Brailsford & Dunlavey Website Redesign RFP

Answers in red to follow-up questions from website designers. Please note that these answers are accurate to the best of our knowledge as of Friday, Nov. 14, 2025. They may change over time without prior notice.

---

1. BUSINESS STRATEGY & ORGANIZATIONAL CONTEXT

1.1 M&A Integration & Growth Strategy

Q1.1.1: You mention expanding your national footprint through strategic M&A activity. Over the next 12-24 months, do you anticipate:

- Integrating acquired companies' content YES and branding NO into the main bdconnect.com site?
- Operating them as separate branded subdomains? YES, FOR A TIME
- A hybrid approach depending on the acquisition? UNKNOWN AT THIS POINT

Q1.1.2: How should the design system accommodate potential sub-brands or service line differentiation while maintaining B&D's core brand identity? Should we plan for multiple theme variants? YES

Q1.1.3: Are there specific M&A integrations planned for 2026 YES that we should account for in the timeline NO or content architecture? YES

1.2 Competitive Positioning & Market Differentiation

Q1.2.1: Who do you consider your primary competitors in the digital space, and which of their websites do you admire (or explicitly want to differentiate from)?

A few firms that are on a similar trajectory as B&D include Cumming Group (cumming-group.com). However, while we always look at other websites in the AEC (architecture, engineering and construction) sector, and the greater consulting/advisory sector, we do not want to limit our website designers' imagination to just these spaces. We want to adopt the best designs from all segments based on the needs of our firm.

Q1.2.2: Are there specific capabilities, service offerings, or thought leadership angles your current site fails to communicate that are causing you to lose opportunities?

No. We are able to communicate our capabilities, service offerings and thought leadership adequately. But we want more flexibility and functionality in the way we do so.

Q1.2.3: What do you want visitors to feel or understand about B&D within the first 10 seconds of landing on your homepage?

Within the first 10 seconds, visitors should feel that B&D is a trusted, forward-thinking partner shaping complex real estate and facility developments into lasting community assets. Visitors should sense a balance of warmth, authority and purpose, recognizing B&D as a national firm with local understanding and deep sector insight. The home page should maka it clear that this is a company and a culture that delivers both strategy and execution, rooted in community impact and institutional goals.

2. AUDIENCE & USER EXPERIENCE

2.1 Target Personas & User Journeys

Q2.1.1: Beyond "qualified leads," can you describe your 2-3 primary user personas with their roles, pain points, and decision-making authority? (e.g., higher education facilities directors, healthcare CFOs, public sector procurement officers, private developers)

1. Higher Education Facilities and Finance Leaders

- Roles: Vice Presidents of Administration or Finance, Directors of Facilities Planning, Campus Planners, or CFOs.
- Pain points: Balancing long-term capital needs with limited budgets, shifting enrollment patterns, and sustainability mandates. They often face internal pressure to justify investments to boards and align projects with institutional mission and student experience.
- Decision authority: Typically the key decision-makers or strong influencers in selecting advisory partners; they drive RFP issuance and shortlist recommendations for capital projects.

2. Civic and Public Sector Development Executives

- Roles: City managers, public works directors, procurement officers, or redevelopment authority executives.
- Pain points: Managing complex stakeholder expectations, limited funding streams, and public transparency requirements. They need partners who can translate community priorities into executable projects and navigate political, financial, and regulatory layers.
- Decision authority: Usually control vendor selection through formal RFP processes, often weighing demonstrated public-sector experience, equity commitments, and proven delivery models.

3. Private or Nonprofit Developers and Operators (Ancillary/Mixed-Use)

- Roles: Real estate developers, athletic or cultural foundation leaders, or private partners in public-private partnerships (P3s).
- Pain points: De-risking development partnerships, aligning institutional missions with commercial viability, and securing financing or site control.
- Decision authority: Often co-decide alongside institutional or municipal clients; they influence project structure, financing strategy, and delivery model selection.
- Each persona seeks a partner that combines strategic advisory, financial structuring, and project delivery expertise—not just design management. The redesigned website should reflect that B&D understands their specific pressures and can help them move confidently from vision to execution.

