

Request for Proposal Website Redesign

RFP Deadline
Wednesday, April 3, 2024
4:30 pm (PST)

Siskiyou Joint Community College District
800 College Ave.
Weed, California 96094

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Introduction

Siskiyou Joint Community College District (“College of the Siskiyou”) is looking for a creative digital partner that will redesign and produce the new College of the Siskiyou website (siskiyou.edu). The website will primarily serve as a resource to students, faculty and staff, and the community at large. The website must be usable and accessible to all users and follow best practices in product strategy, design, and development. The ideal and preferred partner leads with a vision, is full of ideas, and appreciates learning and growth.

The purpose of this document is to share useful and helpful information. The details as we understand them now are meant to inform vendor responses or proposal preparations. It is a starting point for a project plan that may evolve as opportunities present themselves.

Project Details

- Proposal Deadline: April 3, 2024
- Project Start Date: April 2024
- Website Launch: Spring/Summer 2025

College Background

Siskiyou Joint Community College District (the “District”) is within the California Community College system. Siskiyou Joint Community College District is located at 800 College Avenue, Weed, CA 96094. The District serves Siskiyou and a portion of Shasta Counties. Total enrollment for the District is approximately 1,200 full-time equivalent students.

The District is governed by an independent seven-member governing Board of Trustees who are elected at large to overlapping four-year terms. The District’s affairs are administered by the Superintendent/President, who is appointed by the Board of Trustees.

Project Background

The existing website needs to be redesigned and restructured for a positive user experience. Some visual branding and identity guidelines do exist for the college’s print materials, and the website is expected to incorporate any visual design elements (e.g., school logo, colors) that the vendor sees as appropriate for the proposed digital product. All website solutions are welcomed for any required functionality or features. The ideal web platform solution is an open-source software, but all proposed software or platforms will be considered for evaluation. The existing College of the Siskiyou website (siskiyou.edu) was built with and continues to use Dreamweaver.

State of the Existing Website

The current site has approximately 500 web pages and 4,600 document assets (e.g., PDFs). The desired outcome is to minimize the size of the website.

The following are known audiences for the site and what the site needs to do for each; however, this is not an exhaustive list. The list includes, but is not limited to:

Website Visitors

- Students
 - To get to the log ins of various campus applications (current students)
 - To find out what’s happening on campus
 - To figure out how to apply, register, or enroll

- To learn what courses are required for degrees and certificates
- Faculty
 - To share instructor and course information
 - To provide information about academic programs
- Staff
 - To get specific documents and paperwork
 - To find out information related to Human Resources
- Community Members
 - To learn what classes are available to the public
 - To find events or workshops open to the general public

Website Content Editors

The goal is to have the majority of the website content managed by Weblinks, the campus web team, with content developed and edited by various departments. Other web content editors will need limited permission or access to specific website sections for content updates. The existing website is managed by two staff in the Weblinks department who work in collaboration with campus staff to maintain content.

Challenges with the Existing Website

- Navigation is a challenge to website visitors
- Financial Aid section is overloaded with information
- Superfluous writing or copy throughout website
- Degree or certificate requirements is confusing and linked to an outside source
- No tool or calendar to plan/organize what semester classes look like
- Staff profiles display various info depending on department webpages
- Search bar pulls old documents and outdated information
- No current use of CMS, only Dreamweaver
- Online form difficulties due to hacking issues
- Current structure is outdated and cumbersome
- Currently content management is centralized to one department
- Static website pages

Resources Available for Project

- Weblinks team
- Guided Pathways Committee
- Website redesign team

College of the Siskiyous Internal Project Team

It is understood that this is a lively, exciting project that requires active participation and strong investment between the vendor and College of the Siskiyous. The following are a few of our key players:

Christina Van Alfen, Website Project Manager
Interim Vice President of Administrative Services

As the interim Vice President of Administrative Services, Christina will coordinate and manage the

project at the College and in conjunction with the Vendor to ensure timely completion of the tasks necessary to move the project forward.

Anne-Marie Kuhlemann, Web Content Editor

Anne-Marie creates, edits, updates, and maintains web content and gives editorial support to increase the visibility and understanding of a diverse audience accessing the college's website, supports the day-to-day website content management to engage and inform college students, personnel, and the public.

Michael Reetz, Web Content Designer

As one of two people who make updates to the current COS website, Michael has a good understanding of the current structure of the COS website. He also regularly interacts with individuals and departments as to their needs related to the website.

