



REQUEST FOR PROPOSALS

WEBSITE REDEVELOPMENT FOR GREAT PLAINS COLLEGE

October 7, 2015

Release Date: October 7, 2015

Closing Date: October 30, 2015

Closing Time: 12 PM, CST



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SUMMARY

Great Plains College is a regional college that serves an area that is more than 100,000 square kilometers and has 115,000 potential students.

A decentralized campus region system, consisting of three campuses and subsidiary program and training centres, has been established to provide a broad array of programs in western Saskatchewan and enable the college to help learners, communities and regional industry grow.

These include:

- Kindersley Campus Region (includes Rosetown Program Centre)
- Swift Current Campus Region (includes Maple Creek Program Centre)
- Warman Campus Region (includes Biggar Program Centre)

Great Plains College is accepting proposals to update its website. The redevelopment will build on the current concept of the site and follow through to its end use.

PURPOSE, DESCRIPTION & OBJECTIVES

Purpose

To renew the website with a new or improved Content Management System (CMS), with support of the existing site until it can be decommissioned upon the launch of a new website.

Description

The current CMS will be improved or decommissioned in favour of a platform that will enable a secure foundation that can sustain future growth in an economical way. The new CMS will improve the website's sustainability, ultimately allowing for expanded feature development with few limitations.

Objective

Our primary online objective is to continue to use the website as a primary marketing tool and build brand identity, awareness, and interest in the organization and the programs, courses and services it provides. Ultimately, the website is used to increase enrolments at the college.

AUDIENCE

Stakeholders and audience groups:

Primary:

Prospective students, parents, community members

Secondary:

Current students, employees, donors, other educational institutions

SCOPE

The scope of this project is to update the existing Great Plains College website. With the assistance of the selected company, the college's in-house communications department will create-provide all of the site copy and provide the successful candidate with access to original photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content, create pages and modify site design.

PHASE 1: Website Transition & Support

Support and maintain the existing greatplainscollege.ca site, with effort focused on supporting the site such as fixing broken features and ensuring a viable product based on its current state.

PHASE 2: Website redevelopment

Concepts will be based on a similar content architecture and content strategy. Use of fundamental design principles and best practices will provide a solid foundation upon which features and enhancements, including online registration and templates, can be developed. A content plan for Search Engine Optimization will also be finalized.

Development Guidelines

The website designed by the successful candidate must meet the following criteria:

- Utilize a content management system that will permit non-technical Great Plains College staff to instantly update website content on specific pages.
- Easily Updated – Once the site has been completed and accepted by Great Plains College, the everyday adjustments on the site will be maintained by the college staff.
- Ensure the home page is content-rich (with social media links) and the site is Search Engine Optimization friendly
- Convert substantial amounts of existing content to new website.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of templates, styles, photographs, fonts, headings, bullets, text-letting and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “click through” for the user to find the desired information.

- Development of web pages to accommodate the proposed navigation scheme.
- Eventual development of online application and inquiry forms including acceptance of online payments.
- Provide up-to-date software and licenses to maintain site internally or externally, as decided by Great Plains College.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site (including meta tags and page titles).
- Program and course locator feature (by program, course name, date and location).
- Provide a comprehensive course calendar for Skills & Safety Training courses that can be sorted according to course name, date and location
- Provide necessary support and training materials to permit easy use by selected Great Plains College staff members.
- Provide customizable user designations and access levels for content management.
- Provide or enhance the means to upload course information.
- Project Management – An assigned project manager will be made available to present information and coordinate with Great Plains College staff, including a reasonable number of meetings to present design and development solutions.
- Once the website has been completed and accepted by Great Plains College, the website design and all of its contents, software and architecture become property of Great Plains College.
- Upon completion of the development of the site, the college will require support in terms of search engine optimization, website maintenance and technical training.

Site Specifications

Great Plains College encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with IE, Google Chrome, Safari and Firefox (versions TBD) and other emergent browsers.
- Website must not require plug-ins as a default.
- Site must be mobile and automatically resize on a variety of devices including cell phones and tablets.
- Site must be built in accordance to the Web Content Accessibility Guidelines 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced internet user.

- Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads in three seconds or less on the average computer.

Delivery & Deployment

Great Plains College hosts its website internally on a dedicated server.

PHASE 3: Post-Launch Optimization

Provide a monthly, systematic approach to testing, updating features, plug-ins and functionality of the website and provide ongoing strategic digital vision.

BUDGET

Please provide several cost proposals to accomplish the scope outlined above. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the website.

List pricing for:

- Phase 1: Website Transition & Support
- Phase 2: Website Redevelopment
- Phase 3: Post-Launch Optimization

Great Plains College hosts its website internally and hence will be addressed separately. Costs for hosting should not be included in the budget for this project.

TIMELINES

October 30, 2015: Acceptance of proposal and contract

January 2016 - April 2016: Phase 1 of the project is completed and delivered

November 2015 - April 2016: Phase 2 of the project is completed and delivered

April 2016 - June 30, 2016: Phase 3 is completed and delivered

QUALIFICATIONS

- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be?
- Briefly describe your firm's project management process.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions.
- A maximum price for the project, including all expenses and taxes.

SELECTION PROCESS

The proposals will be reviewed by a committee of college staff. A scoring system will be used in accordance with the proposal components listed above. The proposal with the lowest bid will not necessarily be selected. Great Plains College retains the right to accept or reject any or all of the proposals received or negotiate with any bidder.

OWNERSHIP OF INFORMATION

All information generated by the project, including the website itself and materials given, shall be and remain the sole property of Great Plains College. The consultant will not be permitted to publish or in any way use the said information or site without the express and prior approval of the college.

INQUIRIES AND PROPOSAL SUBMISSION

Inquiries concerning terms of this request for proposal shall be directed to:

Carrie Voysey
Director of Communications
Great Plains College
Box 5000 129 2nd Avenue NE
Swift Current, SK S9H 4G3

Direct: 306-778-5499
Email: carriev@greatplainscollege.ca

Proposal submissions will be accepted until 12 PM on October 30, 2015.

The consultant is required to submit a sealed copy of their proposal to the following address:

Attn: President David Keast
c/o Carrie Voysey
Director of Communications
Great Plains College
Box 5000 129 2nd Avenue NE
Swift Current, SK S9H 4G3

Proposals will be opened on November 2, 2015, at the college's Swift Current Campus. All quotes will be evaluated on price, quality, labour standards and organizational impact.