Q2.1.2: What's the typical decision-making journey length from initial awareness to RFP/RFQ submission? At what stage does someone typically first visit your website?

For most B&D clients, the journey from initial awareness to RFP or RFQ submission spans six months to two years, depending on the project/program scale, funding, complexity and institutional process maturity. Most website visitors first arrive during the consideration stage, not initial awareness. The redesigned site therefore needs to convert validation-driven visitors, i.e., people who already know B&D and are comparing firms, by demonstrating expertise, credibility, and evidence of results.

Q2.1.3: Do different personas require different content pathways YES or conversion mechanisms? UNSURE

2.2 User Research & Testing

Q2.2.1: Have you conducted user research on your current website in the past 12-24 months? NO, AND WE NEVER HAVE. If so, what were the key findings? N/A

Q2.2.2: Do you have access to users with disabilities who could participate in accessibility testing, NO or should we plan to recruit separately?

Q2.2.3: Would you value our including stakeholder interviews (internal team members and/or select clients) during the discovery phase? YES

3. CONTENT STRATEGY & MIGRATION

3.1 Existing Content Inventory

Q3.1.1: Approximately how many pages currently exist on bdconnect.com? 602

Q3.1.2: What percentage of existing content should be: UNKNOWN. WE WOULD NEED TO PERFORM THIS EXERCISE.

- Migrated as-is?

- Migrated with revisions?
- Retired/archived?
- Completely rewritten?

Q3.1.3: Do you have existing brand guidelines, content templates, style guides, or a tone-of-voice document we should follow? YES

3.2 Content Creation & Ownership

Q3.2.1: Post-launch, who owns ongoing content creation? MARKETING Do you have:

- In-house content writers/strategists? YES
- Subject matter experts who can contribute to technical content? YES
- Budget for ongoing content development services? NO

Q3.2.2: For the "pillar/cluster" SEO strategy and FAQ modules, do you need content strategy only, YES or strategy + writing services? POTENTIALLY; WE ARE WILLING TO DISCUSS

Q3.2.3: How many new pages (approximately) do you anticipate creating in the first 6 months post-launch? UNKNOWN AT THIS TIME.

4. LEAD GENERATION & CRM INTEGRATION

4.1 Current Performance Baseline

Q4.1.1: What's your current monthly baseline for primary conversions:

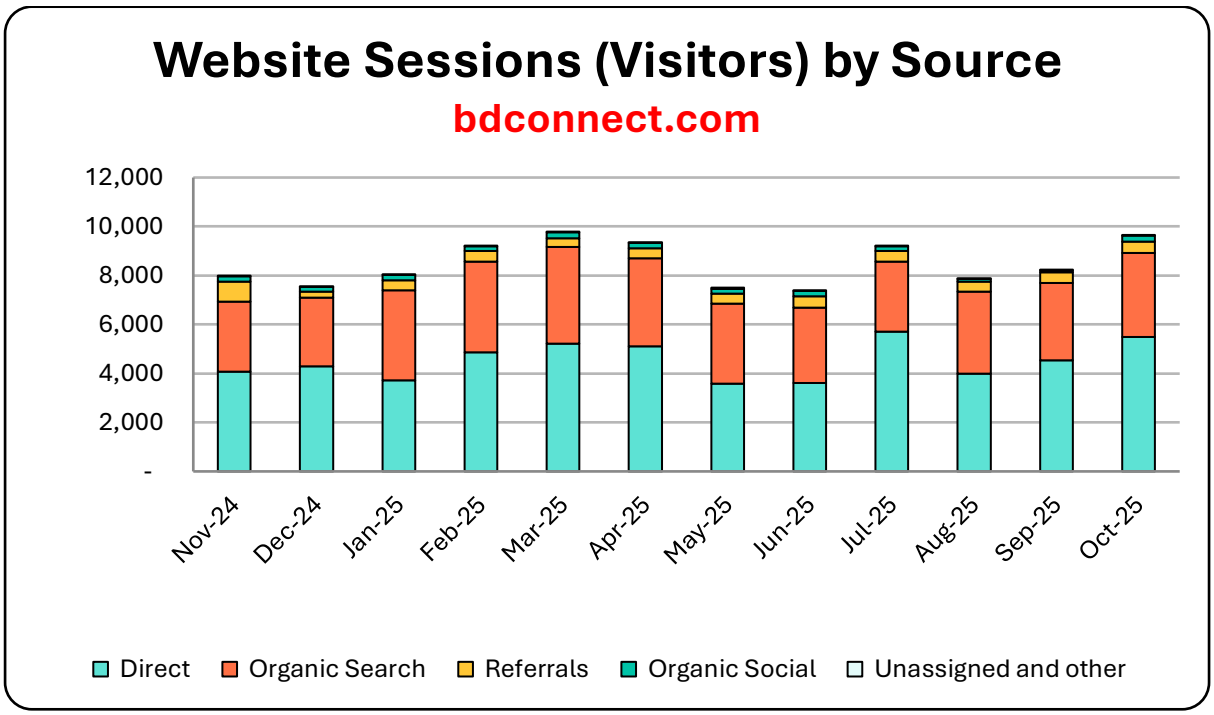
B&D's current website functions poorly as a marketing tool for conversions. It runs on a pared-down version of WordPress with limited event tracking, and historically, marketing personnel have used it more as a digital brochure than an active lead-generation platform. As a result, current conversion activity is minimal and largely unqualified.

