Montgomery County Community College

Request for Information

Website Design Services

December 15, 2015

To: All Interested Vendors

Re: RFI#01-012116RFI0-01, “Website Design Services”

Montgomery County Community College is requesting information regarding the design of a responsive website to be used in conjunction with our new Web Content Management System. The goal is to provide a seamless experience for the users. Montgomery County Community College invites all interested vendors to submit a written response to this RFI.

Requests for Information are being sought strictly for the purposes of gaining knowledge of vendors, systems, and services available and the respective cost estimates. This process should not be construed as intent, commitment, or promise to acquire services or products. No contract will result from any response to this RFI. Although not guaranteed, it is the intent of Montgomery County Community College to use the information from this RFI process to develop specifications for a Request for Proposal process at a later date. The College’s information gathering process may include subsequent requests for web-delivered product demonstrations.

Questions relative to this process should be directed to purchasing@mc3.edu. All questions must be received no later than 2:00 PM EST on January 14, 2016.

Responses to this RFI must be submitted in writing to the address, identified below, no later than 4:00 PM EST, January 21, 2016. Proposal envelopes should be clearly marked and identified as responses to the aforementioned RFI name and number. Five printed copies and one electronic copy of all responses are required. Please note that any responses received after the deadline will be returned, unopened, to the submitting company.

Thank you for your interest in this process.

Procurement Office
Montgomery County Community College
340 DeKalb Pike
College Hall, Suite 121
Blue Bell, PA 19422
Montgomery County Community College

Request for Information

Website Design Services

1. Project Purpose

Montgomery County Community College is seeking information on Website Design Services for our recently purchased Content Management System (CMS). MCCC’s current website is in need of a redesign to a mobile friendly design, a content refresh and a structure review. A full site audit is necessary to align with best practices for site content and design in higher education. The final product must be responsive and be built to operate within the OmniUpdate CMS system. Given the overwhelming use of mobile phones, a mobile-friendly responsive website is a requirement to meet the needs of all college constituents. In order to remain competitive MCCC must refresh its website. It is also expected that the selected company will provide strategic guidance during the project and advise MCCC if more effective or efficient solutions than those requested would be beneficial. The purpose of this RFI process is to help refine the scope and timeline of our project and determine budgets necessary to complete this project and to inform creation of an RFP.

Website Redesign Goals

- Design a cross browser compatible, mobile-friendly responsive website.
- Design uniform templates that may house content from: Faculty Profiles, Program Pages, Curriculum, Website Homepage, Departmental Pages, Admission links/apply now/request information, etc.
- Develop a homepage that features prominent, clear calls to action that underscore the site’s main goals.
- Supply the College with a strategy to improve on effectiveness of all marketing and communications; utilizing multiple modes of communications, including social-media, text messaging, etc.
- Restructure the website to include new navigation, fewer, more concise page counts, and a seamless user experience.
- Review current website analytics in the development of new page layout and structure.

2. Requested Information

Please be sure that your response includes, but is not limited to, the following information items:

Company Details

a. Overview of company history regarding the design of full higher education website projects.
b. Size and composition of higher education customer base.
c. Examples of recent projects and experience within the higher education market; including metrics that demonstrate effectiveness, if available.
d. Project team - List the primary individuals from the firm and consultants to be assigned to the project and identify their positions on the project team.
e. Work location – Specify proximity of your offices to Montgomery County Community College, Blue Bell Campus and related ability to support the project.
Solution Details

a. Description of how your firm would propose to achieve MCCC’s desired objectives to include web site redesign, project management and strategic branding/marketing.
b. Please explain your design process. What differentiates your design process from competitors?
c. What methodology do you use to understand the culture of the university?
d. Detailed description (including graphics or links to video demonstrations) of the process used to develop a family of page designs consistent.
e. How many templates are typically used in higher education websites? How do you determine how many will be required within MCCC?
f. Do you have experience with providing audio, video, and image files to enhance the text?
g. How do you guide photographer? How do you choose the images that will be displayed on the website?
h. If desired by the college, please explain the process and costs associated with writing all website content. Is this priced by page count or hours?
i. Do you focus on Search Engine Optimization?
j. Do you have relationships and reliance with 3rd-party vendors and partnerships?
k. How do you ensure that the pathways for our users is clear? We would like a seamless experience for the users.
l. Detailed description of ongoing customer service options.
m. Describe how the final product will meet and/or exceed the requirements established by Web Content Accessibility Guidelines 2.0 (WCAG 2) and the W3C organization.

Solution parameters

a. All work must be developed for management in the OmniUpdate CMS
b. Scope of work includes research and testing, providing new templates, site structure consolidation, and possibly providing photography/videography
c. Adherence to W3C accessibility guidelines

Digital Marketing

a. Describe your approach to achieving SEO for both static and dynamically generated pages.
b. How do you integrate site usage analytics into the design?
c. Have you ever designed sites that are able to personalize the user experience?
d. What process is used to assess the current customer experience in order to make recommendations for the new design?
e. How will you capitalize on integrating social-media opportunities throughout the site?

Enrollment

a. Has your work in prior higher education clients resulted in higher enrollment? If so, what did your firm do in the design process to achieve that increase?
b. What is the process that you use to ensure that you are catering to both potential and current students?

Costs

a. Estimation of total cost, including the firm’s fees and any and all additional expenses. This includes indicating if there is a difference in price if all of the items are purchased as a package versus certain items being selected a la carte.
b. Breakdown of expenses involved in the different steps of the project
c. Provide pricing for Photography/Videography  
d. Provide pricing for Content Writing.  

**Miscellaneous**  

a. Provide an approximate timeline for the proposed project by breaking the development into major milestones and timelines?  
b. Do you have any experience working with OmniUpdate?  
c. What resources from MCCC are necessary to do this? Who? How long will they be needed?  
d. Do you interview students? How do you learn the needs of our students during the redesign process?