



MONTEREY PENINSULA College

Request for Proposals

Website Redesign for Monterey Peninsula College

Date issued: September 6, 2022

Deadline for Submission of Proposals: September 21, 2022 by 8AM PST.

Presentations (for invited proposers): September 22 between 12:30-4:30 PST (via Zoom)

Method for Submission of Proposals: Completed proposals should be submitted as one PDF file by email to kdarken@mpc.edu

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Monterey Peninsula College

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ABOUT MONTEREY PENINSULA COLLEGE

Monterey Peninsula College is an open-access institution, 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 lifelong learning opportunities. As a comprehensive community college, MPC responds to the educational and cultural needs of its diverse community, distinguished for its outstanding academic programs and strong commitment to student success.

MPC serves the communities of Big Sur, Carmel, Carmel Valley, Del Rey Oaks, Marina, Monterey, Pacific Grove, Pebble Beach, Sand City, and Seaside. In addition to the scenic Monterey campus located on 90+ acres, MPC's district includes two facilities in north Monterey County: the Marina Education Center, and a Public Safety Training Center in Seaside. A federally designated Hispanic Serving Institution (HSI) since 2013, MPC enrolled 11,908 students in 2019-2020, of which 42% were Hispanic.

The college offers over 100 degree and certificate programs that prepare students for transfer to four-year institutions, provide career and technical training, engage lifelong learners, or improve basic skills. MPC currently offers 14 transfer degrees with guaranteed admission to the California State University system. In addition, MPC has a growing distance education program which has been further expanded recently due to the COVID-19 pandemic.

To learn more about Monterey Peninsula College, please visit www.mpc.edu and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

PURPOSE AND PROJECT OBJECTIVES

The purpose of this Request for Proposals (“RFP”) is to solicit the best overall proposal for the provision of consulting services for the development of a new website for Monterey Peninsula College (the College).

The College’s current website was developed in 2014 when mobile devices were not as prevalent among users. In addition, our distributed governance model has led to a multitude of outdated pages, technical issues, and a “mega menu” structural approach. We seek to host a website that allows our users to easily find the information they are looking for and complete the tasks they hope to achieve. In addition, having recently completed a re-branding and strategic marketing project, the College desires for its website to effectively attract and appeal to the diverse stakeholders we serve.

Towards that end, the College recently engaged Paskill, Stapleton, and Lord (PS&L), a higher education consulting firm, to conduct a website audit. Results of the audit identified the following recommendations:

1. Improve page load speeds
2. Expand and optimize program detail pages
3. Add program finder functionality
4. Improve the navigation experience
5. Remove low-traffic content and consolidate information where possible into single sources of information
6. Streamline the site search
7. Improve functionality of news/events and staff directory
8. Add taxonomy to blog and event content and use it to inform dynamic content population
9. Fix accessibility and technical errors
10. Integrate chat functionality
11. Display a curated social media feed on the homepage and other select locations
12. Consider using an open-source CMS (specifically, WordPress)
13. Restructure the site map to reflective the prospective student user journey.

The Marketing & Communications Office has identified the following objectives for this project:

1. Build a website that improves the user experience and increases student enrollment
2. Structure the site in a manner that allows incoming and current students to find information and support and complete desired tasks efficiently
3. Ensure the website remains updated and ADA compliant
4. Integrate with other campus systems to optimize processes for admission, registration, and financial aid for prospective and current students
5. Increase participation in college-sponsored campus and regional events.

6. Engage alumni and community members in an ongoing relationship with MPC
7. Work in concert with print publications, email campaigns, and social media to provide additional information and dynamic content
8. Improve search engine ranking, findability, website performance and site usage
9. More appropriately reflect the College's current brand identity
10. Identify and utilize a Content Management System that supports the goals for the College's website and allows the College to update/grow/change the site over time
11. Ensure access to users through traditional Web browsers, mobile devices, tablets, and alternative devices

BUDGET

The budget allocated for this project is \$150,000-\$250,000. Any proposals submitted pursuant to this RFP shall not be offers to contract for the provision of any of the services outlined herein, but shall only be used to identify a preferred firm with whom the College may negotiate a contract.

SCOPE OF SERVICES

Platform Specifications & Design Requirements

The following platform specifications outline MPC's website redesign requirements. Proposals submitted should include, but not be limited to the following:

1. **Mobile Optimization/Browser Compatibility:** Provide a mobile-first design and architecture, optimized for mobile devices including cellular phones and tablets. Providing the same experience in all mobile operating systems including, but not limited to iOS and Android. Ensure compatibility with commonly used versions of the most popular web browsers, including but not limited to Internet Explorer/Microsoft Edge, Firefox, Safari, and Google Chrome.
2. **Accessibility Compliance:** Design website to ensure compliance with applicable accessibility laws, standards, and guidelines, including ADA, WCAG 2.1 Level AA, Section 508.
3. **Information Architecture:** Develop an intuitive, easy-to-use, flexible information architecture and site navigation that is scalable and allows primary audiences easy and rapid access to key content. Information design should account for the need to have relevant and frequently updated content on key sections of the website and support a content strategy that incorporates online engagement tools such as social media, multimedia assets, document libraries, blogs/news items, and interactive content such as online campus maps, virtual tours, and chat functionality.
4. **Content Management System (CMS):** The proposed solution must include an easy-to-use content management system (CMS) that will permit non-technical staff to update the website easily. The latest, most current version of the CMS must be

implemented at the time of the release of the new College site. The proposed CMS should:

