



## **Request for Proposal**

### **Website Redesign Project: Redesign and Development of the Tillamook Bay Community College Website**

#### **Request:**

Tillamook Bay Community College (TBCC) is inviting proposals from qualified web design firms for the redesign of the TBCC website.

#### **Deadline for Proposals:**

Proposals are due by 5 pm Pacific Time on Friday, November 6, 2020. Proposals are to be submitted via email as a Word document or a PDF document to [sarahmoser@tillamookbaycc.edu](mailto:sarahmoser@tillamookbaycc.edu)

**Outcome:** The TBCC website is a critically important marketing tool for the college and is key to student recruitment, student retention, donor retention, and community engagement. The Redesigned TBCC website will provide intuitive navigation and be responsive in design. It will encourage student enrollment and retention, while offering a positive stakeholder experience for all stakeholder groups. The site will integrate with the college's academic catalog and will provide the ability to display institutional data to meet accreditation needs. Students will easily be able to locate information about academic and noncredit programs and apply to attend both as a credit and non-credit student with ease. The front page will have the capability to quickly mobilize emergency information and share news and information about events and activities, the academic calendar, and social media. The site will adhere to TBCC brand standards, meet WCAG 2.1 compliance, be SEO optimized and content will enhance the College's reputation as a partner to the community.

#### **Overview**

Who we are / Data / location / competitors

#### **Scope of Work**

This RFP encompasses the redesign of the TBCC website to include architecture, infrastructure, and the migration of content to a new design to meet described outcomes. This RFP does not include content development. An in-house team will manage content development. The RFP seeks to maintain current functionality of the website and add new functionality as detailed below.

The TBCC website is [www.tillamookbaycc.edu](http://www.tillamookbaycc.edu). It is currently hosted offsite. The content management system is WordPress. The vendor selected to provide work under this RFP will work with a web redesign committee at TBCC to develop and design a new website to meet desired outcomes. The committee lead is the Executive Director of Advancement. The committee includes the Director of IT and employees from the library, business office, student services, and marketing. The future website will be managed cooperatively between the IT department and marketing department which consists of a director and coordinator for each department.

### **Stakeholders**

- Prospective students
- Current Students (retention)
- Alumni
- Accreditors
- Business and industry partners
- Community members
- Donors
- Compliance officers/auditor (Civil rights)

### **Features & Capabilities**

1. Intuitive navigation -
  - a. The site will be intuitive based on stakeholder needs and will provide the most efficient user experience possible based on website best practices for navigation.
  - b. The vendor will lead an analysis of the current site wireframe to ensure site structure and functionality can meet intended outcomes and address all stakeholder needs.
  - c. The vendor will review current analytics for the site and offer the website redesign committee recommendations for how to develop the site architecture to meet the needs of stakeholders as identified through the analytics.
  - d. Site must include a search tool that is easy to locate and delivers accurate results.
  - e. Linked to the website is a student and employee portal, which is accessed by clicking MyTBCC on the front page of the website. The MyTBCC portal has public pages and password protected private pages. The public pages of the MyTBCC portal provide information that in most cases is warehoused in our enterprise resource management system (Jenzabar EX) such as an academic calendar, the current term schedule of courses, and an employee directory. This information is also maintained on [www.tillamookbaycc.edu](http://www.tillamookbaycc.edu). We would like to eliminate the redundancy of creating the content in two places and link to the content in the portal.
2. Responsive in design –
  - a. The site will be responsive to a wide range of mobile devices. Demonstration of responsiveness will be required.
3. Content Management –
  - a. The sites will share TBCC's small, personal and friendly persona and communicate the value of obtaining a degree, certificate or workforce training at TBCC

- i. An in-house committee will screen content for migration relevance, accuracy, deletion or archive and use the analysis of the current analytics as a reference tool.
    - ii. Final content will deliver consistent, targeted messaging with clear calls to action throughout the site.
    - iii. The vendor will ensure the site is Search Engine Optimized and train the website redesign committee on how to apply and adhere to SEO standards.
    - iv. ADA section 508 / WCAG 2.1 –
      - 1. The vendor will audit the current site for ADA compliance and provide the website redesign committee with an analysis of deficiencies.
      - 2. The vendor will ensure the website is compliant with ADA section 508 / WCAG 2.1 compliance at launch and will train the website redesign team on how to maintain compliance through the website lifecycle.
  - b. Users must be able to easily edit and create new pages and upload photographs and other multimedia.
    - i. Multimedia content (video, PowerPoint, screen capture, audio links, embedded charts and graphs) should be loaded in a way that maintains the integrity of site speed and performance.
  - c. We are seeking a solution to better display printed publications online. Currently printed publications are posted as pdfs. We would like a solution that allows users a better viewing experience and can possibly be indexed.
  - d. There must be a way to provide a hierarchy of control. Permissions need to be granted in a way that allows some users to edit certain areas but not others.
  - e. The site must provide built-in data collection and analytics, or interface well with an outside analytics tool. Solution must be easily accessible to administrators.
- 4. Integration of the TBCC Academic Catalog is a requirement of the project – The solution can be creative and will require the vendor to understand the full scope of the potential for information sharing and efficiency of workflow.
  - a. The TBCC academic catalog is maintained by the Office of Instruction and uses Smart Catalog software. It is embedded in the TBCC website so a student can click on ‘academic catalog’ from a drop down menu and the full catalog is accessible. It appears to the user that they are still active within the TBCC website. Information in the catalog is also posted elsewhere on the TBCC website, which is redundant. The catalog is updated annually and as needed throughout the year. The catalog is the content source. An example is the area of security, safety, and equal opportunity. This information is displayed in the catalog and also is displayed on the website. This is a redundant process and needs to have a solution.
  - b. The top concern for the integration of the catalog with the website is the need to address how to design the site to share the academic requirements of programs as presented in the catalog but maintain the website as a recruitment tool. Currently the site has limited recruitment structure. Academic degrees and certificates offered by TBCC link directly to the Smart Catalog and are not appealing. The catalog shares program outcomes, degree maps, and required courses without a recruitment emphasis or appeal.
  - c. The catalog also provides credentials and contact information for faculty and staff but does not link to a directory.
  - d. All of these issues must be addressed in the final design of the site and the vendor’s proposal must address how they intend to manage the process to accomplish the integration.

