

## **AMERICAN ACADEMY ALUMNI FOUNDATION**

(A Corporation Limited by Guarantee and founded in 1973)

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**2 October 2025**

# **Tender for Website Redesign**

The American Academy Alumni Foundation (AAAF) owner of the American Academy Larnaca, invites qualified agencies to submit proposals for the redesign, development, and support of our website. The project aims to refresh the look and feel, improve usability, enhance accessibility, and ensure the site is secure, scalable, and easy for staff to maintain.

Tenders should be valid **for a period of three (3) months**.

## **Objectives**

- Deliver a modern, mobile-first, user-friendly design that reflects our brand.
- Present a clear and unified website for Primary, Secondary, and Afternoon Institute.
- Provide straightforward navigation for prospective families, current parents, students, staff, alumni, and jobseekers.
- Make it easy for prospective families to find information, enquire, and apply.
- Ensure the website is accessible, GDPR-compliant, secure, and simple for staff to update.
- Develop and integrate the entrance exams module.

## **Technical Context**

- Current CMS: WordPress
- Hosting: Private Cloud Server (via existing support company)

- Approximate content: ~115 pages across primary, secondary, and institute sections.
- Languages: English and Greek.
- Current monthly traffic: ~ 850 visits.

Tenderers may recommend continuing with WordPress or an alternative CMS, provided:

- Migration is straightforward.
- The platform is well-supported, scalable, and does not create vendor lock-in.

### User Groups

- **Prospective families:** need a clear enquiry and application process.
- **Current families:** access to news, events, portals, and payments.
- **Students:** visibility of activities and updates.
- **Staff:** ability to update content easily.
- **Alumni:** connect, get updates, reunite, donate and volunteer.
- **Suppliers:** smooth handling of invoicing and payments.
- **Job Seekers:** access careers, applications, and recruitment info.

## Scope of Work & Deliverables

- Website audit (structure, usability, SEO, accessibility, performance, security).
- Information architecture & navigation redesign.
- Responsive design (mobile-first, aligned with brand identity).
- WCAG 2.1 AA accessibility compliance.
- Content migration (~115 pages), with:
  - Redirects for old URLs.
  - Optimisation of PDFs, images, and media.
- Bilingual setup (English/Greek) using best-practice multilingual architecture.
- Basic SEO setup: meta tags, sitemap, schema markup, search console, redirects.
- Analytics setup (GA4 or equivalent, goal tracking for applications/enquiries).
- Security features: SSL, role-based access control, backups, patching, GDPR-compliant cookie consent.
- Testing across common devices, browsers, and assistive technologies.
- Performance optimisation to meet Google Core Web Vitals standards.

- Documentation: CMS manual, technical documentation, and handover package.
- Staff training (at least 2 sessions + recording for future use).
- Maintenance & SLA (see section Maintenance & Support).

Optional (quote separately):

- Ongoing content updates.
- Design refreshes.
- Integrations with portals and applications

## Requirements

- GDPR compliance, including cookie consent and privacy policy.
- Data hosting within the EU.
- SSL certificates and HTTPS enforced.
- Minimum 99.5% uptime (excluding scheduled maintenance).
- Page load speed: <3 seconds on 4G/mobile.
- Support additional sections (Bookshop e-shop, ticketing).
- Scalability for future sections.

## Maintenance & Support (Mandatory SLA)

Agencies must provide a clear support and maintenance plan, covering:

- Security updates (CMS, plugins, hosting environment).
- Regular backups (daily recommended).
- Monitoring and alerting (uptime, performance).
- Response times:
  - Critical issues: within 4 hours.
  - Major issues: within 1 business day.
  - Minor issues: within 3 business days.

## Proposal Requirements

- Agency profile and relevant experience.
- Case studies (at least three - education sector preferred).
- Proposed methodology addressing all user groups (families, staff, students, suppliers, alumni).

- Detailed timeline with milestones and final go-live date.
- Budget breakdown (audit, design, development, migration, SEO, training, maintenance, optional extras).
- Team composition and roles.
- Support and SLA plan.

## Evaluation Criteria

- Relevant expertise and past work (30%)
- Understanding of requirements and methodology (30%)
- Value for money (25%)
- Delivery capacity and timeline (10%)
- Added value/innovation (5%)

## Submission Timeline & Instructions

1. Incomplete tenders will be excluded.
2. The AAAF is not obliged to accept the lowest or any tender.
3. Submit proposals electronically (PDF format) to:  
Email: [mmouktaris@academy.ac.cy](mailto:mmouktaris@academy.ac.cy)  
Subject line: Tender Proposal – AAAF Website redesign  
**Deadline: Tuesday, 4/11/2025**
4. Late submissions will not be accepted.

## Contact

For clarifications, please contact:

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