OREGON COAST
COMMUNITY COLLEGE

WEBSITE REDESIGN

request for proposals | 2023

Request for Proposals

Website Redesign Project:
Redesign & Development of the Oregon Coast Community College Website

Request

Oregon Coast Community College (OCCC) is inviting proposals from qualified web design firms for the redesign of the OCCC website, **oregoncoast.edu**.

Deadline for Proposals

Proposals are due by 5 pm Pacific Time on Wednesday, November 22, 2023. Proposals are to be submitted via email as a Word document or a PDF document to **dave.price@oregoncoast.edu**.

Outcome

The OCCC website is a critically important marketing tool for the college and is key to student recruitment, student retention, donor retention, and community engagement. Our redesigned website will provide intuitive navigation and feature responsive design. It will encourage student enrollment and retention, while offering a positive 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 adhere to accreditation standards. 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 be readily tailored to share emergency information and share news and information about events and activities, and will engage prospective students with relevant messaging about career- and academic-focused programs and services. The site will adhere to OCCC brand standards, meet WCAG 2.1 compliance, be SEO optimized and content will enhance the College's reputation as a partner to the community.

About OCCC

Oregon Coast Community College is here to serve Lincoln County's students and the community. Students can complete the first two years of a bachelor's degree at Oregon Coast, earn an associate degree, take courses to obtain employment, prepare to start a small business, earn a GED, learn English as a second language, or take courses for personal enrichment. Students may explore career ideas, re-train or update job skills, pursue a personal interest, or broaden horizons. Students may attend full and part-time. Oregon Coast offers credit and non-credit courses at its centers in Newport, Lincoln City, and Waldport, and a variety of other locations throughout the county. Students may also take courses online.

Oregon Coast students are of all ages, from recent high school graduates to retirees. Students attend Oregon Coast for a variety of reasons: to update employment skills, to obtain an associate degree, to prepare for transfer to a bachelor's degree program, to gain or refresh basic academic skills, or pursue personal cultural enrichment. Some attend credit classes full-time or part time, while others take one or several non-credit classes. Many students combine school and work. Nearly 1,500 students attend the College every year.

College staff and leadership maintain an unflagging devotion to being a student-centered institution. Students value small class sizes and a campus population that allows and encourages personal engagement, helping forge relationships between staff, faculty, and students. The College is also engaged in growing its Career & Technical Education (CTE) focus, growing its Nursing and Allied Health program as well as its Rural Teacher Education Pathway ("Teach at the Beach") program, Early Childhood Education, Aquarium Science, Business, Welding, and more.

Oregon Coast has an exceptionally talented group of credit faculty members. Faculty who teach credit courses have master's degrees and many have doctorates. Faculty teaching professional/technical courses have solid knowledge of their fields through a combination of education and career experiences. Many faculty work in career areas directly related to the courses they teach.

The College will be turning to the voters in May 2024 for their support in constructing a new Center for Trades Education. The College's branding is a mix of old and new(er); the circle/waves logo used today is a revised take on a logo created in the early 1990s. The college's color palette, logo, typography and other branding elements were updated in 2016 and reviewed/updated annually since.

About Our Current Website

This RFP encompasses the redesign of the OCCC 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 OCCC website is www.oregoncoast.edu. It is currently hosted by Pantheon. The content management system is WordPress. The vendor selected to provide work under this RFP will work with a College web redesign committee to develop and design a new website to meet desired outcomes. The committee lead is the Vice President of Engagement. The committee includes the Director of IT and employees from the academics, business office, student affairs, and engagement. The future website will be managed cooperatively between the IT department and engagement.

Stakeholders
- Prospective students
- Current Students (retention)
- Faculty, Staff, and Administration
- 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.

2. Responsive 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 site's design will reflect OCCC's dedication to forging personal, supportive relationships with our students, and will communicate the value of obtaining a degree, certificate or workforce training at OCCC.
   b. The site will engage home-page visitors with compelling graphic elements and engaging promotional content supporting the College's growing lineup of career and technical education programs.
   c. 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.
   d. Final content will deliver consistent, targeted messaging with clear calls to action throughout the site.
   e. 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.

4. ADA section 508 / WCAG 2.1
   a. The vendor will audit the current site for ADA compliance and provide the website redesign committee with an analysis of deficiencies.
   b. 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.
   c. 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.
   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. This can be similar to current WordPress admin/editor/etc. role assignments and management.
   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.
5. Integration of the OCCC 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. The College maintains a contractual relationship with a Catalog service provider and will provide necessary contact information to successful website design bidder.

6. The new design must allow for the visual display of data in a user-friendly way that meets NWCCU standards. (College will provide Standards and details on request.)

7. The site infrastructure will be developed to best support student recruitment and retention, and will place an emphasis on CTE programming.

8. 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 OCCC 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 "Slider Revolution," but the College will entertain other apps that may deliver this utility.
    f. Provide quick access to robust translation.

9. Site branding, including formatting, colors and pictures will be consistent with a the OCCC Style and Branding guide, attached. The site will not utilize stock photography but instead will use only OCCC photographs, provided by the College.

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 June 28, 2024 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 100-200 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 OCCC 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 OCCC workstations and network configuration.
- List of current customers using the proposed service/system that OCCC 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 OCCC legal counsel.
- The vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.
- Any hardware, network, and software installation and configuration must be performed in cooperation with OCCC.
- The implementation must be accomplished in a manner that minimizes disruption of OCCC business via the Internet.
- The Web site will be the possession solely of OCCC 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.
- Vendor willingness to schedule and facilitate listening sessions with key user groups, including students, administrators and staff, and faculty.
- 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 OCCC with price and other factors being considered.
- OCCC may reject any and all proposals. The proposals will remain the property of OCCC.
- 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 PDT on Wednesday, November 22, 2023**
2. OCCC will invite successful candidates for a video conferencing interview in or around Dec. 1-8, 2023.
3. OCCC will select a finalist for the project by Dec. 15, 2023.
4. Work will commence Jan. 5, 2024 if not before.
5. A two-week soft launch and testing period will begin June 17 with a **hard launch planned for June 28, 2024**.

College Contract

Point of contact for questions and submissions:

Dave Price, VP Engagement, dave.price@oregoncoast.edu, 541-614-4163.

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