5. The new design must allow for the visual display of data in a user friendly way that meets NWCUU standards as outlined in Attachment 1
6. The site infrastructure will be developed to best support student recruitment and retention and will be based on TBCC's new learning communities. The learning communities include degree programs which are then outlined in the academic catalog. The learning communities will launch to stakeholders with the launch of the website.
7. The website front page must have the following functionality:
  - a. Capability to quickly mobilize emergency information.
  - b. Share news and information about events and activities
  - c. Display a short view of the TBCC academic calendar and upcoming event dates
  - d. Include a social media feed
  - e. Provide for the ability to share changing highlights visually in a slider. The current tool is Smart Slider.
8. Site branding, including formatting, colors and pictures will be consistent with a new TBCC visual style guide that will be available in December 2020. A new logo and brand package is launching at that time. Photography will be authentic images from TBCC and may require a photo session that would be the responsibility of TBCC.

### **Demonstration of Product**

At the option of TBCC, and as a condition prior to acceptance of the final product, the design firm will be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for TBCC.

### **Training**

The vendor will be required to provide virtual training for technical administration and content managers prior to launch and provide a reference guide, video tutorials, or other training material that can be used to train future staff by the completion of the project.

### **Proposal Information**

All proposals are to include the following:

- Contact information for the respondent.
- Location of respondent corporate offices.
- Number of years of experience respondent has in creating and supporting similar websites.
- Description of methodology to be utilized including discovery, design, quality assurance testing, and implementation.
- Description of the proposed process and detailed timeline for the project that ensures a May 3, 2020 hard launch.
- Whether or not respondent has graphic design specialists on staff.
- Whether or not respondent has programmer on staff.
- Whether or not respondent has writer/editor on staff.
- How accessibility features and measures for the proposed website will be met.
- Description of infrastructure, utilities, and tools proposed for web page creation and maintenance.
- Proposed phases and steps in implementation of the website design and infrastructure.
- Pricing to design, develop, and migrate content to a new website.

- Pricing should include facilitation of content migration and creative design.
- Pricing should include the initial build-out of a web site of approximately 100 pages and ongoing maintenance for one year.
- Proposals for hosting options if vendor is suggesting changing from the current host. This must include information on hosting site, including specifications for security, disaster recovery, and procedures for handling outages is required if proposal includes hosting.
- Proposals must include a plan for training TBCC staff in creating and maintaining website content and include a manual for training future staff.
- Description of ongoing support provisions.
- Separation of one time and recurring costs for: Web site design; Infrastructure; Training
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for TBCC workstations and network configuration.
- Requirements, if any, for bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
- List of current customers using the proposed service/system that TBCC can contact.
- Proposals must include links to previous recent web design work done by the applicants.

### **Conditions of Work**

- Final agreement(s) must be reviewed and approved by the TBCC Attorney.
- The vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.
- All hardware, network, and software installation and configuration must be performed in cooperation with TBCC.
- The implementation must be accomplished in a manner that minimizes disruption of TBCC business via the Internet.
- The Web site will be the possession solely of TBCC and not the property of the developer.

### **Evaluation of Proposals**

Price will be a significant factor, but not the only criteria in evaluating the proposals.

Consideration will also be given to the following:

- The ability of the same respondent to provide all aspects of the proposal.
- Compliance of the vendor with the minimum requirements as outlined above.
- The extent to which the proposed system provides the features & capabilities outlined above and meet the intended outcome.
- Responses to requests for additional information submitted to the respondents.

- Special consideration being given to applicants with prior post-secondary education site design experience
- Preference will be given to applicants who have demonstrated experience integrating an academic catalog.

### **Scoring**

- The award will be made to the qualified respondent whose proposal is the most advantageous to TBCC with price and other factors being considered.
- TBCC may reject any and all proposals. The proposals will remain the property of TBCC.
- Additional attention will be paid to those web design organizations with post-secondary education related experience.

### **Key Dates and Actions**

1. Proposals must be in by 5pm Pacific Time on Friday, November 6, 2020
2. TBCC will invite successful candidates for a video conferencing interview in or around November 16-20.
3. TBCC will select a finalist for the project by November 30, 2020.
4. Work will commence December 10 if not before.
5. A two-week soft launch and testing will begin April 16 with a hard launch planned for May 3, 2021.

Point of contact for questions  
Heidi Luquette, Executive Director Advancement  
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(503) 842-8222 ext. 1025

Please email all submissions to:  
sarahmoser@tillamookbaycc.edu