



Request For Proposal

Redesign, Development, and Ongoing Hosting of the Monterey Peninsula College website (www.mpc.edu)

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Monterey Peninsula College (MPC) is requesting proposals including pricing, terms, and availability of all items requested for redesign, development, and hosting of the Monterey Peninsula College website.

*Proposals must be received by **2:00 P.M.** on **TBD** at the wrdesign@mpc.edu email address.*

Questions may be directed to the attention of **Michael Midkiff, Director of Information Systems**, mmidkiff@mpc.edu, Monterey Peninsula College, 831- 646-3073.

1) Background Information

Mission Statement

Monterey Peninsula College is committed to fostering student learning and success by providing excellence in instructional programs, facilities, and services to support the goals of students pursuing transfer, career, basic skills, and life-long learning opportunities. Through these efforts MPC seeks to enhance the intellectual, cultural, and economic vitality of our diverse community.

About MPC

MPC, one of 112 colleges in the California Community College System, is the focal point for learning beyond the secondary school. It endeavors to assist all who participate in its varied objectives to realize their highest potential as individuals, and also to realize their rights, freedoms and responsibilities in the community and the larger society of which they are a part.

The college offers 71 Associate Degrees and courses to prepare students for transfer to four-year institutions or into the workplace, to update work skills or prepare for a new career, to gain a general education, and to improve basic skills in mathematics, reading, writing and science.

For further information, see the MPC Master Education Plan:

<http://www.mpc.edu/academics/EducationMasterPlan2012/Education%20Master%20Plan%20Final.pdf>

2) Profile of the Web Design Project

The purpose of this document is to provide interested vendors with information to enable them to prepare and submit proposals to collaborate with Monterey Peninsula College in the restructure, redesign, implementation, and ongoing hosting of the College's website.

3) Dates and Timeframes

Note: The District reserves the right to change or alter the times and activities as appropriate for the project:

Issuance of RFP	
Deadline for vendors' submission of proposals	
Issuance of Award to the selected qualified vendor	
Approval of contract award by the District's Board	

4) Request for Quote for Web Site Design Specifications for Monterey Peninsula College

Description of Current Website

MPC's current site has up-to-date content in a difficult to navigate and outdated interface. The site has grown without a clear structure. The main site is maintained in SharePoint as the part time duty of a network engineer, while it has become increasingly important to all aspects of campus life. Several departments, service and program sites are located outside of the Monterey Peninsula site and are maintained by various individuals. This can lead to confusion when needing to update site content.

Current Technical Environment

www.mpc.edu (Public Site)

- Hosted locally using HP Servers, Microsoft software and Cisco Networking infrastructure.

mympc.mpc.edu (Intranet)

- Hosted locally using HP Servers, Microsoft software and Cisco Networking infrastructure.
- Used primarily to house repositories of content for campus committees and groups behind a password-protected environment.

Monterey Peninsula College is seeking a website redesign to give the College website a contemporary and user-friendly look and feel. The website needs to integrate with the legacy databases and services that the college offers and present them in a clear and uncluttered manner.

5) Project Description

Project Objective / Goals

While it is important to provide our visitors with a rich and engaging interface that conveys the spirit of MPC, we understand that this project must yield much more than just a new "look and feel." The website has become a vital resource for the entire college and surrounding community. **It is expected that this project will involve all areas of the institution and will require reworking content and site architecture, and may require changes to internal policies and procedures.**

The chosen vendor will design a website that can accomplish the following goals:

- Effectively communicate with prospective and current students—with the overall goal of increasing student enrollment.
- Engage alumni and community members in ongoing relationship with MPC.
- Increase awareness of the college's mission and programs available; including programs offered on campus, through online instruction, at the Marina Education Center, and Public Safety Training Center.
- Seamlessly integrate with other campus systems to optimize processes for admission, financial aid, and registration for current and prospective students.
- Increase participation in college-sponsored campus and regional events.

- Work in concert with print publications, email campaigns, and social media to provide additional information, dynamic content, and functionality.
- Develop content strategy to ensure updated, valuable content across all areas of the site.
- Improve search engine ranking, findability, website performance, and site usage.
- Ensure scalable architecture for ease of growth, maintenance, and change over time.
- Ensure access to users through traditional Web browsers, mobile, tablet, and alternative devices.

