 years. However, it's too dense and lacks a clear content plan and hierarchy of information.
2. **Simplicity.** SPLC is a complex organization, but our website should not be. From its information architecture to its navigation, user journey and design, the revised website needs to be simple, accessible, inclusive and user-friendly.

3. **Community connection.** The website lacks a clear connection to the community it serves and wants to activate. Today's user expects to be led on an interactive journey where they can explore a narrative that touches on a human need. We should demonstrate the power of the communities we represent. We want people to see themselves on the site and create user-generated content.
4. **A powerful brand experience.** There is room for creativity and innovation in how we represent SPLC visually through this central brand expression, and it is important for the website to be visually impactful. We know our Hate Map draws the most users, so we would like to find innovative ways to use data visualization, infographics and interactivity to engage users on the site. Visual elements should be strong without creating barriers to accessing relevant information. The overall effect should be inspiring, hopeful, inclusive, modern and engaging.

Functionality and design

1. **User engagement strategies.** To modernize the website, we have to consider standard best practices for engagement strategies for audiences. Establishing a clear call to action, diverse ways to act, and interactive ways to present data would allow us to drive visitors back to the site and increase deeper engagement while on the site.
2. **User experience.** An improved user experience must be an essential part of the redesign with a keen focus on usability and accessibility. Navigation is challenging and, ideally, we would be able to seamlessly switch between our main site and our microsites based on the audience's need. In many instances, search results do not reflect what users are looking for and accessing our text-heavy content is cumbersome and appears stagnant and outdated. We want users to be able to find what they're looking for as easily as possible. And once they do find it, it should be presented in a way that is easy to read on both desktop and mobile with more options to view related content. Being able to insert imagery, dynamic graphics, infographics, sound and video would be a great way to modernize. Overall, we aim to increase site exploration, return visits, and maximize information at a glance without confusion or clutter. Users should experience a minimum of friction in finding the content they seek and be guided into deeper engagement through their visits to the site.
3. **Better integration of our digital and social media platforms.** Our social media and multimedia platforms should be accessible and well-integrated into the site, including newsletter sign-up, Twitter, and the Sounds Like Hate podcast.
4. **Accessibility and inclusion.** Because our organization focuses on equity and equality, our website should be accessible for all users and go beyond required accessibility standards (see Appendix C). People should feel like they belong. No one should feel like it's too much, too little or not enough. By SPLC becoming leaders in accessibility practices and ease of use for all, we're eliminating barriers and living true to our core values for our communities.
5. **Up-to-date, flexible platform.** This redesign must be more than cosmetic but address the underlying challenges within our content management system, including search. Our goal is to have a flexible site that does not require support hours to make small changes.
6. **Determine how to integrate associated sites.** In addition to our main site, separate websites are maintained by SPLC departments: legal, Learning for Justice, Sounds Like Hate podcast.
7. **Improved governance.** Our current content management system does not allow for seamless governance around content publishing across multiple users. To be able to give access to more users, our CMS must have a multistep editorial framework. This structure would include tiered roles and permissions, the ability to share preview pages, notification settings, the ability to save draft pages while creating new pages or revising old ones, and functionality to submit, revise, edit and approve content. As part of the redesign process, ownership for particular sections of the site, processes for posting, updating and sunseting content, and guidelines for length and style of content need to be established.

V. SELECTION CRITERIA AND MEASURES OF SUCCESS

Selection Criteria

To identify the provider best positioned to partner with SPLC in creating a website that fulfills these requirements, the following will be the primary criteria that we weigh in evaluating proposals:

- Suitability of the proposal – The proposed solution meets the technology and interactivity needs and criteria set forth in the RFP.
- Proposed design creativity – The proposed design has artistic and innovative, user-friendly interfaces that engage site visitors.
- Solution expertise – Ability to recommend and communicate appropriate technical and design solutions as evidenced by the proposal and references.
- Experience – Candidate has successfully completed similar projects and is qualified to undertake this project.
- Personnel – The overall qualifications, experience and diversity of the candidate agency’s personnel.
- Ability to deliver – Overall ability of the candidate to successfully provide the services requested within the necessary time frame.
- Value and cost – The best value for money including the highest quality services in response to the requirements, within the desired timeline at a competitive rate and budget requirements.

Cost, creativity and strategic approach will be the primary criteria for selection.

