

SEABROOK EDUCATIONAL AND CULTURAL CENTER

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October 9, 2020

Re: Request for Qualifications—Website Design and Eventual Revisioning and Exhibit Design

The [Seabrook Educational and Cultural Center](#) (SECC) invites your firm's interest in providing us with design services for the revisioning of our institutional programming. We invite the submission of your professional qualifications for the scope that follows.

The [Seabrook Educational and Cultural Center](#) (SECC) is dedicated to telling the history of Seabrook Farms, a modest nineteenth century New Jersey truck farm based in Upper Deerfield Township, Cumberland County, that became, by the mid-twentieth century, one of the largest industrialized agricultural businesses in the country's history. We are located on the lower level of the Upper Deerfield Township Municipal Building, where a small museum displays a variety of photographs, documents, and artifacts from the farm's one-hundred-year history, 1875 to 1975. Seabrook Farms was exceptional in the diversity of its employees, bringing together workers from twenty-six countries after World War II, including, in particular, Japanese Americans relocated from camps in the western US, and Estonian and other refugees from displaced persons camps in Europe, in addition to migrant laborers from Appalachia, the Deep South, and the Caribbean. This mix of cultures has enriched western Cumberland County to the present day.

With the support of a grant from the New Jersey Council for the Humanities, the SECC has begun the process of updating and rethinking the critical focus of its museum, online presence, and cultural and educational programming. We would like to better position the SECC—locally, nationally, and internationally – to share the important history of Seabrook Farms. While the international community at Seabrook provided many advantages for residents and neighbors, the struggles Seabrook Farms workers contended with – lack of access to social services, anti-union pressure, violations of civil liberties, and the threat of deportation – are no less relevant today. In light of the ongoing Black Lives Matter movement, our history is more resonant than ever.

To realize our vision, we are looking for a design partner. The first, current phase of the designer's work would include:

- Design and build a new website for the SECC, including new logotype, typography, and graphic redesign;
- Present our archive of photographs, stories, oral histories and films in a contemporary way. Examples of these materials can be found on the New Jersey Digital Highway;

- Collaborate with scholars, the SECC, and other invited contributors to design online exhibitions that feature different aspects of our history;
- Create a high-quality, searchable digital archive for all our holdings that scholars can use for research, as well as amateur genealogists searching for information about their immigrant ancestors;
- Design and implement a social media strategy and infrastructure.

To begin this process, the SECC's board has voted to fund the first stage, with the understanding that more funding will be forthcoming to complete the project. We would like to have everything finished by 2025, when we will celebrate our Sesquicentennial.

For this first stage of the project, we ask our partner to design a microsite that includes:

- Home/Landing Page with multiple sections;
- Landing page populated with critical images and key quote/language, which will invite visitors to think critically about and engage with the question: "What histories at Seabrook Farms have yet to be told?"
- "Virtual revisioning room" that connects to Google Forms or a customized form to collect comments from the public. This would be some kind of online forum where a virtual version of the public outreach and revisioning workshop that our NJCH grant mandates can proceed during the pandemic.
<https://docs.google.com/forms/d/e/1FAIpQLScqAXfr31SsYbg7SB8SthMmmAWWrFm wA1rAwLUUxTTaaTpk7Q/viewform>;
- Links to farm worker rights and social justice websites with common interests;
- "Get Involved" page (newsletter sign up or similar);
- "Donate page" (basic link out to external contribution page);
- Social Media account Links.

Once a firm is selected, SECC intends to continue working with that firm on future phases of the project as funding becomes available, which will be:

- Guiding the SECC in reviewing information gathered from the first phase and revisioning the long-term mission of the SECC;
- Designing a museum experience and exhibits to interpret the revised mission.

If this project interests you, please submit the following information:

- A description of your company and its mission;
- A list of selected comparable projects completed or in progress, with links;
- A list of staff who would be working on it and their qualifications;
- A list of at least three outside references familiar with your work;
- Why you think you are the best firm for this project.

Please submit these qualifications to me at the address below by December 9, 2020.

Thank you for your consideration.

Sincerely yours,

Beverly Carr

Beverly Carr, Executive Director
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