

***Request for Proposal: #2021-07***

**Merced Community College District  
Web Redesign**



Return Proposal To:  
Merced Community College District  
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**MERCED COMMUNITY COLLEGE DISTRICT  
REQUEST FOR PROPOSAL #2021-07**

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## **I. INTRODUCTION**

**Budget: \$100,000**

# Project Summary

## Company / Organization Background

Merced College is a comprehensive community college with campuses in Merced and Los Banos, California. Students can take courses to transfer to a four-year institution, complete a career/technical program, or take a class for personal enrichment. Merced College is also part of the California Community College system. Learn more about Merced College at [mccd.edu](http://mccd.edu).

### Core Values

#### Student Success

We focus on student access and success.

#### Supportive Environment

We promote an atmosphere of trust where communication and teamwork cultivate a rich environment for teaching and learning.

#### Proactive

We utilize agility, innovation, and responsible risk-taking to create our preferred future.

#### Partnering

We actively engage with the community and community partners to respond to cultural, educational, economic, and technological needs.

#### Diversity

We embrace diversity and equity as community strengths and celebrate these qualities in our institution.

#### Self-Reflection

We strive for continuous improvement based on data-driven self-reflection, objective assessment, and dialogue.

## Project Overview

Merced Community College District (Merced College) is looking for a creative digital partner that will redesign and produce the new Merced College website ([mccd.edu](http://mccd.edu)). The website will primarily serve as a resource to prospective students, current students, faculty and staff. The website must be usable and accessible to all users and follow best practices in product strategy, design, and development. The ideal and preferred partner leads with a vision, is full of ideas, and appreciates learning and growth.

The purpose of this document is to share useful and helpful information. The details as we understand them now are meant to inform vendor responses or proposal preparations. It is a starting point for a project plan that may evolve as opportunities present themselves.

## Products / Services

The existing website needs to be redesigned and restructured for a positive user experience. Some visual branding and identity guidelines do exist for the college's print materials, and the website is expected to incorporate any visual design elements (e.g., school logo, colors) that the vendor sees as appropriate for the proposed digital product. All website solutions are welcomed for any required functionality or features. The ideal web platform solution is an open source software, but all proposed software or platforms will be considered for evaluation. The existing Merced College website ([mccd.edu](http://mccd.edu)) is built on Modern Campus CMS.

The current site has over 2,937 known website URLs. The desired outcome is to better organize the hierarchy

of the website and teach content editors to adhere to best branding standards. From our analytics we can see that our top viewed webpages are for prospective students and we would like to focus our homepage on helping prospective students easily find the information that they are looking for.

## Market Landscape / Insights Driving the Project

Competing against other regional higher institutions

## Priority Users and / or Market Segments

- Students
  - To figure out how to apply, register, or enroll
  - To learn what courses are required for degrees and certificates
  - To get to the log ins of various campus applications (current students)
  - To find out what's happening on campus
  - Distinct Merced College Online portion assisting students with all Online degrees and services
  - Separate Prospective Students as the top audience and Current Students as another audience
- Faculty
  - To share instructor and course information
  - To provide information about academic programs
  - Information for Faculty on our policies and procedures and who to contact for information
- Staff
  - To get specific documents and paperwork
  - To find out information related to Human Resources
- Other Needs
  - Need a location for accreditation updates
  - Have a blog or other features that interact with the website to create a streamlined form of communication and integrates with one another for document/communication archiving
  - Integrate program mapper and other guidance technologies and our catalog in a clear manner

## Project objectives

The new website needs to be Section 508 compliant as well as meet or exceed current web standards. It needs to adhere to best practices in the industry regarding content, design, and development, and ultimately provide a positive digital experience.

The following is a list of objectives that includes, but is not limited to:

- Section 508 Compliance
- WCAG 2.0 Level AA Conformance
- Meets readability and plain language standards
- Search pulls relevant information
- Directory is dynamic
- Events calendar or section is interactive
- Enrollment steps are clearly defined
- Mobile-friendly and responsive for all size devices and screens
- Ability to integrate with the college's Student Information System

## Metrics for project success

If the project goals and objectives are successful, it is desired to be reflected by:

- Increase web engagement and traffic
- Increase student enrollment
- Decrease number of inactive students
- Increase attendance to fine art performances or shows and athletic events
- Increase college campus tour requests
- Decrease telephone calls to Student Life
- Increase overall student engagement
- Increase completion of degrees, certificates, and transfer requirements
- Improve access to instruction and student services
- Increase students' civic and community engagement

## **II. INSTRUCTIONS AND CONDITIONS**

### SCHEDULE OF EVENTS

Listed below are important actions, dates, and times by which the actions should be taken or completed. If the District finds it necessary to change any of these dates up to and including the deadline for Proposal submission, it will be accomplished by addendum. All dates after the Proposal deadline are approximate and may be adjusted as conditions dictate without addendum to this RFP.