- a. support a content management strategy that supports multi-tiered user administration
 - b. Integrate editor authentication with Active Directory
 - c. be scalable to accommodate growth in the number of sections and pages on the site
 - d. provide browser-based content editing capabilities
 - e. support content review/approval workflow process and archival feature for roll-back capabilities
 - f. use standards-based code that passes w3c validation for HTML and CSS
5. **Brand Consistency:** Create a design that adheres to MPC's brand and style standard and provides brand consistency across all areas of the site while providing flexibility within departments to customize pages and templates to support unique content, where necessary.
 6. **Graphic Design:** Provide at least 3 design mock-ups for the home page and 3 tiers of subsequent subpages of the MPC website that present MPC as a vibrant, engaging, inclusive, diverse, high-quality institution that is approachable and accessible to all. A variety of customizable interior page templates for column/grid structure should be provided.
 7. **Media:** Provide the capability to embed audio/video and multimedia on site pages.
 8. **Image Galleries:** Provide a grid view, list view, and slide show image display options with image information/meta data on web pages.
 9. **Best Practices:** Provide guidance and instruction to the College as to best practices in higher education website design, accessibility, and content authoring.
 10. **Usability Testing:** Conduct usability testing of initial graphic design templates and information architecture models with primary stakeholders. The site should also be tested and optimized for fast loading throughout the development process.
 11. **Search Engine Optimization:** Ensure College website exposure by adhering to the latest search engine optimization (SEO) best practices and submitting page and sitemap information to all popular search engines while allowing for intuitive integration with major social media platforms.
 12. **Website Search Capabilities:** Provide internal search or integrated Google Search capabilities to search the entire site or specific sections, documents, document metadata, events, College directory, etc. Provide the ability for refined results, search suggestions, and efficient site indexing.
 13. **Social Media/Event integration:** Social Media live content shall be integrated into the site. This may include social walls, feeds, blog posts, etc. on sections or full pages. Events shall be integrated on website pages with the ability to click for more information

and/or registration. Events should support content tagging for display in multiple areas across the site.

14. **News/Announcement/Blog:** Provide the capability to publish news items or blog posts on the home page and other areas of the website based on permissions, department tagging, publish date, and expiration date.
15. **Form Creation/Collection Tool:** The site shall provide the ability to create web forms to collect user input with data sent to an email account, document library, or database.
16. **Staff Directory:** Provide a database-driven feature that displays user listing and information with browse by name, department, and functions. Integration with Active Directory is a plus.
17. **Alert/Emergency Notification Box:** Include an emergency notice widget that can be implemented to quickly and automatically take over a certain space on the home page and across the entire site with an emergency alert messaging.
18. **Live Chat Integration:** The site shall include or support integration with a third-party vendor to provide online chat capabilities to allow the public to communicate directly with the College.
19. **Web Analytics:** Provide an intuitive mechanism to display statistics for page views, unique visitors, referrers, search queries in a visual display with custom reporting options through Google Analytics or internal website analytics tools (or combination of these).
20. **Printable Website:** Provide an alternate style sheet that strips unnecessary website formatting and is optimized for printing to provide users with the ability to print clean pages.
21. **Translation:** The site shall have a language translation mechanism; multiple language support is preferred.

Content Migration and Content Authoring

MPC's website currently has over 2000 pages, however many of these pages will not be carried over to the new site. The vendor will be expected to migrate over 30% of the pages, at a minimum, to the new site. MPC is also looking for professional content writing services to assist in rewriting website content on key pages of the website. Please include details in your proposal that would include services for website content authoring if you can provide those services as well.

Subsites

MPC currently has 2 subsites that are hosted within its current CMS; athletics.mpc.edu and mpcfoundation.org. These sites need to maintain unique identities but must be migrated to the new CMS as part of this project so content can be shared across the primary site and these subsites. Design adjustments should be made, where required.

Hosting & Maintenance

Vendor must provide costs for one year of hosting during development followed by a minimum of 3 years of hosting after site launch OR recommend a suitable hosting environment to support the website development through this project. Vendor should provide estimated costs for ongoing support, training, and travel expenses (if applicable).

3rd Party Integration

MPC uses Courseleaf Curricular Management Software as the platform for managing MPC's curriculum and production of the academic catalog. Preference will be given to proposals that show evidence of planning designed to integrate these products (where appropriate) into the MPC website. The College is also planning to move to a new Enterprise Resource Planning (ERP) platform (such as Ellucian Banner or Anthology) over the next year, experience with integration with these or similar platforms is highly desirable.

