

**IFB (Information for Bid)**

Communications

Web Re-Design

**April 13, 2020**

**Reference Number#\_\_20-01\_**

**Legal Notice**

Request for Proposal

Notice is hereby given that Jackson State University (JSU) is soliciting Competitive Sealed Information for

Bids (hereafter called IFB) for the University’s Website Re-Design. **IFBs** **shall be submitted in sealed packaging with one original and five (5) copies to the address shown below. Please state your firm’s name, address, submittal deadline, and IFB number (20-01) Communications Website Re-Design and include a completed copy of the following form.**

IFBs will be received at the address below until 3:00 P.M. (CST) on Thursday, April, 2020 at which time IFBs will be publicly opened.

**IFBs** must be submitted in sufficient time to be received on or before the deadline date. IFBs **received after the deadline date and time cannot be considered and will not be opened.** Failure to have the IFB submitted by the deadline date and time in accordance with the official time as stated shall deem the IFB late and no consideration will be given. The time of arrival is not negotiable nor will it be discussed if any documents are declared late.

**IFB NO:** **20-01**

**IFB TITLE:** Communications Website Re-Design

**DEADLINE DATE AND TIME: Monday, April 13, 2020 at 3:00 p.m.**

**MAIL OR DELIVER TO**: Jackson State University

Paula Nelson, Purchasing Manager

Office of Purchasing and Travel

1400 John R. Lynch Street, post office box 17029

Administration Tower 4th Floor

Jackson, MS 39217

Any questions relating to these requirements should be emailed to Ms. Paula Nelson at [paula.d.nelson@jsums.edu](mailto:latonya.m.butler@jsums.edu) .

RESPONDENTS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE INVITATION TO NEGOTIATE.

Sincerely,

Paula Nelson

Purchasing Manager

Jackson State University

Published: Clarion Ledger—February 25, 2020, April 1, 2020 and closes April 13, 2020 at 3:00 PM (CST)

**IFB Form and Cover Sheet**

**IFB 20-01**

**Communications Website Re-Design**

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**TO**: Jackson State University Post Office Box 17029

Purchasing Agent Administration Tower 4th Floor

Office of Purchasing & Travel Jackson, MS 39272

The undersigned, having carefully read and considered the IFB (Information for Bids) to provide **Communications Website Re-Design** for Jackson State University, does hereby offer to perform such services on behalf of the University, in the manner described and subject to the terms and conditions set forth in the attached IFB. Services will be performed at the rates set forth. I hereby submit this IFB to be valid for a period of ninety (90) days hereafter.

**OFFEROR:**

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Doing business as: **[ ] an individual [ ] a partnership [ ] a corporation** **[ ] a limited liability company**  [ **]****certified minority business [ ] certified woman-owned business** *(mark appropriate box)*, duly organized under the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of authorized representative) (Please Print or Type Name)

**PRINCIPAL OFFICE ADDRESS:**

Street Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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State\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone \_\_\_\_\_\_\_ Fax \_\_\_\_\_

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

TAXPAYER IDENTIFICATION NUMBER:

Employer I.D. No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*or* Social Security No.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Corporation or Partnership) (Individual)

**ALL PROPOSALS MUST INCLUDE THIS SHEET**

Jackson State University

Communications Web Redesign

IFB #20-01

**1.1 BACKGROUND**

Founded in 1877, Jackson State University has been providing young men and women the opportunities that will empower them to succeed in an increasingly complex world. As the Urban University of Mississippi, Jackson State emphasizes public service programs designed to enhance quality of life and seek solutions to urban problems in the physical, social, intellectual, and economic environments.

Located in Jackson, Mississippi, the capital city and the cultural, political, geographic and business center of Mississippi, the campus is a scenic 125-acre tract only five minutes from downtown and less than twenty minutes from the Jackson-Evers International Airport. Tree-lined walkways and a large central plaza add to the atmosphere of a major university in a bustling capital city.

Building on its historic mission of empowering diverse students to become leaders, Jackson State University will become recognized as a challenging, yet nurturing, state-of-the-art technologically-infused intellectual community. Students and faculty engage in creative research, participate in interdisciplinary and multi-institutional/organizational collaborative learning teams and serve the global community.