- RFP/RFQ requests? 3-5 per month; primarily thru the general contact form or via direct email after website validation. Often driven by word-of-mouth or prior relationships rather than true conversion funnels
- General contact form submissions? 10-20 per month; plenty of spam and sales outreach vs. legitimate business inquiries
- Newsletter signups? 5-10 new signups/month collected through static forms with no sitewide call-to-action integration
- Other conversion actions? No gated content, downloads or interactive forms.

This is a key area for improvement. With a modernized, performance-driven site designed for engagement and clear user pathways, B&D expects to dramatically increase qualified conversions and track meaningful actions—moving from a static "brochure" site to a true marketing and business development engine that reflects current best practices in UX, analytics, and CRM integration.

Q4.1.2: Which specific actions constitute a "qualified" lead vs. a general inquiry? Are there scoring criteria we should understand? We don't track/differentiate these within our website environment.

Q4.1.3: What's your current monthly organic session volume, and what are your top 3-5 traffic sources?



4.2 CRM Selection & Integration Timeline

Q4.2.1: What's your target timeline for CRM selection? Will it be finalized before, during, or after the website launch? Our tech roadmap is currently new website launch by Q3 2026, CRM by Q1 2027.

Q4.2.2: Are you leaning toward any specific CRM platforms (HubSpot, Salesforce, or others), NO or would you value our input based on AEC industry best practices? YES

Q4.2.3: Beyond form submissions, should we plan for tracking visitor behavior/engagement data to sync with the CRM for lead scoring purposes? YES

Q4.2.4: Do you currently use any marketing automation, email service providers, or webinar platforms that need integration? If so, which ones? CONSTANT CONTACT

5. TECHNICAL ARCHITECTURE & PLATFORM

5.1 CMS & Platform Preferences

Q5.1.1: Do you have a preference or leaning toward:

- Enhanced WordPress?
- Headless WordPress?
- Fully headless CMS (Contentful, Sanity, Strapi, etc.)?
- Or would you like our recommendation based on your team's technical resources? ← THIS ONE

Q5.1.2: Who will maintain the website post-launch?

- In-house developers?
- Marketing team (non-technical)? ← THIS ONE
- External agency/contractor? We would like to entertain a second proposal for ongoing maintenance/help desk/service requests agreement.

Q5.1.3: Are there existing WordPress plugins, custom functionality, or integrations you want to preserve or migrate? No

5.2 Hosting & Infrastructure

Q5.2.1: Do you have any hosting preferences, restrictions, or existing relationships we should consider? No

Q5.2.2: Are there data residency requirements (e.g., US-only hosting) due to your public sector work? Yes, US-only hosting

Q5.2.3: What's your budget beyond the $50K services fee for:

- Hosting (annual cost)? Separate from the $50K, which is for the build only.
- Third-party licenses (CMS, tools, plugins)? Separate from the $50K, which is for the build only.
- Premium fonts or stock imagery? $0 because we have subscriptions to font and stock image libraries.

