Request for Proposals: Web Design & Maintenance Services
Council of Colleges of Arts and Sciences (CCAS)

Proposal Deadline: Monday, August 4, 2025
Contract Start: September 1, 2025

About CCAS

The Council of Colleges of Arts and Sciences (CCAS), founded in 1965, is the national association of colleges of arts and sciences. Its purpose is to provide professional-development programming to its member deans and to sustain the arts and sciences as a leading influence in American higher education. CCAS serves as a forum for the exchange of ideas and information among deans of arts and sciences representing the member colleges and as a representative of the liberal arts and sciences at a national policy-making level. The Council further seeks to support programs, activities, and resources to improve the intellectual stature and public understanding of the disciplines of the arts and sciences.

Arts and sciences colleges represent more than half of the undergraduate instruction offered at their institutions, and many member colleges are responsible for a wide spectrum of master's and doctoral degree programs. CCAS members, therefore, represent the largest component of American higher education in publicly and privately supported universities and colleges. The Council is concerned with the problems, possibilities, and interests of these institutions.

Eligibility for membership extends to baccalaureate degree-granting arts and sciences units in accredited universities and colleges, both public and private. The dean of an arts and sciences unit is the voting representative in CCAS. Currently, the membership includes 800 deans of colleges of arts and sciences (and an additional 1,200 associate and assistant deans) at over 500 institutions in the United States, Canada, Kazakhstan, Kuwait, Morocco, and Qatar.

Scope of Services

The selected contractor or firm will serve as the primary web designer and webmaster for CCAS. This role involves maintaining, enhancing, and evolving the functionality, accessibility, and visual presentation of our primary website (www.ccas.net) hosted in i4a and community forum (connect.ccas.net) hosted by Higher Logic.

Responsibilities will be assigned on a project-by-project basis, with the potential for a long-term, retainer-based engagement.

Website Management

- **Content Updates:** Add and revise content, including event information, news, resource libraries, and member services.
- **Accessibility & Compliance:** Maintain ADA/WCAG compliance and implement accessibility improvements.
- **Analytics & SEO:** Use Google Analytics and SEO tools to track and enhance performance and user experience.

Design & Development

- **UX/UI Enhancements:** Implement user-friendly design upgrades that improve navigation and usability.
- **Event Pages:** Create and maintain branded pages or microsites for the Annual Meeting and leadership programs.
- **Community Pages:** Create and maintain branded pages or microsites for the various CCAS communities.

Ideal Partner Qualifications

CCAS is looking for a creative professional or firm who brings:

- **Relevant Platform Experience:** Prior work with i4a (Internet4Associations) and Higher Logic platforms is strongly preferred.
- **Higher Ed or Nonprofit Focus:** Experience working with academic associations, nonprofits, or professional membership organizations.
- **Technical Skillset:** Proficiency in HTML/CSS, CMS platforms, SEO tools, and web accessibility standards.
- **Responsive Communication:** Ability to work closely with a small team, meet deadlines, and implement feedback efficiently.
- **Accessibility Expertise:** Knowledge of WCAG standards and experience creating inclusive, user-friendly digital environments.
- **Creative & Strategic Thinking:** Ability to offer proactive solutions and design improvements based on evolving user needs.

Proposal Requirements

Please include the following:

1. **Cover Letter** – Introduce yourself/your firm and relevant experience; Availability for event-based and year-round work; interest in supporting CCAS.
2. **Portfolio** – Include 3–5 samples or URLs of websites that demonstrate design, functionality, and platform-specific work.

3. **Resume or Firm Overview** – Highlight background in education/nonprofit sectors if applicable
4. **Rate Sheet or Pricing Structure** – Hourly rates, project rates, and/or retainer options)
5. **References** – Please include at least 3 professional references

How to Submit

Send all proposal materials as a single PDF, zipped folder, or shared cloud folder to:
Chris Verhaeghe, Executive Director, chris.verhaeghe@ccas.net
Subject Line: Graphic Design Proposal – [Your Name or Firm Name]