Dawnie Slabaugh, Director of Public Relations

Dawnie provides input related to the websites use as a promotional or marketing tool. Her judgement is critical when technical questions arise regarding design, branding, use of photography/videos, etc. While her day-to-day involvement with the technical and/or operational activity of the website is minimal, she is consulted for project-related questions about design, branding, photography, messaging.

Representatives, Website Project Committee

The project committee is made up of representatives from various areas of the organization. They exist to provide input in internal decision making, but are not decision makers. The committee is not directly involved with the chosen vendor, but may be invited to participate on an as needed basis.

Project Goals

To make siskiyous.edu an innovative, creative, and original leader in website experiences for higher education institutions. It must also align with our vision that College of the Siskiyous is “transforming students’ lives through lifelong learning and success.”

Project Objectives

The new website needs to be Section 508 compliant as well as meet or exceed current web standards. It needs to adhere to best practices in the industry regarding content, design, and development, and ultimately provide a positive digital experience. The following is a list of objectives that includes, but is not limited to:

- Section 508 Compliance
- WCAG 2.1 Level AA Conformance
- Meets readability and plain language standards
- Search pulls relevant information
- Events calendar or section is interactive
- Mobile-friendly and responsive for all size devices and screens
- Implementation of Guided Pathways

Key Performance Indicators

If the project goals and objectives are successful, it is desired to be reflected by:

- Increase web engagement and traffic
- Increase student enrollment

- Increase attendance to fine art performances or shows and athletic events
- Increase college campus tour requests
- Increase overall student engagement
- Increase community participation
- Increase completion of degrees, certificates, and transfer requirements
- Improve access to instruction and student services
- Increase students' civic and community engagement

Project Scope

The scope of work as it stands requires an overhaul of the existing website. The need is a full and complete redesign from discovery (research) to launch. These are a few things we expect to see addressed in the vendor response: visual design, interaction, technology, development (front-end and back-end), information architecture, user experience, content strategy, content migration/uploading, and more.

Functionality Requirements

The minimum viable product will include the following features:

- OMNI- Content Management System (CMS)
- Web Forms (custom code or third-party application) with CAPTCHA
- Multimedia Integration (graphics, photography, video, etc.)
- Events Calendar
- A-Z Directory
- Short URLs
- Support for Google analytics

It is also encouraged that vendors review the existing website to see what other functionality or features are needed or may be useful for our website visitors. Please plan for any other proposed web solutions and make note of it as a separate line item in the summary pricing or project cost.

RFP Schedule

Vendors will be required to adhere to the following timeline. Any changes to the timeline will be communicated via an addendum (posted to our website).

Date	Milestone
March 20, 2024	RFP Released
March 20, 2024	1 st Advertisement
March 27, 2024	2 nd Advertisement
March 28, 2024	Submission of vendor questions due by 4:30 pm (PST)
March 29, 2024	Responses to vendor questions distributed
April 3, 2024	RFP responses due 4:30 pm (PST)
April 8-10, 2024	Interviews (optional)/Selection of vendor
April 10, 2024	Submission to the Board of Trustees for April 16 th Meeting
April 16, 2024	Board of Trustees Review
	Project Kickoff: Planning begins

Contact Information

Any questions regarding this document must be submitted via e-mail to Christina Van Alfen at cvanalfen@siskiyous.edu. Your question(s) and our response(s) will be forwarded to all participating vendors in a timely fashion (based on the timeline/schedule above). Any changes to project scope or deadline will be communicated via an addendum (e-mailed to your address of record).

Conditions

- Vendors are responsible for all costs associated with the preparation and delivery of their proposals.
- Vendors are responsible for all costs associated with travel for bidder conferences and on-site demonstrations.
- Questions regarding this document are due by 4:30 p.m. (PST) March 28, 2024, via e-mail to cvanalfen@siskiyous.edu. All RFP vendor questions sent via email must have the following subject line: "Website RFP Questions, Vendor Name". (Replace the "Vendor Name" with your company name). College of the Siskiyous is not responsible for any network issues that may delay your email. Responses will be compiled and distributed to all vendors via e-mail on March 29, 2024.
- Any vendor response or proposal materials that need to be mailed can be addressed to:

Christina Van Alfen
 Interim Vice President Administrative Services
 SISKIYOUS JOINT COMMUNITY COLLEGE DISTRICT
 800 College Ave., Weed, CA 96094

- The District reserves the right to reject any proposal received after the deadline: Wednesday, April 3, 2024 at 4:30pm (PST).
- Proposals must be completed according to the instructions provided in this section and throughout this document. Incomplete proposals may be disqualified.
- Vendors should provide their standard terms and conditions, software maintenance agreements and related contractual documents related to this proposal where indicated.
- Summary pricing should be presented in the response or proposal. This should include all

options/suggestions and pricing associated with this project. The College intends to provide payment for services in various percentages of the full costs of the project at various milestones (e.g. 10% upon contract execution, 20% at milestone 1, etc.).