5.3 DevOps & Security

Q5.3.1: Do you have existing security or compliance requirements beyond standard best practices (e.g., SOC 2, specific federal requirements)?

B&D does not currently operate under formalized compliance frameworks such as SOC 2 or ISO 27001, nor are there federal regulatory requirements that apply directly to our website. However, our client base includes public institutions, universities, and municipal entities, which means we hold vendors to enterprise-grade security and data protection standards consistent with public-sector expectations. At minimum, we expect:

- Strong security baselines — TLS 1.3, HTTPS-only enforcement, hardened admin access (MFA, role-based permissions), and regular dependency scanning.
- Privacy-first data handling — Compliance with GDPR, CCPA, and CPRA for consent management and cookie usage.
- Secure form and data flow architecture — All form submissions and CRM integrations must be encrypted in transit and stored securely, with access controls and audit trails.
- Hosting environment standards — 99.9% uptime target, automated backups, version control, and security monitoring in line with industry best practices.

As the firm's digital ecosystem evolves, B&D anticipates aligning with SOC 2–equivalent security principles—particularly around data access, change management, and vendor oversight—to ensure scalability and institutional client confidence.

Q5.3.2: Do you have internal IT or security teams who need to review/approve technical architecture decisions? YES

6. GEO-TARGETING & SUBDOMAIN STRATEGY

6.1 Geographic Expansion Priorities

Q6.1.1: Which specific regions are priorities for geo-targeted content in 2026? (e.g., Southeast, Texas, Mid-Atlantic, West Coast) In order of importance, they are:

1. Mid-Atlantic
2. West Coast (specifically California, Colorado)
3. Southeast (specifically Florida)
4. Midwest (specifically Chicago area)

Q6.1.2: Are these new markets you're entering, or existing markets requiring localized messaging? Existing

Q6.1.3: Should geo-targeting be:

- Transparent to users (automatic, invisible)? YES
- Explicitly shown (e.g., "You're viewing content for the Southeast region" with option to change)? NO

6.2 Subdomain Use Cases & Management

Q6.2.1: Can you provide 2-3 specific examples of subdomains you envision creating? For example:

- Regional: carolinas.bdconnect.com, texas.bdconnect.com
- Campaign: summit2026.bdconnect.com
- Service line: healthcare.bdconnect.com
- Event/initiative-based microsites

  The following subdomains are now live:

  - Venues.bdconnect.com (service line)
  - California.bdconnect.com (regional)
  - Workforcehousing.bdconnect.com (campaign)

    We do not have event microsites.

Q6.2.2: Should subdomains:

- Fully inherit the main site's design system and components? YES
- Allow for campaign-specific branding and visual flexibility? YES
- Function independently with separate analytics and conversion tracking? YES

Q6.2.3: Who will be responsible for creating and managing subdomains, marketing team, IT, or external agency?

- It is currently being managed by B&D's IT department, but we would like to see all our options. It is Marketing that requests the creation of subdomains.

Q6.2.4: Approximately how many subdomains do you anticipate creating in the first year? UNKNOWN, but we want to have no limits placed on subdomain creation.

7. SEO, AI-READINESS & DISCOVERABILITY

7.1 AI & LLM Discovery

Q7.1.1: Which specific AI tools or LLMs are most important for your clients to discover B&D through? All below, but ChatGPT is most important because it has the largest user base. Google's AI Overview is second.

- ChatGPT / OpenAI
- Google Gemini
- Anthropic Claude

- Perplexity
- Microsoft Copilot
- Industry-specific AI tools

Q7.1.2: Do you have plans or partnerships for implementing AI-powered tools (chatbots, proposal generators, knowledge bases) that would consume the content export for RAG (Retrieval-Augmented Generation)? Yes, B&D now has a nascent chatbot that is in version 1.0 stage.

