Website Revision Request for Proposal

January 28, 2019

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Director of Communications

About the Pennsylvania Commission for Community Colleges
January 2019

The mission of the PA Commission for Community Colleges (PACCC) is to provide statewide leadership for the advancement of Pennsylvania's 14 community colleges.

Goals:

- Increase support among federal and state policymakers, in order to achieve funding and policy goals. The priority is increased state funding.
- Promote coordinated narratives that increase the visibility, knowledge and influence of Pennsylvania's community colleges.
- Identify and fill gaps in statewide conversations and offer alternatives to campaigns by other sectors or systems.
- Respond to and develop solutions for threats to higher education generally.

Primary Audiences:

- Member Colleges, Including Presidents and Trustees
- Local and Statewide Government Officials
- Related Associations
- Other Educators
- Members of the Media
- Other Advocates for Higher Education/Community Colleges in Pennsylvania
- Business Leaders

Key Messaging, supported with data:

- Pennsylvania community colleges offer quality education that is affordable, accessible and accelerated.
- Pennsylvania community colleges play a critical role in positive economic development in the counties they serve and throughout the Commonwealth.
- Pennsylvania community colleges offer workforce and job skills training.
- Pennsylvania community colleges strive to make students successful.
- Pennsylvania community colleges are committed to access and equity, from workforce training, to transfer students in preparation for higher education, to community enrichment.

PACCC Website Background & Project Objectives
January 2019

The Commission's current website (https://pacommunitycolleges.org/) was developed by a Pennsylvania-based firm using the WordPress content management system. The site is routinely updated by the Director of Communications and the Executive Assistant to the CEO/President. Architectural changes and troubleshooting are handled by the web developer.

Objectives:

- Develop a new PACCC website landing page that:
    1. Meets the needs and expectations of its member colleges by providing information that they deem most important.
    2. Improves the overall user experience through easy navigation and intuitive thinking.
    3. Optimizes responsiveness so that laptop and desktop users as well as tablet and smart phone users can easily navigate the site using the four primary browsers, including Microsoft Edge, Firefox, Safari and Google Chrome.
- Create a call to action function that asks website users to advocate for PACCC once they have found the content they're seeking.

Project Specifications:

- Reskin the homepage so that visitors can find the information they are seeking prior to being asked to support the Commission.
- Provide retooled backend functionality to meet the requirements of the new homepage layout.
- Offer solutions to advocacy call-to-actions for users who have found the content they sought on the website.

Overview/Scope of Work:

- The following items must be addressed in the proposal and subsequent presentation:
    1. Proposal of the content that should appear on the homepage.
    2. Ease of user navigation throughout the site.
    3. Call to action for advocacy on behalf of the Commission.
    4. Costs associated with the proposed project.

Intellectual Property:

The PA Commission for Community Colleges will retain the right to all work completed on its behalf.

PACCC Website Deliverables & Timeline
January 2019

Web Developer Deliverables:

- Written Proposal
    1. Agency qualifications and background, including years in business and areas of expertise.
    2. Names of staff who will be working on the development of the PACCC site, noting which members have relevant experience.
    3. Company name, URL and contact information for three relevant sites, plus a brief overview of the scope of work requested.
    4. Execution recommendations.

- Capabilities Presentation
    1. Thirty (30) minutes allotted for presentation
    2. Thirty (30) minutes allotted for Q&A.

- Budget
  Estimates should be based on your belief of what actions will need to be taken to complete the project's scope of work. Breakout costs by the following phases:
    1. Consultations & presentations
    2. Homepage design/theme that fits with current site
    3. Module development & population
       NOTE: PACCC staff will populate required content to save on costs.
    4. Additional plug-ins, if applicable
    5. Testing
    6. Maintenance

Timeline:

Time estimates should be based on how many days will be needed for the agency to complete each of the phases and for the client to review and approve each phase identified by the developer.

PACCC Website Proposal Submission Instructions
January 2019

Proposals:

Written proposals should be returned to Carolyn Simpson, Director of Communications, at csimpson@pacommunitycolleges.org no later than **Monday, February 11 at 5:00 p.m.** A committee consisting of members from the Commission and member colleges will evaluate RFP submissions. Following the review of these written proposals, the Commission will select three developers to conduct capabilities presentations in early March.

Please note that the Commission will not return any proposals it receives and will not reimburse applicants for any costs they incur in developing their proposals. Also, responding to this RFP shall not enhance any applicant's chances of receiving future work from the Commission or the colleges. Similarly, not responding to this RFP shall not be a detriment to a vendor when competing for future work.