



TERMS OF REFERENCE

Share-Net Burundi Website Design and Development

March 31, 2015

Background

Share-Net Burundi is a knowledge-sharing platform for sexual and reproductive health and rights (SRHR). With a focus on youth, its mission is to improve Burundian SRHR through open communication, knowledge-sharing, research facilitation, and advocacy geared towards healthy policy-making. Key themes will address:

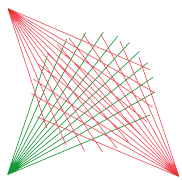
1. Youth-focused SRHR programming within schools and outside of them.
2. Access to SRHR services in Burundi, e.g. maternal health care and family planning.
3. Sociocultural opportunities and barriers facing SRHR. Knowledge, attitudes and practices among different demographic groups.
4. Community involvement in Burundi SRHR, including the efforts of religion and civil society.
5. Performance-based financing for SRHR programs.
6. Research into developing a comprehensive, youth-focused SRHR monitoring and evaluation system.

Share-Net Burundi Web Goals

The Share-Net Burundi website is the centerpiece of the Share-Net Burundi program. Long-term, Share-Net's goal is to enable local and international partners to leverage one another's expertise without the need to physically meet. Discussion forums, research dissemination and analysis, and updates on local SRHR programs—all shared via the Share-Net Burundi website—will endeavor to make this possible. Internationally, Share-Net aims to encourage active, frequent, and productive online engagement among its members. The Share-Net Burundi website must be dynamic, informative, and appealing—adding value to members' SRHR work—if it is to successfully persuade busy members of the governmental and non-governmental SRHR community to join, participate, and sustain their interest over the long-term.

Core Website Components

1. eLibrary. The eLibrary is the main component of the Share-Net Burundi website. We will need to upload research in a variety of formats (images, Word documents, Excel spreadsheets, PowerPoint presentations, video, audio, etc.) that will be disseminated to only Share-Net Burundi members. The goal of this effort is to share and discuss the latest developments in SRHR research, policy, and practice. Restricting this content to members (i.e. requiring that members



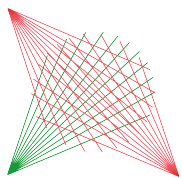
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log-in to access it) will limit copyright-related difficulties and simplify the process of securing permission to disseminate content.

2. Discussion forums. There will be two major formats for discussion forums: those that are read-only for anyone in the viewing public (only Share-Net Burundi members can write in the forums), and private forums for Share-Net Burundi working groups (one exists for each of the six Share-Net Burundi themes, summarized above in “Background”). Discussion group members will be able to email one another automatically through the website itself should they be interested in taking communications offline.
3. Homepage. The homepage should be dynamic, visually attractive, and integrate a variety of media that engages both the wider public and knowledgeable SRHR practitioners. One central, rotating image will dominate the screen, and separate sections for news, events, a Twitter feed, member login, and website navigation will supplement.

Desired Features List

- Register domain name (www.share-net-burundi.org).
- Web hosting for www.share-net-burundi.org.
- Template design and development.
- Template integration with code.
- eLibrary architecture design.
- eLibrary design.
- Drupal-based (open to alternative suggestions).
- User registration system.
- Login module.
- Banners/sliders.
- Discussion forums, featuring comments and up/down voting.
- Twitter feed.
- Social media icon links.
- User profile pages.
- FAQ page.
- Newsletter subscription field.
- Search field.
- Two languages (French and English).
- Google Translate button and functionality integrated into the site.
- Responsive design (making viewing on tablets and mobile devices possible).



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- Possible for a non-web-developer to update and manage basic site content:
 - Menu management.
 - Systems settings.
 - Content management system.
 - Page management.
 - Event management.
 - News management.
 - User management.
 - Image gallery and management.
 - Video gallery management.
 - User-generated and administrator moderated discussion groups.
 - Moderating discussion forum capabilities.
 - Newsletter user management.
 - User listserv management (e.g. mailman, with built in analytics).
 - Diverse document upload capabilities (e.g. PDF, Word, Excel, PowerPoint).

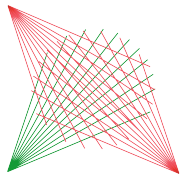
Content Map

- Homepage.
- Static pages (approximately 20, examples below).
 - About Share-Net Burundi.
 - Member registration.
 - Contact us.
- Dynamic pages (12+).
 - eLibrary, sortable (e.g. by author, year, country).
 - User profiles.
 - Discussion forums (one public, at least six private).
 - News feed, sortable (e.g. by theme, location, date).
 - Events feed, sortable (e.g. by theme, location, date).
 - Publications and reports page.

Design Goals & Preferences

Broadly, we want a modern, clean, and contemporary aesthetic that has a fair amount of white space and highlights our content in an aesthetically pleasing, functional manner. Here are four sites that we feel achieve these goals and should serve as design guides:

- <http://www.populationmedia.org>
- <http://www.charitywater.org/>
- <http://alliance-for-africa.org/>
- <http://notforsalecampaign.org/>



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Timeline & Budget

- ToR Response Deadline: April 17, 2015.
- Budget: Flexible. Propose appropriately according to the scope of work required.
- Target Website Completion Date: July 31, 2015.

Submission

Please send project proposals (addressing both technical and financial aspects of requested work), CVs of the proposed project leads, and links to samples of previous web work to bozzette@populationmedia.org and jeansacha@populationmedia.org by 23:59 (GMT+2:00) on April 17, 2015. Please do not hesitate to contact us with any questions you may have. Thank you for your time.