Q7.1.3: For the content export suitable for vectorization—what format would be most useful? (JSON, CSV, structured markdown, API endpoint)

B&D's priority is flexibility and future-proofing for AI and semantic search applications, rather than adherence to one fixed export format. However, the preferred format would be a structured JSON export, for the following reasons:

- JSON provides the most adaptable schema for downstream use in embeddings, retrieval-augmented generation (RAG), and LLM fine-tuning workflows.
- It supports nested content structures (e.g., page type, title, body, metadata, taxonomy, tags, FAQs, and related links), which aligns with how B&D intends to organize its new content model.
- JSON also integrates easily with APIs or middleware for future CRM, DAM, or knowledge base connections.

That said, B&D is open to also supporting CSV or structured Markdown exports for lighter-weight use cases or editorial reviews. An API endpoint for content retrieval would be ideal long term—particularly if the CMS supports headless architecture—so that B&D can query and update content dynamically as AI/semantic search capabilities mature.

7.2 Semantic Search

Q7.2.1: Is on-site semantic search (vector-based) a "must-have" for launch, or can it be a Phase 2 enhancement?

On-site semantic search is considered a Phase 2 enhancement, not a must-have for launch. B&D's immediate priority is to establish a performant, structured content foundation and intuitive keyword search experience that supports future AI readiness. The website should be architected to accommodate vector-based search in the future—for example, through a modular search API or CMS integration—so that when content volume and taxonomy maturity warrant it, semantic search can be implemented with minimal redevelopment.

Q7.2.2: What specific use cases are driving the semantic search need? (e.g., technical resource library, case study discovery, service matching)

The primary use cases driving semantic search are case study discovery, service matching, and thought leadership retrieval. As B&D's content library expands, visitors—especially prospective clients—should be able to ask complex or contextual questions (e.g., "projects similar to a university recreation center in a small city" or "services that help plan a public-private sports venue") and receive relevant results that go beyond exact keyword matches. Semantic search would help surface insights and examples that better reflect how real users think and search.

Q7.2.3: If implemented, should semantic search replace or complement traditional keyword search?

If implemented, semantic search should complement, not replace, traditional keyword search. Standard keyword search remains important for precision, accessibility, and predictable behavior, while semantic search adds discovery and relevance layers that improve user experience. The ideal approach is a hybrid model—keyword for direct matches and structured fields, semantic for contextual relationships—ensuring all users find information efficiently regardless of query style or familiarity with B&D's terminology.

7.3 SEO Strategy & Optimization

Q7.3.1: Do you have existing keyword research NO, or should we conduct this during discovery? YES

Q7.3.2: The +30-50% SEO growth target is set for 6-9 months post-launch. Do you have budget for ongoing SEO optimization (content updates, link building, technical refinements) after our engagement, or should we include this in our proposal? POTENTIALLY; WE ARE OPEN TO SERVICE PROVIDERS INCLUDING THIS IN THE PROPOSAL.

Q7.3.3: Are there specific competitors you want to outrank for certain keywords or service categories? UNKNOWN at this point but would like to explore.

8. ANALYTICS, MEASUREMENT & REPORTING

8.1 Current Analytics Setup

Q8.1.1: Do you currently use Google Analytics 4, YES Universal Analytics (legacy), or another analytics platform?

Q8.1.2: If GA4 is implemented, is it configured correctly with conversion tracking and custom events? IT IS NOT CONFIGURED CORRECTLY AND WE BARELY USE IT.

Q8.1.3: Who currently monitors analytics, and who will post-launch? MARKETING TEAM

8.2 Privacy & Consent Management

Q8.2.1: Are you open to privacy-centric analytics alternatives (e.g., Plausible, Fathom) or committed to GA4? WE ARE OPEN, IF COST IS NOT PROHIBITIVE.

Q8.2.2: Do you have an existing cookie consent management tool YES, or should we recommend and implement one? YES IF IT'S BETTER.

Q8.2.3: Beyond GDPR and CCPA/CPRA, are there other privacy regulations we should address (e.g., state-specific laws)? NOT APPLICABLE

8.3 Reporting & Dashboards

Q8.3.1: Who are the primary stakeholders for analytics reporting, and what's their technical proficiency level? DEPARTMENT HEADS, AND THEY ARE NOT TECHNICALLY PROFICIENT AT ALL.