Jackson State University enrolls approximately 7,500 students of which 23 percent of the students live on campus. The University employs 535 faculty members and 946 staff with a total operating budget of $209 million with $78 million designated as annual research revenues. The University offers 43 Bachelors, 36 Masters, three Specialists in Education and 11 Doctoral degrees. The academic calendar is based on fall and spring semesters and a 10-week summer term. JSU is a member of the Southwestern Athletic Conference (SWAC) for intercollegiate athletics, offering eight collegiate sports for men and ten sports for women.

The JSU homepage is the main gateway for potential and current students, staff, faculty, alumni, potential donors, existing donors, corporate interests, media and the general public to obtain information about the University, its colleges, its academic programs and its campus.

Secondary navigation sites are segmented by type of homepage visitors (for example, prospective students, alumni, etc.) and are maintained by their respective administrative ancillary or academic units. The current JSU website was developed using Wordpress and is hosted by Jackson State University.

**1.2 PURPOSE**

Jackson State University (herein referred to as the “University, “University”) is requesting proposals to reconstruct and host its existing university’s website, with the intent to enter into a contract for up to 1 years, with the possibility of continuation.

Jackson S State University (JSU) invites qualified vendors to submit a proposal for a redesign of the University’s website (<http://jsums.edu>) The institution is seeking to overhaul its website in order to:

* present a more professional, dynamic, accessible and mobile-ready website
* ensure a site that is easy to navigate, and that effectively and efficiently meets the needs of prospective and existing stakeholders
* take advantage of innovative ways of connecting with stakeholders including social media
* ensure a site that is engaging for both current and prospective students
* ensure greater visibility for academic programs
* ensure consistency with the Jackson State University visual JSU brand identity guide
* create an online payment gateway that can be used for any JSU function
* create an e-commerce template that can be used for any event and by any JSU user group.

A website that meets the needs of all internal and external stakeholders as well as the general public will allow the University to better meet the objectives of the institution – whether in student recruitment, faculty research profiles, academic programs, library, fundraising, academic achievements or public announcements. The website must reflect the image, status and reputation of JSU as well as serve the evolving online needs of all stakeholder groups.

**1.3 TARGET AUDIENCES:**

Some of the audiences are:

* Students
* Faculty
* Staff
* Prospective students
* High School guidance counselors and chaplains
* Parents of prospective and current students
* Alumni
* Potential/current donors
* Corporations and government agencies
* Media
* General public and visitors to the campus
* Visiting Researchers
* Vendors

**1.4 DATE AND TIMEFRAMES:**

|  |  |
| --- | --- |
| Issuance of IFB | March 25, 2020 |
| Deadline for vendors’ submission of proposals | April 13, 2020 3:00 PM CT |
| Approval of contract award by the JSU and the State of Mississippi | TBA |
| Issuance of Award letter to the selected qualified vendor | TBA |

**1.14 SELECTION CRITERIA:**

**The proposal should contain the following:**

1. Executive summary containing a brief description of your project development approach and rates for deliverables and extra charges for additional capability as advised by the vendor
2. Successful projects undertaken by the vendor including previous clients particularly in the higher education field. Such information must include contact information and relevant URLs
3. Description of your development process
4. Project stages, milestones and benchmarks
5. Proposed development team and their qualifications
6. Costs and payment details
7. Terms and conditions

**1.15 The proposal will be evaluated on:**

1. Previous experience on similar projects
2. Quality of previous work
3. Time to completion
4. Price
5. References

**Selection Timeline**

Jackson State University anticipates that the website redesign and implementation portion of this project should take approximately (?). Upon award, Jackson State University and vendor will agree on the project timeline, taking into account the academic year. The timeline should clearly indicate development, design, and user-­‐interface stages, including user testing. Any plan developed must take into account annual hosting costs, as well as development costs.