<u>ACTION</u>	<u>DATE/TIME</u>
Last Day for Questions/Clarification	September 20, 2021 @ 4 p.m.
Deadline for Receipt of Proposals	September 27, 2021 @ 2 p.m.
Interviews (if required)	September 28-30 2021
Award of Contract by Board of Trustees	October 12, 2021

### PREPARATION OF PROPOSALS

1. Before submitting a proposal, each firm is expected to thoroughly examine specifications, instructions, and other related documents included in the RFP, including subsequent amendments to the RFP, if any. Failure to do so will be at the firm's risk and will not bar their obligation to perform if a contract is awarded pursuant to this RFP.

2. Proposals must be signed under the correct firm name by an authorized agent of the firm.
3. Each firm shall answer and complete all of the items shown in the proposal document.

### INQUIRIES

1. All inquiries or requests for clarification or interpretation or to notify the District of errors or omissions relating to this RFP must be submitted in writing via e-mail. Inquiries must be addressed to Chuck Hergenraeder, Director, Purchasing & Risk Management, [charles.hergenraeder@mccd.edu](mailto:charles.hergenraeder@mccd.edu) MERCED COMMUNITY COLLEGE DISTRICT, 3600 "M" Street, Merced, CA, 95348, and submitted within the timeframe noted in the schedule of events. This will allow sufficient time for a reply to reach all firms before submission of their proposals. The District will advise all firms known to have received a copy of the RFP of the clarification or interpretation by amendment to the RFP.
2. In order to control information disseminated regarding this RFP, firms interested in submitting proposals are directed not to make personal contact with members of the Governing Board and District Administration with the exception of the individual listed below:

Chuck Hergenraeder  
Director, Purchasing & Risk Management  
209-384-6300 [Charles.hergenraeder@mccd.edu](mailto:Charles.hergenraeder@mccd.edu)

### AMENDMENTS

1. Firms are advised the District reserves the right to amend the requirements of this RFP prior to the date set for opening of proposals. Such revisions will be done formally by publishing amendments to all firms known to have received a copy of the RFP. If, in the judgment of the District, the change is of such a nature that additional time is required for firms to prepare their proposals, the date for receipt of proposals may be changed and all firms will be notified in writing.
2. Firms are reminded that any oral statements concerning the meaning or intent of the contents of the RFP by any person are unauthorized and invalid.

### SUBMITTING PROPOSALS

1. Proposals shall be enclosed in a sealed envelope or container, marked with the name of the firm, RFP name and number, and submitted to:  
Purchasing Department  
Merced Community College District  
3600 M Street  
Merced, CA 95348  
(no later than 2 p.m. on September 27, 2021)
2. Electronic (E-Mail) copies of the proposal **will Not be accepted.**
3. Proposals must be submitted with one original and five (5) copies.

## WITHDRAWAL OF PROPOSALS

1. Proposals may be withdrawn before the date and time specified for submittal of proposals, either by letter or in person, by an authorized representative possessing proper identification and written proof of authority to act on behalf of the firm.
2. Proposals may not be withdrawn for a period of ninety (90) days after the opening of proposals.

## III. DESCRIPTION OF DISTRICT

MERCED COMMUNITY COLLEGE DISTRICT, formed in 1962, and serves more than 15,000 students on its three sites. The District offers higher-education opportunities to thousands of students who might otherwise be unable to attend classes beyond the high school level. Associate of Arts and Science Degrees are offered in a wide variety of subjects as well as many career technical certificate programs.

The student body is broadly diverse, reflecting the population in the San Joaquin Valley of California. Our student centered environment offers more than 40 degree tracks that can be completed in two years. There are also highly regarded career technical programs, some with national certifications that lead to excellent, rewarding careers. Students at MCCD strive for and achieve success in numerous fields including: agriculture, education, law, military service, medicine, performing arts, and public service. Unique learning opportunities for students also include study abroad, internships, work experience, and volunteer service opportunities. Every student has access to a multitude of services, which include: academic advising, career counseling, veteran services, college activities, disabled students programs, job placement, tutoring services, and athletics.