Q8.3.2: What decisions do you want to make based on website data? (This helps us design the right dashboards and KPIs) We are willing to share our current website performance dashboards but will need to establish a confidentiality agreement first.

Q8.3.3: Should we build custom Looker Studio / Data Studio dashboards, or work within GA4's native interface? UNKNOWN; we are willing to hear your recommendation.

9. ACCESSIBILITY & COMPLIANCE

9.1 Accessibility Requirements

Q9.1.1: Beyond WCAG 2.2 AA, are there additional accessibility requirements due to public sector clients (e.g., Section 508 compliance, specific state/federal mandates)?

Beyond WCAG 2.2 AA conformance, B&D expects the new website to meet **Section 508 accessibility standards** to ensure compatibility with requirements commonly adopted by our **public-sector and higher education clients**. While B&D is not itself a federal contractor, many of our clients operate under federal or state accessibility mandates, so maintaining **508 alignment** supports their compliance expectations when referencing or linking to B&D materials. Additionally, vendors should follow **ARIA best practices, semantic HTML structure, and manual screen reader testing** to ensure usability for assistive technologies and to future-proof the site against evolving accessibility guidelines.

Q9.1.2: Have you received accessibility complaints or lawsuits regarding your current website? NO

Q9.1.3: Do you require a formal accessibility audit/VPAT (Voluntary Product Accessibility Template) documentation for procurement purposes? NO

9.2 Testing & Validation

Q9.2.1: What level of manual accessibility testing is expected: We would like your recommendations on these.

- Screen reader testing (NVDA, JAWS, VoiceOver)?
- Keyboard-only navigation?
- Color contrast and cognitive accessibility?
- User testing with people with disabilities?

10. PROJECT GOVERNANCE & TEAM

10.1 Decision-Making & Approvals

Q10.1.1: Who are the key decision-makers and stakeholders for this project? What are their roles? Marketing leadership, IT leadership, select firm leadership.

Q10.1.2: What's your internal approval process for major milestones (design, content, technical architecture)? Marketing -> IT -> firm leadership How many review cycles should we anticipate? Unknown at this point; at least three, no more than 12.

Q10.1.3: Do you have a dedicated internal project manager who will be our primary contact, Yes or will we coordinate across multiple departments? No

10.2 Timeline & Resources

Q10.2.1: Is the Q2 2026 launch date (April-June) flexible Yes, or is there a hard deadline driven by external factors (e.g., conference, fiscal year, announcement)?

Q10.2.2: What internal resources (hours per week) can your team commit to this project for reviews, content provision, and decision-making? Unknown at this point.

Q10.2.3: Are there blackout periods (holidays, major events, fiscal year-end) when your team won't be available for reviews? Yes, the week between Christmas Day and New Years' Day.

11. POST-LAUNCH SUPPORT & ONGOING OPTIMIZATION

11.1 Hypercare & Warranty

Q11.1.1: What does "optimization fixes" include during the 30-60 day hypercare period? Everything below.

- Critical bug fixes only?
- Performance tuning?
- Minor content adjustments?
- Design refinements based on user feedback?

Q11.1.2: What's your expectation for response time on critical issues during hypercare? (e.g., 2 hours, same business day, 24 hours) Same business day.

Q11.1.3: After the 60-day warranty period, what level of ongoing support do you anticipate needing? Unknown at this point; we need help evaluating th is.

11.2 Ongoing Management & Maintenance

Q11.2.1: For the optional ongoing management/maintenance proposal, what services are most valuable to you?

- Monthly security patches and CMS updates? YES
- Performance monitoring and optimization? YES
- Content updates and page creation? NO
- Monthly SEO optimization and reporting? YES
- Conversion rate optimization (CRO)? YES

12. BUDGET & SCOPE PRIORITIZATION

12.1 Budget Allocation & Flexibility

Q12.1.1: If scope adjustments are needed to meet the $50K target, which elements are:

- Non-negotiable (must-haves)? All unknown at this point; we need help evaluating.
- Nice-to-have but deferrable to Phase 2?
- Optional enhancements we can propose separately?

