Request For Proposal (RFP)

for Website Redesign

RFP Due Date: Month Day, Year

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Marketing Experts.
Storytellers. Media Mavens.
stamats

==College name== **is soliciting interest and invites you to submit a proposal for a Website Redesign.**
All proposals are due by ==Month, Day, Year at Time== and should be ==emailed/sent hard copy/both== to:

==College Contact Info==

Introduction

==Include what you are looking for in a vendor/partner.==

Timeline

Milestone	Date
RFP Issued	==Month Day, Year==
Submission of Written Questions	==Month Day, Year==
Q&A Responses Issued	==Month Day, Year==
Proposal Submission Due	==Month Day, Year==
Finalists Notified	==Month Day, Year==
Finalist Interview/Presentations	==Month Day, Year==
Selection of Partner	==Month Day, Year==

Questions about this RFP and the project in general can be submitted to ==name@name.edu== by ==Month Day, Year==. Answers will be emailed back to the inquirer no later than ==Month Day, Year==.

Selected vendors may be required to make virtual oral presentations or interview. Those finalists will be contacted on ==Month Day, Year== to schedule.

==College Name== reserves the right to change the above timeline as needed.

About ==College Name==

==Include information about your college.==

General Information

1. **Public Information:** All material submitted is available for public inspection. Every proposer is hereby warned that no part of their proposal or any other material submitted may be marked as confidential information and that any material designated by the proposer will be made public information by its inclusion in the proposal.

2. **Questions:** Questions about this RFP are due by ==Time, Month Day, Year==. All questions regarding preparation, selection process, specifications, and interpretations of the terms and conditions of this Request for Proposal (RFP) shall be submitted in writing by email to: ==College Contact Info==

3. **Errors and Omissions:** Proposals must be completed according to the instructions provided in this section and throughout this document. Incomplete proposals will be disqualified.

4. **Addenda/Amendments Acknowledgement**: College Name, at its sole discretion, may issue amendments/addenda to this RFP at any time prior to the time set for receipt of the proposal. Interested parties should frequently check the College Name's website for such addenda at **identified URL**.

   Each vendor shall acknowledge receipt of the addendum by signing the addendum/addenda and submitting it with the proposal. Failure to so acknowledge may result in the proposal being rejected as not responsive. College Name shall not be bound by any representations, whether oral or written, made at a pre-qualification, pre-contract or site meeting, unless such representations are incorporated in writing as an amendment to the RFP or as part of the final contract.

5. **Clarification of Proposals:** College Name reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information. Failure of a proposer to respond to such a request for additional information or clarification could result in rejection of the proposal.

   The vendor may be asked to make oral presentations to more fully explain their proposal if requested by College Name. These presentations would be held after the opening of the responses to provide an opportunity for the firm to clarify their proposal. College Name would schedule a time and location for each oral presentation.

6. **Cost of Preparation and Presentations/Meetings:** Vendors are responsible for all costs associated with the preparation and delivery of their proposals and during the decision-making process.

7. **Cancellation or Rejection Proposal:** Any Request for Proposal issued may or may not result in an award contract. However, College Name reserves the right to cancel or reject any and all proposals, at any time, for any reason, and to reject all proposals.

8. **Award of Contract:** Award of a contract will be made to the vendor offering the most advantageous statement of qualification after consideration of all Evaluation Criteria set forth below; however, College Name will not be limited solely to the evaluation factors in making its final decision. The criteria are not listed in any order of preference. An Evaluation Committee will be established by College Name. College Name shall not be obligated to accept the highest commission, or any commission offered, and will make an award in the best interests of College Name after all factors have been evaluated.

9. **Formation of Contract:** The vendor's signed proposal and College Name's Request for Proposal shall be incorporated into a contract with or without negotiation.

10. **Pricing:** Prices quoted are to be firm for the duration of the contract. Adjusted prices, if any, quoted for additional years of the contract shall remain firm for each respective twelve (12) month period. Request for price adjustments must be submitted by the vendor, in writing, sixty (60) days prior to the annual anniversary date of the contract to be effective for the subsequent year. Any price increases or decreases for subsequent contract terms may be negotiated between the vendor and College Name only after completion of the initial term.

11. **Start Date:** Within 30 days of contract signed.

12. **Compliance With Laws:** All proposals shall comply with current federal, state, local, and other laws relative thereto.

