

Website Redesign for North American Saxophone Alliance

Introduction

The North American Saxophone Alliance (NASA) has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute, and deliver the redesign of the NASA website (www.saxophonealliance.org)

NASA requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website architecture, design, development, and deployment.

About NASA

The North American Saxophone Alliance (NASA) is a non-profit organization of performers, teachers, students, scholars, and enthusiasts of the saxophone.

The mission of the Alliance is to provide resources for saxophonists at all levels of skill, of all ages and backgrounds, and of varied musical styles by disseminating information about saxophone performance and pedagogy, providing opportunities for music making, fostering and facilitating the creation of new repertoire, providing a communication network, and promoting the musical activities of its members.

Project Background

The NASA site has been operating in its current visual design since 2008 with only minor changes to the architecture in that time. The site's current structure and functionality have NASA functioning behind the times in terms of what is capable and expected for an organization of this size.

Project Goals

The goals of this project include:

- Updated visual design that is fresh and modern
 - Tightly integrated with social media
 - Increase audience engagement/conversion:
 - Donations
 - Membership
 - Region based Networking Space - A place to connect with other saxophonists
- Mobile friendly - everything needs to be functional no matter the screen size
- Improved navigation paths, making it easier for the user to find relevant content

- A user-friendly builder platform that we can update and maintain easily within the organization

We desire a firm that will deliver a visual refresh to the site and expertise on best practices and usability surrounding architecture and navigation. In addition, the refresh will maximize and promote constituent engagement.

NASA's website is an integral component of its mission, and all its target demographic markets use the Internet as their primary source of information about saxophone pedagogy, performance, and history. However, as NASA wishes to add more information and reach more users, the site design and usability become increasingly important.

In the 16 years since the site was created, new technologies have changed the way that information can be delivered online. NASA will leverage these technologies while revitalizing the site design and building a brand presence for the organization and its site.

In particular, NASA would like to see better tracking on the website so, as an organization, we can better understand how and where the audience is engaging with the content.

Target Audience

The target audiences for the site and their primary usage of the content are as follows:

- Prospective members & donors
- People who play saxophone in North America
 - Professionals
 - Amateurs
 - Enthusiast
 - Students - Middle School through Post-Graduate - Age 14+ (NASA's largest Demographic is College Students)
- Music educators/Ensemble directors
- Composers

Servers/Hosting

The site is currently hosted on a private server. We will need to explore the next steps for transferring and hosting the new site. Include in your submission 3 hosting options for the NASA Executive Board to consider and why.

Style

NASA will provide a copy of our current brand standards but will be open to the creation of complimentary colors and font standards for the web depending on design direction, We will require the creation of an online brand standard document.

Web Content Copy

NASA will develop any new content. New landing pages or text that is necessary due to fundamentally changed architecture will be the priority. We would also like to engage your expertise in creating a plan for creating the new pages. We will upload all new content.

Tech Stack

Server: Private Server

Archives: Omeka.net

Membership:

Events: Whova

Digital Workspace: Google Workspace

Email Communications: Constant Contact

Required Elements

- Updated architecture and user-centered design - Based on the attached site map
- Social media integration at the page level (Facebook, Instagram)
- Responsive design and infrastructure for mobile and tablets
- Built-in WordPress using a drag-and-drop builder & template
- Strong drive to engage the user/acquire visitors to the site
- Incorporation of usability testing
- Easy to use Member Directory / networking space
- Blog/Organization reports area
- Advertising & Announcement space

Search Engine Optimization

The site must be built in a way that maximizes any SEO opportunities.

ADA Compliance

The website should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among our constituency.

Traffic Reporting

NASA will need Google Analytics installed.

Timeframe

The deadline for the revised site is Q1 of 2026.

Budget

The projected budget is between \$30-50k.


Proposal Instructions


As part of your proposal, please address the following:

- Sample project plan
- Itemized project budget
- Details regarding your website project management process
- A summary of website development experience
- Existing client references that are also using

For questions and to submit completed proposals email: marketing@saxophonealliance.org.

Additional Resources

 [NASA Site Map](#)

 [NASA Branding Kit](#)

