Agnes Scott College

Website Redesign

Agnes Scott College invites qualified vendors to submit a proposal for a redesign of the college's website agnesscott.edu. The following RFP includes background about our organization and describes the purpose of the redesign, its desired functionality, and specific requests for potential vendors. We understand that these requests may be subject to change upon vendor recommendation and / or research of more optimal solutions.

Table of Contents

Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. This RFP includes a background section about our college, suggests an outline for organizing content of the new site, and references desired technologies. The vendor we select for this project will bring its own ideas and vision based on industry expertise, technical capability, and client relations; guiding us to

incorporate our goals into that vision. Please feel free to email Tammy Roundy troundy@agnesscott.edu with questions or comments.

Background

For almost 130 years, Agnes Scott College has been "educating women to think deeply, live honorably and engage the intellectual and social challenges of their times." Situated on a 100-plus acre campus in Decatur, Georgia, Agnes Scott lies just six miles from downtown Atlanta, a cultural and economic epicenter of activity and opportunity for eager young minds. The college is home to more than 1,040 combined undergraduate/graduate students with over 58 percent students of color.

Ranked the No. 1 most innovative liberal arts college in the country by *U.S. News & World Report*'s 2019 edition of <u>Best Colleges</u>, Agnes Scott introduced its groundbreaking undergraduate SUMMIT curriculum—which prepares every student to be an effective change agent in a global society—almost four years ago. Cutting-edge graduate programs were launched in 2017 with a focus on "studies for forward thinkers." Additionally, Agnes Scott is ranked No. 2 "Best Undergraduate Teaching," No. 1 among "Colleges that Promote Social Mobility," and No. 51 among national liberal arts colleges.

The collegiate Gothic and Victorian red brick-and-stone buildings have won national awards for design and resulted in Agnes Scott's recognition for the second-most-beautiful campus in the country by *The Princeton Review*'s Best 361 Colleges (2006). Our campus consists of 30 buildings and an apartment complex, and the college was awarded STARS Gold (is this the phrase, or "LEED Gold"?) rating in 2018 from the Association for the Advancement of Sustainability in Higher Education (AASHE) in recognition of its sustainability achievements.

Project Goals

The chosen vendor will design a website that serves as a marketing tool to attract prospective students. The site should be visually appealing , easy to navigate and intuitive for prospective students and their families to use. All of our campus constituents—current students, parents, alumnae, donors, prospective donors, faculty and staff, community members and media — should be able to easily locate the information and services they require, access pages that are important to them, and navigate services and resources they need. While the project timeline is dependent on the proposals and the approved RFP, our prefered timeline for implementing the redesign is four to eight months.

The new site should cohere with Agnes Scott's visual branding and identity guidelines while being flexible enough to adapt to rebranding. All website solutions are welcome for required functionality or features.

Current Website

Agnes Scott's current website has an outdated interface. The site is currently divided into two tiers, which creates a disjointed appearance. The hierarchical structure of the website is confusing, making navigation difficult. The website does not accurately reflect the brand guidelines of the college and does not relay the brand message of SUMMIT across all pages. Additionally, several key sites (SUMMIT and Alumnae Weekend micro-sites, e.g.) are located outside of the Agnes Scott site. The website is managed and maintained by several different individuals and currently has 2,081 pages, 6,801 links, 709 documents, 191 media files and 68 Javascript files.

Proposed Sitemap

The chosen vendor will present a recommended sitemap proposal based on research and college website best practices. Included in the sitemap will be a outline of permissions for content managers based on their corresponding site responsibilities. The sitemap and site permissions outline must be discussed and approved by the Agnes Scott College Web Advisory Group.

Scope of Work

The purpose of this redesign is to reconstruct the visual design, site accessibility, site search, information architecture and content strategy of the current website. Agnes Scott College is seeking a vendor that will:

1. execute the redesign, and
2. provide guidance and assistance throughout the entire process, including concept development, gathering stakeholder input, construction, content migration, testing, training for key website content managers and implementation of maintenance methodologies.

The college will provide photos, logo files; information on appropriate logo use; and logo color Pantones. The visual design of the Agnes Scott website should provide consistent navigation, layout and styles in a manner that is user-centric, intuitive, interactive, and on-par with web preferences of today's generation of college students. The website must reflect SUMMIT and convey the SUMMIT message across pages. The vendor must develop Cascading Style Sheets (CSS) to control look and feel wherever possible. The vendor must take

into account innovative ways of connecting to stakeholders, including social media. The designs must also be mobile-responsive and support all popular browsers.

- *Search Engine Optimization*
  The website exposure should adhere to the latest search engine optimization best practices and submit page and sitemap information to all popular search engines (Google, Bing, Yahoo, etc.) while allowing integration with social media platforms.

- *Customer Service and Training*
  Introductory training of key content editors is required. The availability of no-charge phone and email access for college staff to contact customer service is expected.

- *Content Management Software*
  Agnes Scott uses a cloud-hosted version of Cascade CMS (Hannon Hill) as the content management software. The college has no plan to change content management software. Redesign proposals must align with capabilities of Cascade CMS.

