Request for Quote: Digital Strategy Development Consultant

The National Museum of Women in the Arts (NMWA) – nmwa.org - seeks a consultant or consultancy organization to undertake a process of:

- discovery and assessment of NMWA’s digital capacity and resources, including infrastructure, digital assets, technical literacy, and organizational structure that requires collaboration and coordination across all departments;

- discovery and assessment of the use of digital technology for engagement with primary audiences, including adults and life-long learners of all kinds, Pre K-12 students and teachers, the academic community (students, faculty, and researchers), arts professionals, advocates for social change, and a committed and impassioned member/donor base (including potential supporters) that crosses each of these categories;

- assessment and delineation of NMWA’s community, a complex amalgam of neighbors, associates, and partners in the mid-Atlantic region and a large, global membership and donor base;

- recommendations for professional development to enhance and grow the digital literacy of staff;

- and development and adoption of vision, strategy, and action plan (detailing resource allocation and timing of projects)—informed by the discoveries and assessments described above—to guide the virtual and physical manifestations of digital technology and outreach at the museum.

The resulting digital vision, strategic goals, and action plan will be informed by NMWA’s institutional priorities of increasing visibility and accessibility of the museum to a broader community and garnering new members and supporters. The action plan developed from the digital strategy will include objectives linked to strategic fundraising and programmatic goals, as well as clearly defined outcomes, evaluative measures that define success, and capacity for iterative development and revision.

Our budget expectation for the scope of work outlined is between $60,000 and $70,000. NMWA’s Director of Digital Engagement and Deputy Director for Art, Programs, and Public Engagement/Chief Curator will act as primary liaisons and project managers for the digital strategy development. Estimated completion date is June 2021.

Deadline for receipt of RFQ: Monday, March 15, 2021

Please send inquiries and RFQ to Kathryn Wat, NMWA Deputy Director for Art, Programs, and Public Engagement/Chief Curator kwat@nmwa.org