Evaluation Criteria

Proposals received by the stated deadline will be evaluated based on the following (not in order):

- The proposed solution's ability to meet or exceed the project scope, objectives, functionality requirements and build or propose solutions to any or all website features that have been detailed in this document
- Other functionality that is not included in the scope of work, but the vendor presents as a solution to project goals and challenges
- Visually appealing and intuitive/ease of navigation for appropriate audience
- Total project cost and summary pricing
- Projected timeline to website launch
- Vendor experience in providing similar solutions for higher education institutions
- Implementation of Guided Pathways for higher education institutions, include appropriate mapping
- Third-party integrations including: embedding, linking out, or feeding data, with existing applications

Proposal Requirements

In addition to acknowledging the requirements stated throughout this document, vendor responses must address the following information:

1. Executive Summary
2. Vendor Profile
 - a. Company Overview
 - b. Creative Philosophy
 - c. Project Plan
 - d. Technical Requirements
 - e. Finance and Legal
 - f. Patents and Proprietary Solutions
 - g. Partnerships
 - h. Industry Leadership and Recognition
 - i. General Software Functionality
 - j. Integrated Workflow
 - k. Support Ease of Use
 - l. On-Site Visits
 - m. Software
 - n. Product Training and Product Support
 - o. Hardware
 - p. Samples and references from previous projects
3. Appendices
 - a. Appendix 1: Contracts
 - i. Exhibit A: Vendor's Standard Terms and Conditions
 - ii. Exhibit B: Vendor's Software Maintenance and Support Contract
 - b. Appendix 2: Additional Materials

Submission Guidelines

- Written proposals may include additional resources such as digital presentations and media.
- Proposals and any additional materials must be received by 4:30pm (PST), April 3, 2024.
- Proposals may be emailed to Christina Van Alfen at cvanalfen@siskiyous.edu with the subject line: "Website RFP Response, *Vendor Name*". (Replace the "Vendor Name" with your company name.)
- Proposals may be transmitted electronically via secure FTP upon request.

Proposals may be mailed to:
Christina Van Alfen
Interim Vice President Administrative Services
SISKIYOU JOINT COMMUNITY COLLEGE DISTRICT
800 College Ave., Weed, CA 96094

Executive Summary

Include the following information in your executive summary:

- Summarize your understanding of our business requirements
- Detail your understanding of our environment, our current website challenges, and how the proposed solution will resolve these challenges
- Tell us why you want to work with us
- Provide summary pricing for the proposed software licenses, professional services, technical services (training, maintenance, and support), and applicable hardware components
- Provide links to your agency website, any online portfolios (e.g., Dribbble, Behance, Vimeo), and/or social media (Facebook, Instagram, Twitter, LinkedIn, etc.)
- In addition, **provide a minimum of three (3) references – including at least one higher education institution if applicable** – currently using a website produced by your business. Please note the reference's website URL and its launch date.

Vendor Profile

Company Overview

The selected Vendor will have an excellent record of accomplishment with their clients and is required to operate profitably based on sound business practices. Describe your professional services and position in the website design sector.

Creative Philosophy

It is expected that the selected Vendor highly regards creativity in all that they do whether it's visual design or coding or project managing. Therefore, we'd like to understand what inspires your team as they engage in the creative process. Tell us why you do what you do. This response can include your mission and vision statements or values. The ideal response will either elaborate on what is already stated on your agency website or give us new insight into your thought process.

Project Plan

Provide a narrative or supporting documentation describing the project methodology and other important aspects of the redesign process. Please include a high-level list and/or brief description of project phases or tasks. Define any assumptions or constraints based on your understanding of our requirements. This must give us an idea of what to expect for the project workflow including but not limited to design, development, and content.