NASA Demographics as of 2/6/24

Employment / Student Status

Choice	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
Middle or High School Student	47	0	3	1	20	5	4	3	6	1	0	2	0
Undergraduate Student	305	3	28	4	112	54	36	35	24	5	3	13	0
Graduate Student	452	4	49	10	146	93	50	49	38	9	3	29	0
Higher Education Professional, Non-Instructional	5	0	1	0	1	0	0	1	2	0	0	1	1
Higher Education Instructor, Non-Tenure Track (Part-Time, e.g., Adjunct, Part-Time Lecturer)	46	1	4	1	12	6	4	7	9	2	0	2	7
Higher Education Instructor, Non-Tenure Track (Full-Time, e.g., Full-Time Lecturer)	20	0	4	0	5	2	3	3	2	0	1	0	2
Higher Education Instructor, Assistant Professor	30	3	2	2	8	6	3	5	1	0	0	0	4
Higher Education Instructor, Associate Professor	23	1	0	1	5	1	3	5	7	0	0	0	3
Higher Education Instructor, Full Professor	43	5	2	3	3	8	5	7	6	4	0	0	13
Higher Education Administrator	8	1	1	1	1	0	0	2	2	0	0	0	3
Elementary Music Educator	13	1	4	0	1	1	1	0	4	1	0	0	0
Middle School Music Educator	29	3	4	0	9	3	1	1	5	3	0	0	2
High School Music Educator	38	2	7	0	13	5	3	2	2	3	1	2	5
Private Instructor	162	6	22	4	41	31	12	15	20	10	1	10	13
Military Musician	14	0	3	0	0	0	0	5	0	5	1	0	0
Arts Administrator	17	1	1	1	4	6	0	3	1	0	0	1	2
Business Owner (Music Business)	22	1	6	0	4	3	1	2	4	1	0	0	4
Music Industry Professional	18	1	2	2	3	4	1	2	2	1	0	0	2
Self-Employed Music Professional	108	5	17	3	21	18	7	14	15	8	0	5	10
Outside of Music Professional	30	0	3	1	7	6	4	4	2	2	1	1	2
Retired	29	3	2	0	5	6	2	4	5	2	0	0	2
Other	12	1	0	0	5	0	0	2	2	2	0	0	2
Prefer Not to Answer	17	1	4	0	7	0	0	1	2	1	1	0	1
No Response	162	9	21	18	25	36	13	7	18	7	7	73	55

"Other" Responses

- Retired US Navy Bands
- Customer Success Manager
- Teaching Assistant
- Sales Engineer for Mimeo.com
- Postdoctoral researcher
- Graduated Student, Retail Employee
- 100% disabled military
- Technology
- Play sax in local garage bands
- Retired Neurologist
- Substitute Teacher
- Part Time Worker
- Lowe's ASCO Associate
- Audio engineer
- Prefer Not to Answer

Veteran Status

Choice	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
Active Reserve	3	0	1	0	0	0	0	0	0	2	0	0	0
Inactive Reserve	0	0	0	0	0	0	0	0	0	0	0	0	0
Military Veteran	16	1	4	1	3	2	0	2	1	1	1	0	2
Protected Veteran	2	0	0	0	1	1	0	0	0	0	0	0	0
NOT a Veteran	739	21	75	20	215	143	77	78	75	24	6	33	32
Prefer Not to Answer	34	2	2	1	9	1	2	6	5	5	1	1	3
No Response	163	9	20	18	26	37	13	7	18	7	7	74	57

Race / Ethnicity

Choice	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
American Indian or Alaska Native	10	0	2	0	5	0	2	0	0	1	0	1	0
Asian	91	3	13	3	20	19	4	4	12	7	1	7	1
Black or African American	30	1	2	1	6	5	5	6	3	1	0	3	0
Hispanic or Latinx	92	1	23	2	35	12	10	3	5	0	1	3	1
Native Hawaiian or Other Pacific Islander	6	0	2	0	1	1	0	2	0	0	0	0	1
White	580	19	48	17	167	111	65	66	62	19	6	23	35
Prefer Not to Answer	60	0	9	2	16	11	2	9	5	5	1	1	1
No Response	162	9	20	18	25	36	13	7	19	7	7	73	57
Total Current Members	955	32	102	40	253	184	92	93	99	39	15	108	94

LGBTQ+

The question on the member profile is *Do you identify as a member of the LGBTQ+ community?*

Answer	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
Yes	128	2	13	2	40	21	16	16	13	3	2	4	2
No	571	20	62	18	155	107	58	59	57	24	6	25	31
Prefer Not to Answer	93	1	7	2	33	19	5	11	10	5	0	4	5

Disability

The question on the member profile is *Do you identify as having a disability?*

Answer	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
Yes	32	1	2	1	9	6	2	4	5	1	1	2	2
No	688	22	70	19	195	133	72	71	68	26	7	29	32
Prefer Not to Answer	72	0	10	2	24	8	5	11	7	5	0	2	4

Gender Report

Choice	Total	By Region										By Member Type	
		1	2	3	4	5	6	7	8	9	10	Stu.	Pro.
Cisgender Man	625	21	71	23	172	123	63	62	57	22	8	71	63
Transgender Man	5	0	1	0	1	0	0	2	0	1	0	0	0
Cisgender Woman	200	6	17	9	54	46	13	13	24	11	5	32	16
Transgender Woman	0	0	0	0	0	0	0	0	0	0	0	0	0
Non-Binary	21	1	2	0	4	2	4	4	3	1	0	1	0
Prefer to Self Identify	8	0	0	0	3	0	3	0	2	0	0	1	0
Prefer Not to Answer	67	4	9	2	16	8	5	11	7	4	1	2	3
No Response	29	0	2	6	3	5	4	1	6	0	1	1	12
Total Current Members	955	32	102	40	253	184	92	93	99	39	15	108	94

Interests