

SNCC Digital Gateway: Learn from the Past, Organize for the Future, Make Democracy Work

Request for Proposals, August 2015

Duke University and the SNCC (Student Nonviolent Coordinating Committee) Legacy Project seek a talented design team to develop a WordPress theme and determine the accompanying plugins for the SNCC Digital Gateway website. The project is a follow-up to the One Person, One Vote pilot launched in March, 2015: <http://onevotesncc.org>

About SNCC and the Duke University-SNCC Legacy Project Collaboration

Duke University and the SNCC Legacy Project (SLP) have formed a partnership to explore and document SNCC's historic struggle for equal political, social, and economic opportunity for all Americans, and to develop ongoing programs that contribute to a more civil and inclusive democracy in the 21st Century.

SNCC

In the 1960s, young SNCC activists united with local communities in the Deep South to build a grassroots movement for change. In the crucible of extreme violence, SNCC organized side-by-side with Black residents to take control of their lives and communities, demanding one person, one vote. As SNCC activist and SLP member, Charles Cobb explains:

“At a deeper level than the immediate political concern with voter registration, SNCC’s work was also about cultivating new local leadership and reinforcing existing local leadership. SNCC field secretaries did not see themselves as community leaders but as community organizers, a distinction that empowered local participants by reinforcing the idea at the heart of SNCC’s work in every project that “local people” could and should take control of their own lives.”

The movement that they built together not only transformed the lives of ordinary people, but transformed the nation. While the activism SNCC generated was pivotal in passing of the Voting Rights

Act of 1965, the organization's legacy lived on in ongoing struggles for equal economic opportunity, political freedom, and a radically-inclusive democracy.

Duke-SLP Collaboration

In March of 2015, the SLP-Duke collaboration launched a new documentary website, entitled *One Person, One Vote: The Legacy of SNCC and the Fight for Voting Rights* (<http://onevotesncc.org>). As a pilot initiative, this site tells the story of SNCC's commitment to organizing local people in the Deep South around the right to vote. *One Person, One Vote* weaves together grassroots stories of the movement with digitized primary source material (documents, photographs, oral histories, etc.) held at repositories across the country. SNCC activists took the lead in interpreting the organization's documentary legacy. Working collaboratively with undergraduate and graduate students, archivists, and historians on Duke's campus, they provided the framework for understanding who SNCC was, what they did, and why they did it.

The SLP-Duke collaboration has recently received a 3-year grant from The Andrew W. Mellon Foundation to expand this work into a SNCC Digital Gateway website, which will tell a broader story of SNCC's activism beyond voting rights. It will focus on how SNCC organized Black communities to take control of their political and economic lives, and highlight how activists and local people changed approaches to fit shifting circumstances, and grew together through these experiences. Building on the model of *One Person, One Vote*, the SNCC Digital Gateway will use digitized primary source material to tell SNCC's story through profiles, events, thematic audiovisual pieces, and other contextual pages.

Description of the Project:

The SNCC Digital Gateway seeks to present the story of SNCC's activism in an engaging, visually-stimulating, and nuanced way. We seek to:

- o Tell compelling stories that accurately reflect SNCC field staff, local people, and mentors, and highlight concepts central to SNCC's evolution as an organization
- o Present nuanced and evidence-based content in a visually-stimulating and accessible manner
- o Integrate different types of content (profiles, events, thematic audiovisual pieces, maps, and narrative overviews) through links and tags

Our types of content include:

- o **Profiles** that highlight the role of individuals from SNCC and the movement, organizations, and places
- o **Events** that illustrate how significant events shaped SNCC's development

- o **Thematics** that highlight important ideas and issues within SNCC and trace their development through the different chronological periods
- o **SNCC Organizing pages** that detail the inner workings of SNCC as an organization and their interactions with other entities
- o **About pages** that describe the SNCC Digital Gateway project partners, editorial policy, resources, etc.
- o **Narrative introductions** that establish the context for other types of content and give navigation cues

Specific Project Goals:

Central access point:

- o Uncluttered opening page featuring a large frame displaying a rotation of static, iconic images
- o Visible and clear primary navigation options above the central frame
- o Unobtrusive, secondary navigation options
- o Multiple ways to access the 4 chronological or thematic sub-pages from the homepage
- o Search feature that provides the ability to search across all pages within the website
- o Textual About section (100 - 200 words)
- o A design aesthetic that reflects the aesthetics of SNCC

Site architecture:

- o History section that contains 4 subpages representing chronological periods. Each subpage will feature a narrative introduction and links to 10 - 25 event pages.
- o Thematic section that contains 3 - 8 subpages representing thematic categories. Each thematic category will have 3 - 4 child pages, representing the thematic in one of the specific chronological periods. Each child page will feature an audiovisual piece or text plus embedded sources, and will link to the 2 - 3 other related child pages within the thematic.
- o Organizing SNCC section that contains 5 - 15 subpages. Subpages will either link to multiple SNCC Organizing pages or be standalone SNCC Organizing pages.
- o People section that contains secondary navigation panel listing profile categories. Categories should be able to subdivide into sub-category pages. Category subpages will link to 10 - 75 individual profile pages. Category subpages should also include option of including narrative introduction and embedded primary source material in addition to individual profile links.

