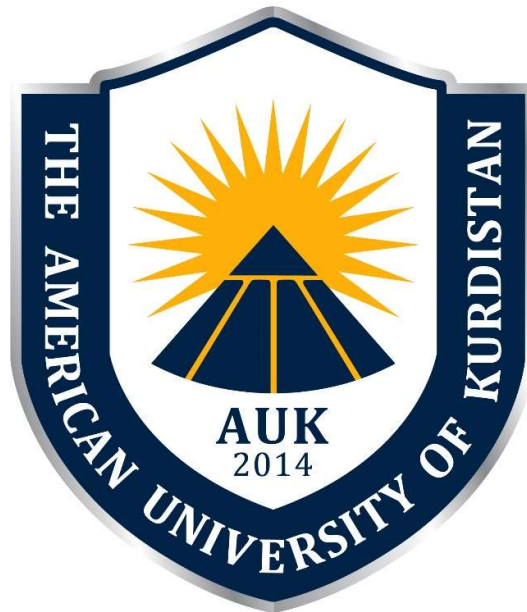


**THE AMERICAN UNIVERSITY OF KURDISTAN  
OFFICE OF COMMUNICATIONS**



**REQUEST FOR PROPOSAL (RFP)  
REDISIGN AND REDEVELOP THE AUK WEBSITE**

April 2026

**The American University of Kurdistan (AUK) — Duhok,  
Kurdistan, Iraq**

## **1. PURPOSE**

This RFP aims to solicit bids for the comprehensive redesign and redevelopment of the American University of Kurdistan (AUK) official website. The Office of Communications invites qualified firms and agencies (Contractors) to submit proposals covering full-service website redesign, including user experience (UX) design, user interface (UI) design, front-end and back-end development, content migration, and ongoing maintenance support. The new website must reflect AUK's institutional identity, serve its diverse audiences: prospective students, current students, faculty, staff, and the public, and meet contemporary standards for accessibility, performance, and security.

This project covers website development only. Hosting infrastructure, servers, and deployment environments are already available at AUK and are not part of the vendor's scope.

## **2. JOB PROCEDURE**

This RFP will be published on the AUK website to invite proposals. Vendors responding to this RFP are expected to:

- Demonstrate understanding of university website requirements
- Provide a detailed technical approach and architecture
- Propose suitable technology stack (front-end/back-end/CMS)
- Submit both technical and commercial proposals

Shortlisted vendors may be invited for clarification or presentation.

## **3. CRITERIA FOR SELECTION**

AUK will evaluate each proposal based on responsiveness to institutional needs, technical capability, and overall value. The award of the contract, if made, will be to the Contractor who is responsive to all administrative and technical requirements of this RFP, has demonstrated relevant experience and competence, and receives the highest rating based on the evaluation criteria below:

- Technical approach and system architecture
- Experience in higher education or large-scale websites
- UX/UI design quality and accessibility compliance
- CMS capabilities and ease of use
- Integration capabilities with external systems
- Project timeline and delivery methodology
- Vendor experience and references
- Cost competitiveness

## **4. GENERAL INFORMATION**

Founded in 2014 as a non-profit institution of higher learning by Masrour Barzani, the American University of Kurdistan is dedicated to preparing future generations of leaders through curricular and co-curricular excellence in an American style education focusing on transformative knowledge, innovative research, ethical community service, respect for inclusion and diversity,

global connectedness, and life-long learning, all aiming to ensure economic, environmental, social and political advancement- regionally, nationally and globally.

### **Project Ownership**

- Department: Office of Communications
- Oversight: Information Technology Department (ITD)

## **5. PROJECT DESCRIPTION AND SCOPE**

This project involves the complete redesign and redevelopment of the AUK website as a modern, scalable, and user-friendly digital platform.