Current Website

URL: XXX

CMS: XXX

Current Site Pages: XXX

Last Redesign: XXX

Pain Points

Specific pain points with the current site include (examples could include):

- Content – out of date or inaccurate; not written for primary target audience

- Navigation is not intuitive

- Unclear recruitment or admission process

- Program structure

- Lacking storytelling and motivational content

- Not responsive or mobile-friendly

- Lacks visual component

- Accessibility issues

- Failing CMS

Project Description and Objectives

List of the project description and objectives. Some examples could include:

The primary goal for the new website is to increase enrollment of new students. Key objectives for the project include: a mobile-first approach, consistent and predictable user experience (U/X) throughout the site, ADA compliance, improved student journeys and interactions, and prominent calls to action (CTA examples: RFI, apply, register for classes).

Design should incorporate imagery that is easy to understand and provides a positive user experience brand message. The homepage should excite prospective students about coming to College Name and feature immediately obvious ways to begin the process of becoming a student.

The new site should also achieve the following:

- Feature intuitive navigation and user experience

- Provide an ability to explore academic offerings according to several criteria

- Use page templates for consistency throughout user experience, including a separate template to use for programs

- Reduce and simplify text with more compelling visual and media-rich design

- Offer online forms and ability to upload documents, using the current best practices for security including HIPAA, FERPA, ePHI, and PCI compliance

- Improve search capabilities and quality of results

- Improve online giving experience and increase donations

- Meet WCAG 2.2 Level AA Accessibility standards

- Integrate social media

- Make it easy to find calendars and events

- Offer a news module

- Improve ease of use for page editors and have an approval workflow

Target Audiences

Primary Audiences

<mark>List Primary Audiences. Some examples could include:</mark>

- Prospective Students – this can be broken down into multiple types

- Current Students

- Community

- Employers

- Alumni/Donors

Secondary Audiences

<mark>List Secondary Audiences. Some examples could include:</mark>

- Current/Prospective Faculty and Staff

- High School Counselors

Scope of Work

Work with <mark>College Name's</mark> marketing department and the website redesign taskforce to provide website redesign services including, but not limited to the scope of the work described below: <mark>Some Examples could include:</mark>

1. Project Management of implementation – resources required, and timeline

2. Discovery and Research – user and analysis

3. Site Audit

4. Information Architecture

5. Discovery and Research – user and analysis

6. Site Audit

7. Information Architecture

8. Content Strategy – possible integration from other microsites

9. UX/UI Strategy

10. SEO

11. Accessible Website – WCAG 2.2 Level AA Accessibility

12. Content Development and Content Migration

13. Training (Technical and User) and Documentation – including writing for the web, CMS training, accessibility education, style guide documentation

14. CMS Assessment, Recommendations and Transition

15. Design Development – paying attention to mobile first

16. Front End Development

17. Implementation and Launch in CMS Name

18. Web Governance

19. Ongoing Site Maintenance and Support

Timeline

From kickoff to launch, College Name anticipates a XX-month process with kick-off and discovery estimated to occur in Month Year. Launch timing must take into consideration the enrollment cycle related to site traffic peaks and valleys. Low traffic periods tend to be Months.

Budget

The project budget is not to exceed $XXX,XXX and should include: Items to be included in cost. (Examples, photography, content, writing, etc.)

Requirements for Proposal Preparation

The successful agency will provide a narrative that will discuss their background and how it is best suited to help College Name meet its goals. Please include relevant samples to document the agency's capabilities in addition to responses to the following questions and desired qualifications. Some Examples could include:

1. **Executive Summary:** Include an Executive Summary with a description of your understanding of our current website challenges and summarize your proposed solution. Address how your solutions will resolve our current website challenges. Attach a summary of pricing for the proposed services.

2. **Company Overview:** Provide company profile, length of time in business, core competencies, and specific capabilities relevant to the proposed project.

3. **Project Team:** Team leaders and members who will be assigned to the project, their roles, and bios.

4. **Proposed Approach and Methodology:** Submit your recommended approach based on <mark>College Name's</mark> current site challenges and institutional priorities**.**

5. **Project Management and Communication:** Describe project management processes and previous experience managing website projects. We require regular calls to discuss the project's progress and updates, as well as presentations at key milestones. Describe how your agency services these engagements.

6. **Overview of Vendor's Work/Case Studies:** List three to five websites your firm has produced that reflect your work and relevance to this project. The case studies should illustrate your agency's ability and experience in building websites, particularly for higher education.

7. **References:** Provide reference information for three past or current clients that reflect similar work requested here. Include the following:

   a. Organization name and address

   b. Organization type (public/private/education)

   c. Client contact and contact information

   d. Project scope

   e. Project duration

8. **First 30 Days:** What activities will take place during the first 30 days of a contract to ensure smooth onboarding and a successful initial project launch?

9. **Timeline:** Provide your proposed project timeline, broken down by phases.

10. **Budget:** Proposed project budget, itemized by key deliverables. Include approximations for any travel necessary for campus presentations, training, and implementation.

11. **Payment:** Include any requirements or preferences regarding invoicing and payment.