Ontario College of
Social Workers and
Social Service Workers

REQUEST FOR PROPOSAL

To provide Website Redesign, User Experience (UX) and User Interface (UI) Consulting and Development Services for the Ontario College of Social Workers and Social Service Workers

Issued by:	The Ontario College of Social Workers and Social Service Workers
Questions Deadline:	September 9th, 2026
Response Deadline:	September 30th, 2026

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Purpose

The Ontario College of Social Workers and Social Service Workers (the College) invites proposals from qualified vendors to redesign, modernize and enhance the College's public-facing website.

The successful vendor will work collaboratively with College staff to create a modern, accessible, mobile-friendly website that improves user experience, simplifies navigation and search and prioritizes key user actions. The redesigned bilingual website should better support the College's mandate of public protection while improving access to information and services for registrants, applicants, members of the public and other invested parties.

A key objective of this project is to bring the College's most important user actions to the forefront of the digital experience, including:

- Applying for registration with the College;
- Navigating to the Online Register to confirm the status of a social worker or social service worker;
- Accessing the College's online portal for payment of annual renewal fees and other registrant-related fees; and
- Filing a complaint with the College.

The project aligns with the College's 2024–2029 Strategic Plan, particularly its priorities related to Communication and Awareness and Organizational Agility, Innovation and Effectiveness.

Background

The College is the regulatory body for social workers and social service workers in Ontario. The College was created under the *Social Work and Social Service Work Act, 1998* and currently regulates more than 34,000 registrants.

The College's ongoing mandate is to serve and protect the public by regulating the professions of social work and social service work. The College fulfills this mandate through registration, professional standards, complaints and discipline processes, continuing competence requirements and public education.

The College's bilingual website serves as a primary communication and service delivery channel for multiple audiences, including:

- Current registrants;
- Prospective applicants;
- Members of the public;
- Employers;
- Educators and students;
- Government and regulatory partners; and
- Media and invested parties.

The College is seeking a strategic partner to modernize its website and create a digital experience that is accessible, intuitive, efficient and reflective of current best practices in user experience design and digital service delivery.

Scope of Work

The successful vendor will work with the College to complete the following activities:

Discovery and Assessment

- Review the existing website, analytics, navigation structure and user journeys;
- Conduct engagement group consultations and user research, as required;
- Identify opportunities to improve user experience, accessibility, navigation and search;
- Assess current content architecture and information hierarchy; and
- Conduct a review of comparable regulator, public sector and professional organization websites.

Website Strategy and User Experience Design

- Develop recommendations for improved information architecture and site structure;
- Design user journeys that prioritize key user actions;
- Develop wireframes and prototypes for key pages and workflows;

- Create recommendations for homepage design and navigation improvements;
- Develop a search strategy that improves discoverability of information and resources, including modern search engine optimization (SEO), AI-powered search optimization and best practices for emerging search technologies; and
- Recommend approaches to improve engagement and task completion rates.

System Integration

- Assess and implement required integrations between the redesigned website and the College's Microsoft Dynamics environment, including any existing or future-facing forms, workflows, data connections or user pathways identified by the College.
- Ensure integrations are secure, reliable, scalable and compatible with the College's existing technology environment.
- Identify any third-party tools, licences, APIs or development dependencies required to support Microsoft Dynamics integrations, including associated costs.

User Interface Design

- Develop a modern, accessible and responsive visual design;
- Create a mobile-first user experience optimized for smartphones and tablets;
- Align all design work with the College's existing brand standards and visual identity;
- Ensure compliance with accessibility requirements and best practices; and
- Develop a scalable design system for future website enhancements.

Accessibility and Compliance

- Ensure compliance with AODA and WCAG 2.1 AA accessibility requirements;
- Conduct accessibility testing and remediation;
- Support bilingual functionality and content management; and
- Ensure appropriate privacy, security and performance standards are met.

Expected Deliverables

The successful vendor will:

- Participate in a number of collaborative project working group meetings throughout the duration of this project, including the kickoff meeting with College staff;
- Where necessary, participate in steering committee meetings when/if vendor expertise is required
- Participate in the creation of product artifacts including governance structure and RACI charts
- Identify a consistent project lead who will attend meetings and serve as the primary point of contact.
- Submit a detailed project plan with timelines, milestones and deliverables;
- Conduct a website assessment and discovery phase and provide findings and recommendations;
- Develop a revised sitemap and information architecture;
- Create wireframes and prototypes for review and approval;
- Develop final website designs and supporting design system documentation;
- Build and implement the redesigned website;
- Conduct accessibility, usability and quality assurance testing;
- Provide staff training on website administration and content management;
- Support website launch activities; and
- Provide necessary project closing documentation and knowledge transfer documentation including recommendations for ongoing website governance and optimization.
- Provide a dedicated availability per week throughout the active project period for regular project meetings, consultation and issue resolution with College staff.
    - Weekly availability must be included in the proposed project fee and must not result in additional charges to the College.

Post-Launch Support and Warranty

- Provide a detailed description of the warranty period following website launch, during which defects, errors or functionality issues related to the delivered solution will be corrected at no additional cost to the College.
- Clearly distinguish warranty work from enhancements, change requests or new functionality that may be subject to additional fees.

Describe available post-warranty support and maintenance options, including service levels, response times and pricing.

Success Metrics and Key Performance Indicators

The College is seeking a website redesign that delivers measurable improvements in user experience, accessibility and digital service delivery. As part of their proposal, respondents should identify how they will measure project success and support the achievement of the following objectives.

The successful vendor will be expected to establish baseline metrics and recommend a measurement framework for ongoing monitoring and optimization.

Priority User Actions

The redesigned website should improve the visibility, accessibility and completion rates of the College's primary user tasks:

Access Registration Services

The redesigned website should improve how applicants and registrants access the College's online registration portal.