Feature requirements for content types:

Profiles

- o Profiles will feature narrative text (500 - 750 words), embedded images, and links to other content on the website and a sidebar with 3 - 6 embedded primary sources.
- o The Profile section will also include a roll call page listing 1,200 names.

Events

- o Events will include narrative text (500 - 750 words), embedded images, and links to other content on the website, as well as a sidebar featuring 3 - 6 embedded primary sources.
- o Event pages will link to prior or subsequent events in the sequence or related events.
- o Event pages need to be able to incorporate embedded timelines using Timeline.JS and/or StoryMap.JS.

Thematics

- o Thematics will include narrative text, embedded primary source material, and multimedia/short documentary pieces.
- o Thematic subpages will include a navigation option allowing users to follow that thematic across the other 2 - 3 chronological periods

SNCC Organizing pages

- o SNCC Organizing pages will include narrative text (500 - 750 words) and embedded primary source material
- o These pages need to be able to incorporate embedded Google Map or related mapping tool

Archival Content and A/V Material

- o Primary source material and audiovisual pieces will be embedded throughout the site within the featured content listed above.
- o These items will be hosted by outside institutions. The SNCC Digital Gateway Project will embed but not host these resources.

Target Audiences:

As the 50th Anniversary of the call for Black Power approaches, the SNCC Digital Gateway Project will provide an alternative story of the civil rights movement that highlights the organizing of Black communities to take ownership of their political and economic lives. It will also emphasize the central role of youth leadership, intergenerational collaboration, experiential education, grassroots organizing, and debate in the black freedom struggle.

Primary Audiences:

- Students (secondary and college)
- K-12 teachers
- Young activists
- Movement veterans
- Engaged adults

Secondary Audiences:

- Journalists/media
- Scholars/researchers
- Donors

Design Requirements:

The design of the SNCC Digital Gateway theme needs to take into account the aesthetics of SNCC. This aesthetic is reflected in SNCC's buttons, posters, and iconic images of community organizing:

- Handshake button [<http://www.crmvet.org/crmpics/pins/s-sncc.jpg>]
- One man, one vote button [<http://www.crmvet.org/crmpics/pins/s-omov.jpg>]
- One man, one vote poster [<http://www.crmvet.org/crmpics/posters/sncc-omov.jpg>]
- Now poster [<http://www.crmvet.org/crmpics/posters/sncc-now.jpg>]
- Is he protecting you poster [<http://www.crmvet.org/crmpics/posters/sncc-trooper.jpg>]
- Canvassing photo [<http://www.crmvet.org/crmpics/lcfo7.jpg>]
- Lowndes County Freedom Organization photo [<http://www.crmvet.org/crmpics/lcfo4.jpg>]
- Student with Justice sign [<http://www.crmvet.org/crmpics/justice1.jpg>]

While this material is primarily in black & white, the design needs to include color.

[See <http://freedom50.org> for example.]

The design also should reflect the personality and priorities of SNCC:

- energetic
- youthful but intergenerational
- vibrant
- inclusive
- grassroots organizing
- everyday people
- the rural South

The design must be compatible with mobile devices, preferably through the use of responsive techniques. The design must also be compliant with Section 508 Accessibility standards.

Finally, the design must include branding elements for the project's Duke partners, Duke University Libraries and the Center for Documentary studies. The project team will provide specific guidelines on how to incorporate these elements, as well as resources such as logo images.

Functionality/Programming Requirements:

The primary deliverable for the design contractor of the SNCC Digital Gateway Project website will be a WordPress theme and any accompanying plugins. Staff at Duke University Libraries (DUL) will install the theme on a library-hosted instance of WordPress, and take over responsibility for ongoing and long-term maintenance, migration, and archiving of the site. The SLP Editorial Board will develop content for the site, and communicate needs for minor design updates and revisions to the designer.

The SNCC Digital Gateway team will provide the functional requirements for the site expressed as use cases. During the final phase of the project, IT support at DUL and Duke's Office of Information Technology will work with the contractor and the SDG team to install the theme on its hosting platform, and perform functional testing for the agreed-upon requirements. Final sign-off on the project will follow successful testing.

In collaboration with the contracted design team, staff in Duke University Libraries will develop features that allow content authors to perform easy and polished embedding and referencing of digitized primary source content from outside institution.

Site Size and Project Timeline:

The SNCC Digital Gateway Project will feature approximately 300 profiles, 80 events, 18 thematic pages, and 30 SNCC Organizing Content pages. The structure of the SNCC Digital Gateway Project website must be flexible and expandable, and the design must be responsive.

The Editorial Board will give final approval of the initial site design no later than May 31, 2016, and the project team, including the Project Manager and Coordinator as well as technical consultants in Duke University Libraries, will provide for the final sign-off. The WordPress theme needs to be functional and available to begin populating by July 2016. The soft launch of the website will occur in December 2016, and desired design adjustments will be communicated thereafter. All design work will be completed by December 31, 2017.

Response Deadline and Contact information:

The RFP response deadline is September 15, 2015.

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