The chosen vendor will facilitate inter-departmental cooperation to accomplish the following goals:

- Participate with the Website Redesign Committee and Technology Committee. Collect information about redesign goals in order to make knowledgeable recommendations on the best site architecture based on current and future use.
- Gather and review input from departmental content liaisons and recommend content management procedures.
- Help the college community take ownership of the website, and understand the important role they play managing their content.

6) Development Expectations

Platform Specifications

The proposed solution should include a content management system (CMS) that will permit non-technical staff to easily update Web site content.

The proposed CMS should:

- support a decentralized content management strategy with multiple content authors, editors, and approvers
- have the capability to define authoring permissions and approval for individuals and groups with varied permission levels
- be scalable to accommodate growth in the number of sections, pages, and authors
- provide browser-based content editing capabilities
- support cross-platform and cross-browser compatibility and mobile access*
- be compliant with WAI and section 508 of the Americans with Disabilities Act
- use standards-based code that passes W3C validation for HTML and CSS

*Note: Webpages that require JavaScript, CSS or other client-side technologies must degrade gracefully with minimal loss of functionality.

The proposed CMS should support the following features:

- **Search & Advanced Search:** Search entire site or specific sections, search within documents, search document metadata, search user listing (faculty/staff), refine results, search suggestions, efficient site indexing
- **Event Calendars:** Multiple views, group filters, permission based, exporting options (iCal, Outlook)
- **Document Libraries:** Multiple views; document grouping/organization, embedded on multiple pages/sections; includes sorting options, advanced search, embedded metadata, email

alerts/notifications, and integration with Canon eCopy for automated document upload through local network.

- **Social Media:** RSS feeds, blogs, and Wikis enabled for individuals or groups; Social media site links
- **Staff Directory/User Listing:** Displays user listing and information from Active Directory accounts; Multiple views; pre-defined searches; advanced searches; browse by name, department, function.
- **Announcements:** Press releases, news updates, RSS feed, announcement archive, announcements available on home page and other areas of site, permission based, displayed based on date/expiration.
- **Media:** Embed audio/video, multimedia on site pages.
- **Authentication:** Based on active directory for all users.
- **Image Galleries:** grid view, list view, displays image information/meta data, slideshow view.
- **Form Support:** The ability to create Web forms to collect user input, data sent to email account, document library, or database; submission confirmation by email, user information automatically populated on form, anonymous submissions.
- **Page Templates:** Variety of page templates for column/grid structure available.
- **Content Editing:** Browser based, list of common modules available, permissions, approval process, multiple editors.
- **Workflow Management:** Ability to customize workflow. Approval process for pages, documents, images when needed.
- **Web Analytics:** Statistics for page views, unique visitors, referrers, search queries, export to Excel, visual display, custom reports.

Visual Design

We firmly believe that it is important to provide consistent layout and navigation across all college content, but we also understand that some areas of the college may serve unique audiences, and their websites must reflect the individual personality of each of those areas. The vendor will identify these areas and include unique variations of the web templates intended to appeal to these audiences. The college will provide photos, college logo files, and information on appropriate college logo use and logo color Pantones.

The visual design of the MPC website should

- provide consistent navigation, layout, and styles in a manner that is user-centric and intuitive
- be consistent with existing MPC style guidelines and logo usage
- utilize Cascading Style Sheets (CSS) to control look and feel wherever possible
- provide an alternate style sheet optimized for printing with appropriate print logo and no unnecessary navigation elements

Hosting, Maintenance, and Warrantee

Vendor should provide costs for one year of hosting during development followed by a minimum of three years of hosting after site launch OR recommend a suitable hosting environment to support the website developed through this project. Vendor should provide estimated costs for ongoing support, training, and travel expenses (if applicable).

3rd Party Integration:

In addition to the redesign of the primary MPC website, the visual look and feel (banners, color scheme, etc.) should also be able to be implemented on other websites maintained by the college including webreg.mpc.edu (registration system) and mpconline.mpc.edu (Moodle LMS).