- Increase the visibility and discoverability of registration services, including applying for registration, logging in and paying annual fees.
- Streamline navigation to the online registration portal by reducing the number of clicks required to access key services.
- Improve the overall user experience when transitioning from the College website to the online registration portal.

File a Complaint

The redesigned website should make the complaint process easier to find and understand.

- Increase the visibility and accessibility of complaint information and submission pathways.
- Streamline navigation to complaint resources and online forms.
- Improve user understanding of the complaint process and available resources.

Navigation and Information Architecture

The redesigned website should:

- Reduce the number of clicks required to access high-demand content and services.
- Improve user ability to locate information within three clicks or fewer wherever feasible.
- Reduce navigation-related support inquiries.
- Improve overall task completion rates for key user journeys.

Search Performance

The redesigned website should:

- Improve search success rates for commonly accessed resources.
- Increase the percentage of users finding relevant content through site search.
- Reduce search refinement and abandonment rates.
- Provide analytics that identify high-demand content and common search behaviours.

Mobile Experience

The redesigned website should:

- Deliver a fully responsive mobile-first experience.
- Improve mobile usability and accessibility scores.
- Ensure all key user actions can be completed effectively on mobile devices.
- Maintain consistent performance across major browsers and devices.

Accessibility

The redesigned website must:

- Meet or exceed AODA requirements and WCAG 2.1 Level AA standards.
- Successfully complete independent accessibility testing prior to launch.
- Ensure forms, documents and interactive content are accessible to all users.
- Demonstrate accessibility compliance through formal reporting and testing documentation.

User Satisfaction and Continuous Improvement

The redesigned website should:

- Improve overall user satisfaction with website navigation and usability.
- Support the implementation of analytics dashboards and performance reporting.
- Establish baseline measurements and post-launch benchmarks for ongoing evaluation.
- Include recommendations for continuous improvement and website governance following launch.

Measurement and Reporting Requirements

Respondents should describe:

- Their approach to defining baseline metrics.
- Recommended tools and analytics platforms.
- Methods for measuring user behaviour and task completion.
- Proposed reporting dashboards and performance indicators.
- Their approach to post-launch optimization and continuous improvement.

The successful vendor will be expected to provide recommendations for monitoring performance against these metrics for a minimum of twelve (12) months following launch.

Proposed Timeline*

Date	Milestone
Early November 2026	Vendor selection and onboarding
November – December 2026	Discovery, research and website assessment
January - June 2027	UX/UI design and information architecture
June – October 2027	Website development and testing
December 2027	Website launch
February 2028	Post-launch review and project close

*Timeline is subject to change.

Qualifications

The College is seeking a vendor that:

- Has demonstrated experience designing and developing modern, user-centred websites;
- Has expertise in UX and UI design, information architecture and digital service delivery;
- Has experience working with professional regulators, public sector organizations or not-for-profit organizations;
- Has demonstrated expertise in accessibility and AODA compliance;
- Has experience designing mobile-first digital experiences;
- Has expertise in website search optimization and content discoverability;
- Has strong project management and stakeholder engagement capabilities;
- Has experience implementing content management systems and website governance models; and
- Has excellent communication and presentation skills.

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Selection Criteria

The College's evaluation team will use the following rated criteria:

Rated Criteria Category	Total Points
Demonstrated experience with website redesign, UX/UI strategy and digital service delivery	25
Approach to user experience, navigation, search and accessibility	20
Proposed methodology and project plan	20
Relevant experience with regulators, public sector or comparable organizations	10
Value-Added Services or Innovation in Approach	5
Subtotal (excluding price)	**80**
Pricing (cost effectiveness and overall value)	20
Total	**100**

Confidentiality and Conditions

All information submitted in response to this RFP is considered confidential and proprietary to the College. Respondents may be asked to clarify responses or provide additional details. The College reserves the right to reject any or all proposals, modify timelines, negotiate with one or more respondents or cancel the RFP at any time.

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PROPOSAL SUBMISSION INSTRUCTIONS

Submission Process

Respondents should review the RFP in full and prepare a complete proposal containing all required information. Any questions or requests for clarification must be submitted in writing by the question deadline. Final proposals must be submitted by the proposal submission deadline.

The College may, at its discretion, invite shortlisted respondents to participate in interviews or demonstrations before a final selection is made.

Submission Requirements

Proposals must include the following:

- Name of organization
- Contact information
- Description of the proposed approach and methodology
- Proposed project team and relevant experience
- Examples of at least three comparable website redesign projects
- Proposed project schedule and timelines
- A fee proposal that includes all associated costs
- Names and contact information for at least three recent references
- Any value-added services or recommendations

Fee proposals must be inclusive of all travel, administrative, software licensing, and incidental costs. Proposed hourly rates, fees, and other pricing must remain fixed for the duration of the project and for a minimum of twelve (12) months following launch, unless otherwise agreed to in writing by the College. Respondents must identify any anticipated rate increases after the lock-in period and the basis on which future increases would be calculated.

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Questions

All questions regarding this RFP must be submitted in writing to:

Sarah Choudhury, Senior Director, Regulatory Affairs and Strategic Communications

RFP@ocswssw.org

Subject line: RFP – Website Redesign Submission

Questions must be received by the deadline listed in the timeline below. Questions submitted after that date may not be considered.

Timeline of Events

Date	Milestone
September 1st, 2026	RFP Issued
September 9th, 2026	Deadline for question submission
September 30th, 2026	**Proposal Submission Deadline**
Mid October 2026	Evaluations continue, Invitations for Demos/ Interviews for Short-listed candidates if required
Early November 2026	Vendor Selection and Onboarding

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