Long-term Measures of Success

The project’s success should be thought of in terms of how well it meets SPLC’s needs post-launch in the short term (first 90 days to one year), midterm (two to three years), and long-term (three to five years). We are not looking for a quick refresh of our existing system. We are looking for a full-scale redesign that lays a strong foundation to meet our current needs and can provide continuous improvement and scalability for iteration as the SPLC’s needs evolve over the next five years. Some of the key performance indicators we will look at over time in assessing success include:

1. **Effective delivery of content on key topics.** www.splcenter.org should be at the forefront of nonprofit websites delivering content on key topics in the social justice space.
2. **Increase return visits and time spent on the website.** The website should be easy to navigate, with better connectivity to related content.
3. **Increase engagement, especially via social media shares.** The website should make it easy for visitors to share our content and in turn increase our brand and visibility on social media platforms.
4. **Ease of use for internal content creators.** The current format of our website has often deterred our internal users from writing on our platform, and the lack of flexibility around content types also makes it difficult to properly categorize our work clearly and accurately.
5. **Adaptability.** Does the website meet our evolving digital needs, or do we require alternate platforms and products?

VI. BUDGET, PROPOSAL, AND PROJECT TIMELINES

Budget

Each proposal should include a detailed budget that includes all costs broken out by phase of the project, from strategy and discovery through design, review and implementation, as well as all costs associated with the software, hardware, licensing, hosting, maintenance, and training, and a recommendation for budgeting for long-term iteration on the website. Budgets should assume multiple rounds of review before design approval.

The most useful proposals will provide multiple options for approaching the project, including all costs:

- An option that will meet SPLC’s needs at a minimum possible cost.
- An option that optimally serves SPLC’s digital needs as laid out in this RFP.
- And, as appropriate, options that go beyond the scope of or reimagine the approach described in this RFP, both for the website redesign, our broader digital ecosystem and their continued iteration.

Proposal Requirements

The proposal should map out the process from discovery to completion in some detail. We want to see how you propose to conduct the work and why you think it’s the best approach. All proposals should incorporate not just the design of the website but recommendations for long-term hosting, management and iteration. The success of the website will not be based on its reception at launch, but on how well it serves SPLC’s evolving needs over the next one to five years.

Please also include the following information in your proposal in any format you wish. The proposal should address each of these topics:

1. *Approach:* Discuss your proposed solution, including the features, benefits and uniqueness of your solution.
2. *Cost budget:* Alternative solutions and pricing are welcome when appropriate.
3. Proposed timeline, including your availability for starting this work, timeline including key benchmarks, e.g., phases and expected points of input from the SPLC team.
4. Full explanation and recommendation on which content management system we should be using.
5. *Qualifications:* Summary of the firm’s organization history, number of full-time staff, location of headquarters, and location of staff included in the bid. Staff that will be working on the project, including short bios and experience with nonprofit organizations.
6. *Security plan:* Who will lead this work on your team, and how will you ensure that our site is safe throughout the process.
7. *Case studies:* Descriptions of three relevant projects, at least one of which was developed in the proposed CMS.
8. *References:* Three client references with phone and email information, including at least one nonprofit client and one from the case studies.
9. Post-development training and support plan.
10. Anything else we should think about it and didn’t include!

Project Timeline

Request for Proposal release date	1/14/2022
Written questions	1/28/2022
Proposal deadline	02/04/2022
Selection of top finalists / Notification to unsuccessful bidders	02/28/2022
Pre-proposal calls/videoconferences	02/28/2022 - 03/11/2022
Final vendor selection	03/14/2022
Website launch	*10/31/2022

**The need-date for project completion is Oct. 31, 2022. Bidders may propose a date earlier or later, and will be evaluated accordingly.*

Confidentiality

The Recipient of this RFP agrees that all information, whether or not in writing, of a private, secret or confidential nature concerning SPLC's business, strategy, business relationships or financial affairs (collectively, "Proprietary Information") is and shall be the exclusive property of SPLC. The Recipient will not disclose any Proprietary Information to any person or entity other than employees of SPLC or use the same for any purposes without written approval by an officer of SPLC, unless and until such Proprietary Information has become public knowledge without fault by the Recipient.

The Recipient agrees that their obligation not to disclose or to use information and materials of the types set forth in this section, and their obligation to return materials and tangible property set forth in this section also extends to such types of information, materials and tangible property of customers of SPLC or suppliers to SPLC or other third parties who may have disclosed or entrusted the same to SPLC or to the Recipient.

APPENDIX A: IMPACT STATEMENT

SPLC Impact Statement

W.E.B. Du Bois said, "As the South goes, so goes the nation." So many of the civil rights challenges that the Southern Poverty Law Center (SPLC) was established to defeat have echoed his words – laws and policies that have spread from the South to other parts of the country, disenfranchising and oppressing communities of color across the United States. To effectively counter the structural racism and other forms of oppression that exist today, we are committed to changing the South in order to lead the way for the rest of the country.