MPC is also considering a new Enterprise Resource Planning system (Banner), and analyzing the potential benefits of hosted email/calendaring products (Google Apps/Microsoft 365). Preference given to proposals that show evidence of planning designed to integrate these products into the evolution of the MPC website. Experience with these or similar products and integration is highly desirable.

Project Management

The main project contacts will be the members of the Web Redesign Committee and the Technology Committee. The selected vendor will be asked to meet with members of the committees throughout the redesign process. In addition to the technical deliverables, the successful vendor will be active in the process, with final decisions made by the college.

7) Proposed Project Phases

It is anticipated that this project may be accomplished in the following phases. Proposals should address everything outlined in the project description, and include anticipated timeframes (estimated in hours), cost, suggestions for cost savings, and proposed formats for each phase.

Phase I. Assessment & Planning

Vendor will provide need analysis strategy proposal, site audit assessment, and requirements documentation to Web Advisory Committee.

- A. **Needs Analysis** (a proposed strategy for research and consultation with campus community)
This proposal should identify the number of focus groups that will be consulted and an expectation for the time/contribution from Monterey Peninsula staff during this phase of the project.
- B. **Site Audit** (a critically written assessment describing the strengths and weaknesses of the current website and suggesting what content can be used from current site.)

The review shall also include basic recommendations for interim modifications to the existing site to comply with the new overall strategy. The vendor also should suggest a strategy for updating content

- C. **Requirements Document** (an assessment of goals, audiences, existing technologies and functional requirements). The document should include:
 - a. Current research and best practices concerning the use of web technologies in education.
 - b. Identify target audiences and their information needs.
 - c. Development of a preliminary site plan and functional requirements.
 - d. Identify the best way to create site visibility via major search engines and resources used by current and potential students. (ie. Google, Facebook)

Phase II. Site Architecture

Vendor will present recommended sitemap proposal based on information gathered and college website best practices. Included in the sitemap will be a site outline of permissions for content liaisons based on their corresponding site responsibilities. Sitemap and site permissions outline must be discussed and approved by the Monterey Peninsula College Technology Committee.

Phase III. Mock-ups

Vendor will provide 2-3 design mockups for each of the following categories:

1. Home Page
2. Student Information Page (i.e. New Students, Returning Students, Current Students)
3. Academic Division/Program Page
4. Student Services Page
5. Sample Listing Page (Catalog, Class Schedule, Document List)

These prototypes should show varied design directions, color palettes, etc. vendor should design with variations for medium in mind (web, print, mobile, etc.) Vendor will demo functionality and explanation of technical/implementation specifications. Web Advisory Committee will make suggestions based on templates options and vendor will return with modified designs until a consensus has been reached.

Phase IV. Usability Testing

The vendor should allow for and outline a process for testing among a varied and large-enough population for effective results. Usability testing should include aspects such as: Color, attractiveness, navigation, message, readability, etc. Vendor will make refinements based on results.

The vendor is responsible for testing the site on all applicable platforms to ensure that the website works as promised.

Phase V. Content Development

Vendor will provide a detailed plan for gathering information, photos and other assets (maps, graphics, charts, etc.) This plan will include a process for editing and refining current web content to make it ready for the new site.

Phase VI. Site Development

The vendor will begin developing the site in a test area:

- Populate pages into site templates
- Prepare technical documentation
- Custom programming (Flash files, etc.)
- Migration Plan
- Create Departmental Web Maintenance Schedule

Phase VII. Training

Train content liaisons on how to maintain their website and develop reference documentation including writing for the web.

Phase VIII. Implementation

Launch new college website.

Phase IX. Searchability & Marketing

Vendor will present documentation on how the college can promote their site and increase traffic.

Phase X. Hosting and Maintenance

The vendor should provide a plan for hosting that includes the first year of development followed by an additional 3 years of hosting.

8) Deliverables

It is expected that at various points throughout this project the vendor will produce the following tangible documents, files or services.

Detailed Project Plan

- Needs Analysis
- Site Audit
- Requirements Document
- Site Map
- Site Permissions Outline
- 2-3 static layouts and variations for institutional hierarchy
- Web content needed (text, photos, files, etc.)
- Usability Testing Plan and Test Results
- Migration plan
- Identification and "training" of content providers/liaisons
- Create departmental web maintenance schedule
- Basics of writing for the web and training materials
- Searchability and marketing recommendations

"Completion" of the project is defined as when the vendor delivers these items, and the site is launched.