- *Accessibility*
  The redesigned site must comply with best practices and standards as defined by Section 508 of the U.S. Rehabilitation Act and level AA of the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 2.0.

- *Project Management*
  The Agnes Scott College Web Advisory Group will oversee the general direction of the web redesign project. The day-to-day work and decisions of the project will be delegated to three project leads—Tammy Roundy, Web Developer, and Neta Counts, Associate Vice President fcr Technology, in the Information Technology department; and Nneka Nwaobi, Associate Director of Digital Communications, in Communications and Marketing, who will work jointly on creative aspects of the project and liaise with the Web Advisory Group as needed. The chosen vendor should include in their response a brief overview of how they propose to organize project management, including a change management process and approval systems for changes.

Deliverables

The selected vendor is required to provide the following tasks and deliverables:

- a detailed analysis of the college's website;

- proposed site architecture and navigation mapping;

- a review of Cascade capabilities and a functionality proposal to incorporate into the redesign;

- determination of primary navigation areas and web elements for the home page and primary landing pages;

- design concepts for evaluation by the Web Advisory Group;

- identification of primary objectives for the first-level landing pages;

- templates for the home page, landing pages, and second-level pages;

- assurance that the identified objectives are incorporated into the revised content;

- consistent and standardized templates for all pages not only to ensure that pages conform to the college's existing brand guidelines but also to provide flexibility to allow for some level of individuality and functionality for the different departments around the college;

- a review of existing web content and recommendation of improvements based on best practices, including the consolidation and deletion of unnecessary content and web elements;

- rewriting and reorganizing existing content on the home page as well as first- and second-tier pages;

- incorporation of dynamic elements into the home page design template to reinforce web strategy objectives and goals;

- incorporation of graphics and images into revised web pages to complement content and reinforce messaging and branding;

- assurance that any developed templates are able to incorporate emergency notification messages;

- assurance that the web design is able to accommodate delivery using responsive design across different platforms, including tablets, smartphones, and various desktop views;

- assurance that templates allow for the software integration for a variety of common website processes, such as email, surveys, social media, feedback, forms and calendars;

- recommend web management operations framework and site governance policies and processes to support ongoing review and maintenance of the new website; and

- provide training sessions on website structure, writing for web, design strategy and/or other topics as identified.

Technical Requirements

- Design a website that loads quickly and is properly optimized for all devices, especially mobile devices.
- Provide recommendations on how to implement the new website in Cascade CMS in a modular way that is extensible and easy to manage.
- Provide recommendations on implementing a build system for the new website to support internal development workflow, extending the design over time, and maintaining CSS and javascript files. For example:
    - The ZURB stack (Foundation 6)
    - Pattern Lab

The build system should include the following:

- rapid prototyping
- modular development with partial templates
- web style guide generation
- modular CSS compilation with SASS or LESS
- minification of CSS and javascript files
- support for a responsive web design framework (e.g., Foundation, Material Design, Bootstrap)
- Preferred build system solution: The ZURB stack with Foundation 6.

Current Technical Environment

- Primary public site hosted internally on Windows server using IIS and Cascade CMS hosted with Hannon Hill Cascade Cloud.
- Microsites hosted through external vendors using various web publishing resources (for example, the Alumnae Weekend microsite is hosted by GoDaddy using WordPress).
- Siteimprove is used for quality assurance.
- Google custom search engine is used for site search.

Integrations with Third-Party Systems

- Slate
- Web forms:
    - Internal web forms platform

- ○ Google forms
- ○ Smartsheet forms

Budget

Please provide 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 web site.

The vendor should line itemize elements and pricing for:

- Phase I: Discovery, Requirements Planning and Site Definition
- Phase II: Site Development, Testing and Deployment
- Phase III: Post-Launch Support

RFP Timeline

Issuance of the RFP	*Monday, January 14, 2019*
Deadline for vendor proposal	*Friday, February 15, 2019 by 4:30 p.m.*
Issuance of award to vendors	*Friday, March 15, 2019 to Tuesday April 2, 2019*

Questions and proposals should be directed to LaNeta Counts, Associate Vice President for Technology, Agnes Scott College, 141 E. College Avenue, Decatur, GA 30030, lcounts@agnesscott.edu, 404-471-6483. Email should contain a subject line beginning with Web Redesign RFP:.

Criteria for Selection

In addition to addressing the specifics outlined in this document, proposals must also include the following details about your company on company letterhead:

- company name
- company location(s)
- a description of your company
- a description of the type of services you provide
- a description of your approach to this work, including methodology and deliverables for discovery, quality assurance, look and feel, project management and communication
- a summary of your process for development projects like ours that require working with a committee and getting input from college stakeholders and constituency groups, including students (prospective and current), faculty, staff, college leadership and alumnae

- examples of your work most relevant to our project
- cost estimates, broken down by phase and deliverables
- a proposed project timeline
- a description of the people who would work on this project and a summary of their experience
- three client references (include educational organizations, if applicable)
- warranty information
- disclosure of possible conflicts of interest
- disclosure of complaints, current or pending actions, legal or otherwise

Please prepare for two rounds of presentations:

- an initial presentation via the web
- a second presentation in person