### **5.1 Core Requirements**

#### **Architecture & Technology**

- Modern web architecture (preferably modular / API-based)
- Clearly defined front-end and back-end technologies
- Scalable and maintainable system design
- Secure coding practices

#### **Content Management System (CMS)**

- User-friendly CMS for non-technical staff
- Role-based access control
- Workflow for content approval and publishing
- Multilingual-ready (English initially, Arabic/Kurdish later)
- Ability to manage:
  - Pages
  - News
  - Events
  - Media

#### **UX/UI Design**

- Modern and professional design aligned with AUK branding
- Clear navigation structure
- Audience-based user journeys:
  - Students
  - Faculty
  - Public
- Mobile-first and responsive design

**Website Features**

- Advanced search functionality
- Dynamic content modules
- News & events management
- Faculty/staff directory
- Forms and contact modules
- Integration with social media

**Integration Requirements**

The website must support integration with:

- Student systems / portals
- Email systems
- Analytics tools (Google Analytics or similar)
- External APIs (if required)

**Performance & Security**

- Fast loading times (optimized performance)
- Secure authentication and access control
- Protection against common vulnerabilities (OWASP)

**SEO & Accessibility**

- SEO best practices implemented
- WCAG 2.1 AA compliance

**Content Migration**

- Migration of all existing content
- Structured and validated data transfer

**Testing**

- Functional testing
- User acceptance testing (UAT)
- Performance testing

**Training & Documentation**

- Training for AUK staff
- User manuals and technical documentation

**Support**

- Minimum 1-year support and maintenance

- Bug fixing and updates
- Defined SLA

## **5.2 Project Scope**

### **Scope Includes:**

- Design and development
- CMS implementation
- Integration
- Testing and training

### **Scope Excludes:**

- Hosting and servers
- Infrastructure setup
- Hardware procurement

## **6. DELIVERY SCHEDULE**

The project must be completed within 120 days from contract signing.

Vendors must provide:

- Detailed timeline
- Milestones (design, development, testing, launch)

## **7. PROPOSAL SUBMISSION**

All invitees who are interested in submitting their proposals are to send them to the vendor portal on the website. Proposals will be received from **May 14<sup>th</sup> 2026** until 3:00 p.m. (Erbil time) on **May 28, 2026**. Any proposal received after that time and date will neither be opened nor considered and will be discarded.

## **8. EXPERIENCE AND QUALIFICATIONS**

Each vendor submitting a proposal should include, but not be limited to, the following information:

- Company profile
- Experience in similar projects
- Portfolio (especially university websites)
- Technical team structure
- References

## **9. CONTRACT**

AUK will negotiate the terms of a contract with any selected Vendor. If an agreement is reached, the Vendor will enter into a written contract and will perform all work pursuant to that contract.

The Proposal does not constitute an agreement or contract with AUK, and AUK reserves the right not to enter into any agreement with any Vendor.

#### **10. WARRANTY AND SUPPORT**

- Minimum 1-year support
- SLA for issue resolution
- Ongoing maintenance plan

#### **11. DEBARMENT**

Submission of a proposal in response to this RFP is certification that you, your company, and any subcontractor are not currently debarred, suspended, proposed for debarment, declared ineligible, or otherwise excluded from submitting proposals to any government department or agency or any political subdivision of the Republic of Iraq.

#### **12. REJECTION OF PROPOSALS**

AUK reserves the right (a) to terminate the proposal process at any time; (b) to reject any or all proposals; and (c) to waive formalities and minor irregularities in the proposals received. AUK further reserves the right to conduct a pre-award survey of any company under consideration to confirm any of the information furnished by the firm or to require other evidence of managerial, financial, technical and other capabilities, the positive establishment of which is determined by AUK to be necessary for the successful performance of the contract. AUK further reserves the right to cancel or amend this RFP at any time and will notify all recipients accordingly.

#### **13. INQUIRIES**

Submit all questions, inquiries, or requests for clarification about the project in writing to AUK Procurement, at **procurement@auk.edu.krd** or Office of Finance at **Finance@auk.edu.krd**.