DELIVERABLES

The following deliverables shall be produced by the Contractor:

1. Project management framework including timelines, milestones, scheduling, and strategy for meeting and reviews
2. Design of new, visually appealing, primary homepage and three tiers of supporting page designs that are intuitive and employ best practices for UI/UX design
3. Information architecture documents including content models, site maps, and page layouts
4. Usability Testing Plan and test results
5. Complete list of web content needed (text, media, files, etc.)
6. Migration plan
7. Graphic design templates for homepage and subsequent subpages including icons, color palettes, images, logos, and other design elements
8. All widget/gadget packages, templates, stylesheets, scripts, and objects required to deploy and maintain the new website
9. CMS User documentation for content editors and administrators
10. SEO and marketing recommendations for continued website development

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, Photoshop, and other file types used in the development of the site.

PROPOSED PROJECT PHASES

It is intended that this project may be accomplished in the following phases. Proposal should address everything outlined in the project description and include timeframes, cost, suggestions for cost savings and proposed formats for each phase.

Phase I: Assessment and Planning

MPC recently completed an extensive website audit that included a needs analysis, site audit, and suggested site map for a redesigned College website. Information from this website audit will be used to in the Assessment and Planning Phase of the project and should be used by the vendor to produce a requirements document that includes:

- Current research and best practices concerning the use of web technologies on public websites for higher education
- Identification of target audiences and their information needs
- Development of preliminary site plan and functional requirements of the website
- Identification of best practices to create site visibility via major search engines and resources used by current and potential students (Google, YouTube, Instagram, etc.)

Phase II: Site Architecture

Vendor will present a recommended sitemap proposal based on information gathered in the previously conducted website audit and college website best practices. The sitemap and a website governance plan will be approved by Monterey Peninsula College.

Phase III: Mock-ups

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

- Home page (3 design options)
- Student Information Page (i.e., New Students, Returning Students, Current Students)
- Career & Academic Pathways Page
- Academic Program Page
- Student Services Department Page (Counseling, Financial Aid, Admissions & Records, etc.)
- Sample Listing Page (Catalog, Class Schedule)

These prototypes should show varied design directions and color palettes and vendor should design with variations of medium in mind (mobile, web, print, etc.)

Phase IV: Usability Testing

The vendor should allow for and outline a process for testing among varied audiences. Usability testing should include aspects such as: color, attractiveness, navigation, messaging, readability, etc. Vendor will make refinements based on results.

Phase V: Content Development

The vendor will provide a detailed plan for gathering information, photos, and other assets required populating the new website. MPC will be responsible for providing up-to-date content to the vendor per the plan provided by the vendor.

Phase VI: Site Development

The vendor will begin developing the site in a test environment prior to launching the new website this work will include:

- Developing a migration plan from the current site to the new site
- Populating pages into the approved site templates
- Preparing technical documentation regarding the CMS and any custom coding used in the website

Phase VII: Training

Train web administrators and content liaisons on how to maintain relevant portions of the website and develop reference documentation including best practices for writing for the web.

Phase VIII: Implementation

Launch new College website.

Phase IX: Searchability and Marketing

Provide documentation on how the College can promote the website through best practices in SEO and website accessibility.

Phase X: Hosting and Maintenance

Provide a plan for hosting that includes the first year of development followed by an additional 3 years of hosting and technical support.

PROPOSAL CONTENTS

Please include each of the following in your response to this RFP:

1. Company name, address, and contact person
2. Company overview
3. Qualifications, describing experience in the development of higher education-related websites (community college experience is preferred)
4. Staffing plan, including all staff whom would be involved with the project
5. Description of your proposed approach to the scope of services
6. Cost proposal
7. Timeline, with target dates for completing each project phase. Please note the College intends to complete the project in its entirety by June 30, 2023.
8. References (three preferred)

9. Relevant samples of your work.

EVALUATION & SELECTION PROCESS

Proposals will be evaluated by the Vice President of Advancement (VPA) and the Director of Marketing & Communications (DMC). Those selected for further consideration will be asked to provide a 30-40 minutes presentation to the campus Marketing Committee on **Thursday, September 22** via Zoom (between 12:30-4:30 PST, with specific times TBD). A contract for the selected firm will be presented to the Board of Trustees for approval on September 28, 2022.

The College reserves the right, in its sole discretion, to clarify any response without becoming obligated to offer the same opportunity to any other firm. The College, as a result of this RFP process, has no obligation to establish a shortlist of firms and reserves the right to reject any and all submissions.

TERMS & CONDITIONS

- Any estimated mileage or per diem costs should be included in the proposed budget as they will not be paid separately/in addition to the contract.
- The selected firm will be asked to complete the District's [Independent Contractor Agreement](#).
- Once a contract is executed, any modifications, extensions, or additions to the Scope of Work will require prior approval of both parties. Requests for such changes should be directed to Kristin Darken, Director of Marketing & Communications.
- Questions regarding this RFP should be directed to Kristin Darken, Director of Marketing & Communications.