Sheridan College
Request for Proposal

WEBSITE DESIGN SERVICES
RFP Due Date Nov. 15, 2022 at 2:00 p.m. MST

The Administration of Sheridan College, Sheridan, WY, invites you to submit a proposal for website design services.

One electronic version of the proposal is due by Nov. 15, 2022 at 2:00 pm MST. Please deliver to:

Wendy Smith, Vice President for Community Engagement and Strategic Communication
SC Marketing and Public Information Office
wsmith@sheridan.edu

The College reserves the right to waive technicalities and informalities in the proposal process, to reject any or all proposals, or any part of any proposal, for any reason. The College also reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information. The determination of whether any proposal by a firm does or does not conform to the conditions and specifications of the Request for Proposal (RFP) is the responsibility of the College.

Contract Term

The intent of this RFP is to contract with the successful firm for a fixed fee amount to complete the scope of work no later than Dec. 15, 2023. The College reserves the right to review and adjust or cancel the contract at its discretion. It is understood that if the operation of the College changes significantly during the contract period, the fee may be renegotiated.

Background

The Northern Wyoming Community College District was founded in 1948 as the Northeast Wyoming Agricultural Junior College. The institution initially served citizens of Sheridan County. In the 1960s, leaders of the College were asked by the Wyoming Legislature to expand their services to residents of Johnson and Campbell Counties.

The first college class was offered in Campbell County in 1969. The offerings increased steadily, and the campus in Gillette became a second comprehensive college location, known as Gillette College. In 2021, voters in Campbell County voted to separate Gillette College from the Sheridan College service area and form an independent Gillette Community College District (GCCD).

Currently, Sheridan College continues to serve the students at Gillette College, which will continue until GCCD earns accreditation. Once this happens, Sheridan College's service area will only be Sheridan and Johnson Counties.

Therefore, Sheridan College will develop a new website, specific to its offerings in Sheridan and Johnson Counties and its online programming available.

Purpose

The purpose of this RFP is to solicit proposals from qualified individuals or firms to provide support for a re-design of the www.sheridan.edu website.

Sheridan College is interested in retaining a firm or set of firms that will conceptualize and develop a website that will:

- Provide a technically modern website experience, with a responsive, enhanced User Experience.
- Dynamically present academic program offerings to a diverse set of audiences.
- Ensure effective web management by eliminating unnecessary pages and securing optimal hosting plan.
- Development of the new site will require incorporating the latest in data security standards as well as development practices consistent with a safe, and secure, website. Recommendations for how to secure the website, back-end development, as well as add-ons & implementations by the hosting plan selected, will be required. Cross-training of college personnel on these practices may be required at hand-over of the delivered site.
- Identify segmented landing pages with specific content and calls to action, based on audience.
- Position Sheridan College as the higher education institution of choice for traditional aged students and for adult students looking to retool, finish a degree, or enhance skills for purposes of moving up in a current career field.
- Create a sense of pride among key stakeholders

Scope of Work

Minimum required services:

Website

- Development of new site with solid navigation and management. Preferred CMS is WordPress but others may be considered.
- Guidance and assistance regarding hosting solution.
- Website Accessibility to meet the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 guidelines or greater standards on both desktop and mobile platforms.
- Ability to easily backup content.
- Migration of all or part of content.
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the hosting plan selected, will be required. Cross-training of college personnel on these practices may be required at hand-over of the delivered site.

- Engagement of key stakeholders (as identified by the SC marketing team) in dialogue meant to inform development of site.
    - o Key stakeholders will include, at minimum, enrollment services and information technology personnel.
- All intellectual rights/ownership and management of the design/system shall belong to Sheridan College upon completion of the project.

Account Management and Reporting

- Meet with NWCCD Marketing and Recruitment personnel as needed for purposes of carrying out the scope of work.
- Maintain internal procedures that ensure budget control, prompt billing, and quality control, including but not limited to auditing invoices.
- Provide regular status reports as agreed upon, to provide timely updates regarding progress.

Selection Process and Criteria for Selection

All proposals will be considered at the stated proposal deadline time. College leadership will review and analyze the proposals according to the criteria listed in this RFP. The VP for Community Engagement and Strategic Communication may request prospective firms to make an oral presentation to selected college staff. Firms that submitted proposals will be notified of the results with a contract awarded by Dec. 21, 2022.

Criteria to be Considered Include

1. Experience and qualifications of staff to be assigned to the project.
2. Accessibility and ability to respond to the College's needs in a timely manner.
3. Responsiveness in clearly understanding the work to be performed and willingness to perform it.
4. Reputation of the firm (based on references).
5. Estimated cost of the project as compared with other proposals.