## IV. SCOPE OF SERVICES

### **Project Scope**

#### **Features & Functionality**

The scope of work as it stands requires an overhaul of the existing website. The need is a full and complete redesign from discovery (research) to launch. This means that the project requires everything that is necessary for the delivery of a website that looks good and functions well. These are a few things we expect to see addressed in the vendor response: visual design, interaction, technology, development (front-end and back-end), information architecture, user experience, content strategy, and more.

The minimum viable product will include the following features:

- Content Management System (CMS)
- Backend Database
- Contact Form (custom code or third-party application)
- Multimedia Integration (graphics, photography, video, etc.)
- Scheduling/Appointment Software (embed/link out to legacy software)
- Events Calendar
- Directory
- Short URLs

It is also encouraged that vendors review the existing website to see what other functionality or features are needed or may be useful for our website visitors. Please plan for any other proposed web solutions and make note of it as a separate line item in the summary pricing or project cost.

## Technology Requirements

The existing Merced College website is built on Modern Campus CMS and uses a mixture of JavaScript, CSS, and PHP. The ideal web platform solution will use WordPress or Modern Campus, but all proposed platforms will be considered. The goal is to have the higher level website content managed by the campus' external relations front-end web developer. However, there will be other web content editors based on the need. Other web content editors will need limited permission or access to specific website sections for content updates.

### Hosting

The current site is hosted in-house on a virtualized CENTOS Linux server. We use Apache as the web service and MariaDB/MySQL as the DB.

In-house, we can support both Linux and Windows servers but prefer Linux for a webserver. We would be open to having the public website cloud hosted.

## Content & Design Resources

### Available documentation and assets

- Brand guidelines – <https://www.mccd.edu/brand/>
- Photo / video library – <https://merced.photoshelter.com/index>
- Social content – <https://www.instagram.com/themercedcollege/>

## Proposal Requirements

Specific topics to address in the proposal package:

- Who are the key people on the team?
- Have you worked with my industry before?
- How would you address the following key challenges?
  - Addressing the target audience of prospective students
  - Maintaining usability and accessibility standards
- What is it like working with you?
- What are your standard warranty terms for completed projects?

## **V. CONTENTS OF THE PROPOSAL**

Proposals must include information indicating specific qualifications to perform the services as specified and required in the RFP. To provide a uniform review process, firms are instructed to prepare their response following the same sequence as this section of the RFP. Proposal shall not be longer than ten (10) pages in total.

### A. TITLE PAGE

1. Show the Request for Proposal (RFP) number, subject, name of the firm, address, telephone number, fax number, email address, name of the contact person, and the date.

B. TABLE OF CONTENTS

1. Include a clear identification of material by section and by page number.

C. LETTER OF TRANSMITTAL

1. Briefly state the firm's understanding of the work to be done and make a positive commitment to perform the work within the parameters, guidelines, and schedule contained in the RFP.
2. Provide the names of persons authorized to make representations for the firm, their titles, addresses, telephone/fax numbers, and email addresses.

D. PROFILE OF THE FIRM

1. State whether the firm is local, regional, or national.
2. Provide the location of the office from which the work is to be done and the number of partners, architects, engineers, planners, and other professional staff employed at that office.
3. Describe the range of activities performed by the firm.
4. Describe the reputation and clientele of the firm.
5. Provide a general description of the firm's financial condition and identify any conditions (e.g. pending litigation, bankruptcy, planned office closures or mergers) that may affect firm's ability to perform.

E. QUALIFICATIONS AND EXPERIENCE

1. Provide a list of higher education clients for whom the firm has or is scheduled to perform similar services. If scheduled, please indicate if these clients have signed a contract with your firm for these services.
2. The client list shall include the names and addresses of each client, the names, titles, and telephone numbers of each client's administrators directly responsible for oversight of the work performed.
3. Provide a summary of the firm's California higher education experience, including community college experience, and the dates of such experience.
4. Identify the partners, managers and supervisors who will directly supervise the process. Identify who will perform the majority of the work, and others who will be working on the process.
5. Include a resume for each member of the project team. The resume should include: (1) position and years with the firm, (2) years of experience, (3) separate listing of experience, (4) and education.
6. The leader of the project team must be committed to remain for the duration of the facilities master planning process. Changes in proposed team prior to award may result in rejection of the proposal. Changes in key consultant team members after award are subject to written approval by the District.

7. SERVICES PROVIDED, TECHNIQUES/STEPS REQUIRED TO COMPLETE THE PLAN(S)
8. Identify the approach used by your firm to complete the design and construction planning for each step of the process from the beginning through final adoption. This approach should include an explanation of all services that will be performed by your firm.