|  |  |
| --- | --- |
| Initial Dates and Timeframes | |
| Release of RFP | March 25, 2020 |
| Deadline for vendors’ submission of proposals | April 13, 2020 |
| Jackson State screens proposals | TBD |
| Vendor interviews (?) | TBD |
| Anticipated Award Approval | TBD |

|  |  |  |
| --- | --- | --- |
| Tentative Project Dates and Anticipated Phases Dates | | |
| Assessment and Planning; College Kick Off Meeting | TBD | Phase I: Assessment and Planning Phase II: Architecture |
| Design Directions | TBD | Phase III: Mockups |
| Finalizing Design | TBD | Phase III: Mockups Phase IV. Testing |
| Construction, Programming and Testing | TBD | Phase V. Content Development Phase VI. Site Development Phase IV. Testing  Phase VII. Training |
| Implementation | TBD | Phase IV. Testing Phase VII. Training;  Phase VIII. Implementation;  Phase IX. Searchability & Marketing |
| Formal, Public Launch | TBD | Phase VIII. Implementation;  Phase IX. Searchability & Marketing |

## 1.5 Project Description:

JSU is seeking the services of experienced and reputable consultants to assist in redesigning the look, feel and navigation of the homepage (<http://jsums.edu>) and to create templates for its top-level and secondary pages. The designs must adhere to JSU’s visual identity and guidelines. The vendors must take into account innovative ways of connecting to stakeholders including social media. The designs must also be mobile friendly and support all popular browsers. While it is important to provide our visitors with a rich and engaging interface that conveys the spirit of JSU, we understand that this project must yield much more than a new “look and feel.” The website has become a vital resource for the entire university and surrounding community. It is expected that this project will involve all areas of the institution and will require reworking content and site architecture, and may require changes to internal policies and procedures.

## Vendor Requirements

## The chosen vendor will:

1. Assess the needs and requirements of user groups
2. Assess the priorities of the institution
3. Review the current state of the website
4. Recommend the most appropriate Content Management System (CMS) based on the needs and requirements of the user groups
5. Recommend an appropriate hosting service for the University’s website
6. Advise and implement search engine optimization
7. Develop a plan for the integration of social media into the website
8. Develop a plan for video upload capability
9. Develop a project brief, focusing on objectives, the audience and corresponding messaging. The brief should also include research methods adopted by the vendor. It should be supported by relevant analytics; quantitative and qualitative data
10. Develop an institutional plan taking into account the scope of redesign required, the resources available, stakeholder feedback, project stages, milestones and bench marks
11. Develop an appropriate architecture focusing on previously identified needs and requirements
12. Develop the website’s design and templates for top-level and secondary pages including tone, style and cohesive design concepts
13. Develop a plan to implement website design and templates, and the migration of certain webpages existing on the current JSU website
14. Develop an online payment gateway for use by multiple stakeholders
15. Develop an e-commerce template for use by different events in conjunction with the payment gateway
16. Assist in the launching of the new website
17. Develop a content migration plan from the old existing site to the new one including preserving the old URLs
18. Develop a content strategy and assist JSU’s user groups to plan their content effectively
19. Optional: provide ongoing website maintenance

**The chosen vendor will also design a website that can accomplish the following goals:**

* Effectively communicate with prospective and current students-with the overall goal of increasing student enrollment.
* Engage alumni and community members in ongoing relationships with JSU.
* Increase awareness of the university’s mission and programs available; including programs offered on campus, off-campus and through online instruction.
* Seamlessly integrate with other campus systems to optimize processed for admission, financial aid, and registration for current and prospective students.
* Increase participation in university-sponsored campus and regional events.
* Work in concert with print publications, email campaigns, and social media to provide additional information, dynamic content, and functionality.
* Develop content strategy to ensure updated, valuable content across all areas of the site.
* Improve search engine ranking, findability, website performance, and site usage.
* Ensure scalable architecture for ease of growth, maintenance, and change overtime.
* Ensure access to users through traditional Web browsers, mobile, tablet, and alternative devices.

**1.6 Development Expectations**

**Platform Specifications**

The proposed solution should include a content management system (CMS) that will permit non-technical staff to easily update Web site content.