Source Files

All files used to create webpages, templates, images, or other elements associated with this project shall be delivered, and all copyrights transferred to Monterey Peninsula College prior to project completion. This includes, but is not limited to the following types of files, HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPG, and Flash. Additionally, Monterey Peninsula may make subsequent changes to the site at its discretion. All rights of ownership will reside with Monterey Peninsula.

Documentation

- Documentation file(s) explaining all delivered elements
- Code must be well commented with references to separate documentation
- PSD files must contain notes with references to separate documentation

- Style guide outlining proper display of content
- Maintenance schedules
- Documents to be used for training

Project Timeline

Monterey Peninsula College anticipates that the website redesign and implementation portion of this project should take approximately one year. Upon award, Monterey Peninsula College and vendor will agree on the project timeline, taking into account the academic year. The timeline should clearly indicate development, design, and user-interface stages, including user testing. Any plan developed must take into account annual hosting costs, as well as development costs.

Initial Dates and Timeframes	
Release of RFP	
Deadline for vendors' submission of proposals	TBD
Monterey Peninsula screens proposals	TBD
Vendor interviews	TBD
Anticipated Award Approval	TBD

Tentative Project Dates and Anticipated Phases		
Assessment and Planning; College Kick Off Meeting	TBD	Phase I: Assessment and Planning Phase II: Architecture
Design Directions	TBD	Phase III: Mockups
Finalizing Design	TBD	Phase III: Mockups Phase IV. Testing
Construction, Programming and Testing	TBD	Phase V. Content Development Phase VI. Site Development Phase IV. Testing Phase VII. Training
Implementation	TBD	Phase IV. Testing Phase VII. Training; Phase VIII. Implementation; Phase IX. Searchability & Marketing
Formal, Public Launch	TBD	Phase VIII. Implementation; Phase IX. Searchability & Marketing

9) Payment

Monterey Peninsula will make payments upon receipt of original invoice and upon completion as each phase is achieved. Payment of final invoice will be made upon final acceptance of the site by Monterey Peninsula College, following testing and successful implementation.

10) Response Requirements

In addition to addressing the specifics outlined in this document and consideration of the conditions outlined below, proposals must also include the following details about your company on company letterhead:

- Company name
- Company Location(s)
- Description of company
- Description of the type of services you provide
- Please describe your approach to this work, including methodology and deliverables for discovery, quality assurance, for proposing look and feel, project management, and communication
- A summary of your process for development projects like ours that require working with a committee and getting input from college stakeholders and constituency groups including: Students (prospective and current), Faculty, Classified Staff, Administration and Community
- Provide examples of your work most relevant to our project
- Cost estimates, broken down by phase and deliverables
- A proposed project timeline
- Description of the people who would work on this project and summary of their experience
- Three client references (include educational organizations, if applicable)
- Warrantee information
- Disclosure of possible conflicts of interest
- Disclosure of complaints, current or pending actions, legal or otherwise

Do we really need these?

- Description of facilities, equipment, physical resources
- List of current projects, as well as the scope and status of each project
- Financial statements

I. Company & Signatory Page

Company Name: _____

Business Address: _____

Telephone: _____ Fax: _____

Email: _____

Hours of operation: Weekdays: _____

Weekend: _____

Type of Firm: Corporation: _____ Proprietorship: _____

Partnership: _____ Joint Venture: _____

Other (please describe): _____

Business License Number: _____

Number of years in business under firm name: _____

Full names of firm's owners (> 10% ownership), officers and managing employees:

Has the firm changed its name within the past 3 years?

YES ☐ NO ☐

If yes, provide former name(s): _____

(Copy Section V. and Appendices A&B and complete for each former firm name; attach to the current firm's Proposal Questionnaire.)

Have there been any recent (within the last three years) changes in control/ownership of the firm?

YES ☐ NO ☐

If yes, explain.

Have officers or principals of the firm ever had their business license suspended or revoked for any reason?

YES ☐ NO ☐

If yes, please explain.

Vendor Representative: _____

Authorized Signature: _____

Print name: _____

Date: _____

Phone: _____

Email: _____