Q12.1.2: Are you open to a phased approach (MVP launch in Q2 2026 + enhancement sprints in Q3-Q4 2026) if it provides better long-term value? YES

Q12.1.3: What's your total project budget including:

- Agency services ($50K baseline) YES
- Hosting (annual estimate) Unknown; please give us a quote
- Third-party tools and licenses Unknown; please give us a quote
- Content writing/photography $0
- Contingency for scope changes Unknown; please give us a quote

12.2 Third-Party Costs & Licensing

Q12.2.1: Do you have existing tool licenses we should leverage (e.g., accessibility testing tools, performance monitoring, DAM, CDN)? Yes

Q12.2.2: Are there preferred vendors or existing contracts we should integrate with (e.g., specific CDN, email provider, analytics)? Constant Contact only

13. CASE STUDIES & REFERENCES

13.1 Relevant Experience Expectations

Q13.1.1: When evaluating case studies, what's most important to you?

- Similar industry (AEC sector)? 4
- Similar technical complexity (headless CMS, performance)? 3
- Measurable results (SEO growth, conversion increases)? 1
- Design aesthetic and brand elevation? 2

Q13.1.2: For references, would you prefer to speak with:

- Similar-sized firms in the AEC space? Not necessarily
- Organizations with comparable technical requirements? YES
- Clients who've worked with us on long-term optimization? YES

14. RISK MANAGEMENT & CONTINGENCY

14.1 Anticipated Risks

Q14.1.1: Are there known risks or constraints we should plan for (e.g., legacy content complexity, technical debt, internal resource limitations)? No

Q14.1.2: Have you experienced challenges with previous website projects or vendors that we should be aware of?

In our previous website build, the requirements prioritized visual appeal over business performance. The vendor acted primarily as a creative supplier rather than a strategic partner, and as a result, key elements such as functionality, conversion pathways, SEO, and overall user experience were underdeveloped. For this redesign, B&D is seeking a true collaborative partner—one who can combine strong design sensibilities with a deep understanding of business goals, digital strategy, and measurable outcomes, ensuring the site is both visually engaging and operationally effective.

14.2 Change Management

Q14.2.1: How do you prefer to handle change requests during the project—formal change orders only NO, or some flexibility within phase budgets? YES

Q14.2.2: What's your risk tolerance for cutting-edge technology YES! vs. proven, stable solutions? Not necessarily

15. ADDITIONAL CONTEXT

Q15.1: Is there anything not covered in the RFP or these questions that would be valuable for us to know when crafting our proposal?

The most valuable thing for vendors to understand is that this project is not just a redesign—it's a repositioning of B&D's digital presence to match the sophistication of our advisory work and national growth. We're looking for a partner who can help us translate our complex, high-value services into an intuitive, conversion-oriented user experience that speaks clearly to multiple audiences. Creative excellence matters, but so does collaboration, strategic thinking, and the ability to recommend scalable, technically sound solutions that will evolve with our business. We value teams who bring ideas to the table—especially around content strategy, analytics, and AI/semantic readiness—that help us think beyond launch and build a website truly built for 2026 and beyond.

Q15.2: Are there specific features, capabilities, or innovations you've seen on other websites that you'd like to explore for B&D?

We are excited at the opportunity for web designers to bring these to us.

Q15.3: What does success look like for this project 12 months after launch?

Twelve months after launch, success means B&D's website is performing as a **modern, business-driving digital platform**—not just a brand presence. It should demonstrate measurable improvement across key metrics: faster load times and stronger Core Web Vitals; a **25–50% increase in qualified organic traffic**; and a **25% lift in primary conversions** such as RFP/RFQ submissions and contact inquiries. Editors should be

able to create and publish new content in under 30 minutes without developer support, ensuring agility across teams. Just as importantly, the site should be recognized internally as a **strategic business asset**—a scalable, AI-ready, accessible platform that reflects B&D's credibility, expertise, and impact across the markets it serves.

REMINDER: The deadline to submit your proposal is Friday, Nov. 21, 5pm EST. Proposals must be uploaded HERE.