Whom we serve

The SPLC focuses on communities of color and other marginalized groups in the South with the goal of defending their rights and mobilizing efforts to win progressive policies that transform the social and political context of the region. Our work is grounded in the communities of our five Deep South states – Alabama, Florida, Georgia, Louisiana and Mississippi. Our strategies include litigation, policy advocacy, research and documentation, community organizing and public education. We strive to work with community partners to transform the political agenda, mobilize constituencies to demand change and build political power, and achieve racial justice in the places where slavery, genocide and Jim Crow were drivers of society. Today, the legacy of these injustices perpetuates inequities and discrimination for Black, Indigenous and communities of color, particularly in the South.

Theory of change

In order to protect our democracy and the rights of exploited and oppressed communities in the South, we must ensure that governments and institutions are responsive to the needs, hopes and futures of all. We must create a culture in the South that allows all residents to thrive. We must dismantle systems that oppress the most vulnerable and deny accountability for human rights violations. To achieve institutional effectiveness, we need to partner with and support communities who demand accountability and take action to achieve change. We recognize that there are many entangled barriers to these demands. The SPLC's role is to overturn and eliminate barriers and align ourselves with communities to demand and effectuate change.

Four Pillars

We have identified four areas of work that offer the greatest opportunities to achieving our mission. While there are many urgent needs, we recognize that one organization cannot do everything very well. We choose to prioritize these areas of work in order to achieve maximum impact. With this focus in mind, we adopt the following goals:

1. Eradicating poverty.

Being born poor or growing up in poverty is the single most significant indicator of poor health outcomes, low quality education, domestic/community violence and/or encounters with police or the criminal justice system. Children living in poverty are also more likely to live in poverty as adults. The United States has a greater number of residents living in poverty than any other industrialized nation; the Southern region has had the highest poverty rate of any region of the country for most of the last fifty years. In fact, in the last fifty years, the net decrease in poverty in the South is only one percent (1 percent). There is an overrepresentation of Black and Brown adults, children and families who are poor in the United States, a direct result of structural racism and barriers to opportunity, this is especially true in the states in which SPLC works and lives. While some improvements have been made in recent years, the COVID pandemic has reversed many of these gains, plunging millions into food and housing insecurity.

2. Decriminalizing and decarcerating Black and Brown people.

The United States has the highest incarceration rate on the planet with 2.2 million people currently in the nation's prisons and jails – a 500 percent increase over the last forty years. Although people of color only comprise 30 percent of U.S. population, they make up 60 percent of its prison population. The U.S. population is just 5 percent of the world's population, but our country is home to 25 percent of the world's incarcerated population. In four of the Deep South states (Alabama, Georgia, Louisiana and Mississippi), more than half of the prison population is Black. Inequitable policies and procedures define America's criminal justice system, perpetuate mass incarceration, lead to racially disparate outcomes with impunity, and result in millions of individuals with some manifestation of a criminal record. Such a record is all too often a life sentence of obstacles to employment, education, housing, voting, family reunification and public benefits.

3. Protecting voting rights and civic engagement.

Despite the United States' claim of being "the oldest democracy," its systems of elections and elected representation were designed to vest power in a minority of the people. Since the founding of the republic, legislative changes and legal rulings have helped to advance universal suffrage and free and fair elections, but it was done in a context where vesting greater power in the majority of people would not undermine white supremacy – largely because the nation was still overwhelmingly white. Granting nonwhites greater participation in elections and elected representation was permissible only because it would not threaten the underlying power structure. With the nation's white population soon to become a minority, white, conservative elected officials are exploiting the nation's archaic systems of elections and elected representation to keep power vested in the white minority.

4. Dismantling white nationalism and protecting democracy.

We are in the midst of another moment of racial reckoning in the U.S. Though a majority of Americans find themselves grappling with what it means to dismantle the structures and systems that uphold white supremacy, far too many are clinging to the vestiges of white hegemony for dear life. And, too often, they're armed. We need look no further than recent terrorist attacks in this country for evidence of the real threat of violence against Black, Indigenous and communities of color, immigrant and Jewish communities: Mother Emanuel in Charleston, South Carolina, the Tree of Life synagogue in Pittsburgh, and Walmart in El Paso, Texas. Hundreds of lives have been taken to uphold white supremacy. Our very democracy is under threat.