F. DISTRICT PROVIDED SERVICES/INFORMATION

1. Identify the information and/or services that must be provided by the District to complete the design and construction planning for the AG/IT project along with a necessary timeline for receipt of this information.
2. Identify the information and/or services that may be provided by the District instead of the provider in order to reduce overall proposal costs. These items should also be identified and addressed in the cost proposal section of the response.

G. SCHEDULE

1. The District desires submission of the approval packet to the Chancellor's Office for the preliminary planning phase by mid-November 2021. In addition, the consultant shall work within the required timelines for each project phase, as established by the Chancellor's Office, in order to ensure the project will be completed on schedule.
2. Discuss typical and potential roadblocks to meeting this schedule and confirm your commitment and/or reservations to the proposed timeline.

H. ADDITIONAL INFORMATION

1. Give any additional information not included above your firm considers essential to the proposal response.
2. Provide, as necessary, a description of special resources, skills, or services your firm possesses, which are not addressed as part of this RFP, that would be available as part of an agreement resulting from this RFP. Please describe any advantages that would be realized by the District as a result of these additional resources.

I. COST PROPOSAL

1. Provide a preliminary fee to the District. The proposal shall be based on the preparation of a full set of drawings assuming a design-bid-build project delivery method, including schematic design, design development, construction documentation, project administration and close-out phases, and the full engineering services as required to execute the project. Describe/define the fee structure of your firm for all services proposed in your RFP response. These fees should be itemized by milestones and/or specific tasks required for each phase, along with a total cost for all work proposed. Identify any areas of potential costs savings for any work that may be performed or potentially provided by District staff. It is the intention of the District to reduce costs in this fashion as necessary to complete the projects.

2. Identify your proposed billing process and procedures. It should be noted standard District terms are net 30 days.
3. In addition to the fees listed above, please include a standard rate sheet for additional services.

## **VI. EVALUATION AND AWARD**

1. Proposals will be evaluated by considering such factors as price, availability, efficiency, recent experience relative to community college districts and/or higher education, qualifications as submitted by the firm, evaluations and recommendations of clients, conformity with the requirements of the RFP, capacity to complete within defined parameters, and the level, background and experience of individuals to be assigned to perform the services.
2. The District reserves the right to award an agreement as a result of the initial proposals received, or may elect to conduct interviews and/or negotiations with those firms selected by the District, when it is determined by the District to be in its best interest.
3. The District reserves the right to reject any or all proposals received in response to this RFP.
4. During the evaluation period, the firm acknowledges the District may contact any client referenced in the proposal response to ascertain or verify the qualifications and experience of the firm.
5. The District may schedule interviews with a select group of finalists from all firms that submit a proposal.
6. The firm further acknowledges they will be responsive to requests for information from the District and to meeting with District representatives during the evaluation and award period.
7. The District reserves the sole and exclusive right to determine whether the firm(s) can perform the work to be done.
8. Proposals received shall become the exclusive property of the District. At such time as an agreement is awarded by the Board of Trustees, all proposals submitted in response to this RFP shall become a matter of public record and shall be regarded as public records.
9. The agreement executed between the District and the successful firm shall govern all work relating to the described project. The final agreement shall be in a manner and under terms acceptable to the District and shall be governed by the laws of the State of California. Please include with your response a sample agreement for services to be provided.

**VII. SIGNATURE FORM: RFP #2021-07. WEB REDESIGN**

(To be included with proposal response)

To: **MERCED COMMUNITY COLLEGE DISTRICT**  
Purchasing Department  
3600 M Street  
Merced, CA 95348

Pursuant to and in compliance with this Request for Proposal, having familiarized myself with the services required, and after carefully reviewing all the terms conditions and requirements contained therein, the undersigned agrees to furnish such services in accordance with this Request for Proposal, inclusive of items proposed.

The undersigned declares under penalty of perjury under the laws of the State of California that the representations made in this proposal response are true and correct.

**Note: ALL ENTRIES SHALL BE LEGIBLE AND SHALL BE TYPEWRITTEN OR PRINTED.**

\_\_\_\_\_ **Signature**

\_\_\_\_\_ **Type or Print Name/Title**

\_\_\_\_\_ **Name of Company**

\_\_\_\_\_ **Address**

\_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code**

\_\_\_\_\_ **Telephone Number**  
**Area Code**

\_\_\_\_\_ **Fax Number**  
**Area Code**

\_\_\_\_\_ **Email Address**

\_\_\_\_\_ **Tax Identification Number**