In addition, please address the following:

- Project Management Tools – List of tools used to track / document the project or used for feedback, approvals, decisions, or communication
- Project Team – Provide a brief of the project team (if known) or project leadership. Please include: Name, Title/Role, and Short Bio. Include subcontractors if applicable.
- Project Costs – Include detailed budget
- Content Management System – Describe your ability to work with OMNI-CMS
- Deliverables – Outline the products or services that will be delivered
- Functionality List – Detailed list of website functionality and features
- Milestones – List of events or activities marking significant project phases
- Schedule – Provide the suggested project schedule that shows how much time is needed for each major step or phase of the project and/or specific calendar dates (if known).
- Assets – Describe ownership of photography and video. If your proposal identifies original photography or video as valuable content, please explain the need and benefits and specify whether it's included in the overall project budget (i.e., Are photography and video considered a part of design or content?) or if it is a separate line item. Otherwise, please list all licenses and estimated pricing
- User Training – Briefly address support for user training and help documents such as a How-To guide, CMS Manual, or Website Style Guide
- Third-Party Integration or APIs – Clearly identify any reliance on tools required to integrate local data with an active website. Outline additional costs for these tools
- Project Delays – Describe how roadblocks will be handled and its impact on the project budget and timeline
- Payment – Please note any preferences regarding invoicing and payments. Be aware that the College intends to provide percentages of the full costs of the project at various milestones (e.g. 10% upon contract execution, 20% at milestone 1, etc.). Please include information regarding milestones listed above and requested percentage of payment for each.
- Warranty – Provide information about warranties including length of time and what is covered or supported. College of the Siskiyous strongly desires the minimum of a 90-day warranty
- Browser Agnostic – Describe how the website will be developed and tested to work across all major browsers (e.g., Chrome, Edge, Safari, Firefox, etc.)
- Ongoing Maintenance – Identify any need for ongoing maintenance that would require vendor support and an annual contract

Technical Requirements

We will be utilizing OMNI-CMS as the Content Management System (CMS).

In general, build a website that loads fast and uses less data. Properly optimized for all devices but especially mobile devices. It is expected that quality assurance will be performed or conducted.

- Testing is required for multiple browsers, multiple devices, and multiple operating software. Please explain what testing will be done.
- Please state the intended programming language for the web software development of this project. Provide a list of programming languages Vendor demonstrates proficiency or mastery in.

Patents and Proprietary Solutions

Does the Vendor hold any patents for the proposed website solution, or for related technologies?

Provide detail. If a solution is commercial or proprietary, please demonstrate why or what reason vendor has to propose it. All solutions are welcomed, but a proven product is preferred.

Partnerships

List major industry, strategic and/or certified partnerships and the nature of each relationship. This includes any potential referrals such as partners for ongoing hosting/maintenance.

Industry Leadership and Recognition

List awards or honors and publication features the Vendor or its products have earned. Please include any speaking engagements at industry events or tech conferences and links to any video or audio (or transcripts) that may be available.

Usability and Accessibility

Vendor must share their process for building in usability and accessibility. Please note that accessibility requirements must be built to the college's specifications and is subject to the college's interpretation of accessibility. Accessibility requirements will be subject to usability testing for functional accessibility by College of the Siskiyous.

Support Ease of Use

We require a solution that provides an intuitive user experience for both the website visitor and content editor. Please describe how the proposed solution supports this requirement.

On-Site Visits

Because we require a project workflow that limits time on site, there must be a clear purpose or set of goals for visits. Please explain the reason(s) for on-site visits and/or attach any applicable agendas or itineraries including the personnel to be expected.

Software

Please describe any software required as a part of the proposed solution. This should include the primary platform software required for the Content Management System- OMNI-CMS, as well as any development tools and third-party software necessary to manage and maintain the CMS.

Product Training and Product Support

We require the chosen vendor to provide training to our website content editors on the creation of web pages under the design and using the templates provided by the vendor.

Hardware

Please list any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. The solution should also include hardware redundancy and/or disaster recovery recommendation.

Appendices

The "attachments" section of vendor proposals should include at minimum the following sections labeled as indicated.

Appendix 1: Contracts

Exhibit A: Vendor's Standard Terms and Conditions

Vendors are to insert their standard terms and conditions.

Exhibit B: Vendor's Software Maintenance and Support Contract

Insert the software maintenance and support contract including any applicable service level agreements.

Appendix 2: Additional Materials

List and attach any additional materials that would assist College of the Siskiyous in the evaluation of your proposal. This can include creative portfolios, software technical specifications, case studies, brochures, or data sheets.