APPENDIX B: WEBSITE INSPIRATIONS

A list of websites of inspiration includes:

- [Planned Parenthood](#) — What we like: PP highlights how you can get involved and take action based on your time commitment. It also includes blog posts that provide detailed information on current conversations around abortion.
- [Amnesty International](#) — What we like: Amnesty describes complex social justice issues in an easy-to-understand and visually impactful way. Content is easy to scan and rich with data, images, video and interactivity. Each section has a clear call-to-action button.
- [NAACP](#) — What we like: NAACP features a mix of articles that go deep to explain the issues and timely blog posts that connect them to what’s going on today. Content is well categorized for a strong linking strategy, and video and imagery are both consistent and powerful.
- [ProPublica](#) — What we like: ProPublica has a three-column layout that allows the most recent and most important news to be highlighted above the fold. The navigation also is organized by topic and provides a clear path based on user interest.
- [The Leadership Conference on Civil Rights](#) — What we like: LCCR uses a simple navigation option that allows users to switch (or toggle) between their nonprofit site and their action fund site. It also has three main pillars that are used to guide users through a clear journey to action. It also balances legacy plus modern issues.
- [The Advancement Project](#) — What we like: AP has a clean look and feel that is modern and uncluttered. It also features images across the site of the people and places it is working to activate.
- [Charity Water](#) — What we like: The site has beautiful and seamless imagery that is visually compelling and engaging. Clearly and succinctly written mission/vision that is compelling. Clear and frequent calls to action that center the reader as an important part of their work.

APPENDIX C: ACCESSIBILITY & SECURITY SUMMARY

Accessibility Summary

The team researched all accessibility standards and guidelines under the Web Content Accessibility Guidelines (WCAG) and the American Disability Act (ADA). We learned that the ADA concerns itself with civil rights law noncompliance, which subjects organizations and businesses to find violations. WCAG, on the other hand, provides standard sets of guidelines for website accessibility and serves as a reference for ADA, but organizations are not necessarily obliged to comply with these guidelines.

The guidelines offered by WCAG include three compliance tiers:

- **Level A:** A site that some users can access, requires only basic changes.
- **Level AA:** A site that almost all users can access, requires a more proactive approach to building and maintaining the website.
- **Level AAA:** A site that all users can access, adopts a more aggressive approach to website accessibility. It is considered too aggressive for most sites, that’s why many companies opt for Level AA compliance.

The team also examined language accessibility for our website. We concluded that pertaining to offering content in another language(s), the SPLC’s website has two types of content:

1. *Sensitive content:* legal documents and education/advocacy materials.
2. *General website content:* This has two categories:
 - a. *Static content:* menus, resources, about us, what we do, etc.
 - b. *Dynamic content:* front page content, latest news, etc.

Recommendations

After research and team deliberations, we would like to make these recommendations for SPLC's website accessibility:

1. The SPLC is adopting a broader inclusive definition of "accessibility," which traditionally refers to disability inclusion and accommodation, and is extending it to language accessibility. This definition should be clearly communicated on our website.
2. Compliance with Level AA of the WCAG 2.1 standards for our new website is required.
3. We would like a partner that can work with our website developers to make recommendations on a process that allows us to maintain the AA Level standards that would ensure our compliance as we create new website content and make changes on current content.
4. We would like to offer translation options in English and Spanish but need guidance on whether this is a vital option for our new website. We would like a partner that can provide recommendations for technology options and best practices, i.e., human translation vs. machine translation, or a hybrid model. We would not need all website content translated, because we'll be using human translation for all sensitive website content.

Security Considerations

1. *System availability*: What is the requirement for uptime for the system? Are there defined Service level agreements? Does the vendor perform disaster recovery?
2. *Compliance requirements*: What requirements do we have for PCI DSS security standards or security requirements like SOX, HIPAA?
3. *System security requirement*: The vendor needs to keep the system patched and updated. Will there be system hardening and configuration audit to comply with security requirements?
4. *Data access*: The vendor needs to comply with SPLC data access policies, including encryption and transmission access control. What is the requirement for vendor background and/or security check protocols?
5. *Data breach or loss*: Ensure that we have the immediate notification requirement in the event of data breach or loss, including penetration testing and vulnerability management.
6. *E-discovery*: The vendor should be capable of responding to and complying with e-discovery requests, mandatory disclosure and obligations.
7. *Insurance coverage*: The vendor needs to possess and maintain insurance that covers its ability to discharge its obligations, including cybersecurity insurance for any potential data breach.
8. *Intellectual property*: Ensure the intellectual property of SPLC is protected. Does the work developed during this project need to be the IP of SPLC?
9. *Legal transborder requirements*: Do we need to ensure that SPLC data resides within a particular geographical residency or location, i.e., United States?
10. *Litigation holds*: Vendor needs to be capable of identifying, segregating and preserving data that is relevant to pending, threatened or reasonably foreseeable litigation, claims, investigations or other legal proceedings.
11. *Termination and disposal*: Vendor has to apply a mandatory data wipeout and sanitization under your company's review and approval upon contract expiration.
12. Establish an exit strategy with the term that triggers the retrieval of SPLC assets/backup in a specified time frame.
13. Define predefined format within a defined period of termination to maintain, back up and secure the SPLC data and return to SPLC.