**The proposed CMS should:**

* + support a decentralized content management strategy with multiple content authors, editors, and approvers
  + have the capability to define authoring permissions and approval for individuals and groups with varied permission levels
  + be scalable to accommodate growth in the number of sections, pages, and authors
  + provide browser-­‐based content editing capabilities
  + support cross-­‐platform and cross-­‐browser compatibility and mobile access\*
  + be compliant with WAI and section 508 of the Americans with Disabilities Act
  + use standards-­‐based code that passes W3C validation for HTML and CSS

**The proposed CMS should support the following features:**

* + **Search & Advanced Search:** Search entire site or specific sections, search within documents, search document metadata, search user listing (faculty/staff), refine results, search suggestions, efficient site indexing
  + **Event Calendars**: Multiple views, group filters, permission based, exporting options (iCal, Outlook)

**Document Libraries**: Multiple views; document grouping/organization, embedded on

multiple pages/sections; includes sorting options, advanced search, embedded metadata, email alerts/notifications, and integration with Canon eCopy for automated document upload through local network.

* + **Social Media**: RSS feeds, blogs, and Wikis enabled for individuals or groups; Social media site links
  + **Staff Directory/User Listing:** Displays user listing and information from Active Directory accounts; Multiple views; pre-­‐defined searches; advanced searches; browse by name, department, function.
  + **Announcements:** Press releases, news updates, RSS feed, announcement archive, announcements available on home page and other areas of site, permission based, displayed based on date/expiration.
  + **Media:** Embed audio/video, multimedia on site pages.
  + **Authentication:** Based on active directory for all users.
  + **Image Galleries:** grid view, list view, displays image information/meta data, slideshow view.
  + **Form Support:** The ability to create Web forms to collect user input, data sent to email account, document library, or database; submission confirmation by email, user information automatically populated on form, anonymous submissions.
  + **Page Templates:** Variety of page templates for column/grid structure available.
  + **Content Editing:** Browser based, list of common modules available, permissions, approval process, multiple editors.
  + **Workflow Management:** Ability to customize workflow. Approval process for pages, documents, images when needed.
  + **Web Analytics:** Statistics for page views, unique visitors, referrers, search queries, export to Excel, visual display, custom reports.

**1.7 Visual Design**

We firmly believe that it is important to provide consistent layout and navigation across all college content, but we also understand that some areas of the college may serve unique audiences, and their websites must reflect the individual personality of each of those areas. The vendor will identify these areas and include unique variations of the web templates intended to appeal to these audiences. The university will provide photos, college logo files, and information on appropriate university logo use and logo color Pantones.

**The visual design of the JSU website should:**

* + provide consistent navigation, layout, and styles in a manner that is user-friendly and intuitive
  + be consistent with existing JSU style guidelines and logo usage
  + utilize Cascading Style Sheets (CSS) to control look and feel wherever possible
  + provide an alternate style sheet optimized for printing with appropriate print logo and no unnecessary navigation elements

**Project Management**

The main project contacts will be the members of the Web Redesign Committee and the Technology Committee. The selected vendor will be asked to meet with members of the committees throughout the redesign process. In addition to the technical deliverables, the successful vendor will be active in the process, with final decisions made by the university.

**Proposed Project Phases**

It is anticipated that this project may be accomplished in the following phases. Proposals should address everything outlined in the project description, and include anticipated timeframes (estimated in hours), cost, suggestions for cost savings, and proposed formats for each phase.

**Phase I. Assessment & Planning**

* Vendor will provide need analysis strategy proposal, site audit assessment, and requirements documentation to Web Advisory Committee.
* Vendor will provide need analysis strategy proposal, site audit assessment, and requirements documentation to Web Advisory Committee.

1. **Needs Analysis** (a proposed strategy for research and consultation with campus community) This proposal should identify the number of focus groups that will be consulted and an expectation for the time/contribution from Monterey Peninsula staff during this phase of the project.
2. **Site Audit** (a critically written assessment describing the strengths and weaknesses of the current website and suggesting what content can be used from current site.)

The review shall also include basic recommendations for interim modifications to the existing site to comply with the new overall strategy. The vendor also should suggest a strategy for updating content

1. **Requirements Document** (an assessment of goals, audiences, existing technologies and functional requirements). The document should include:
   1. Current research and best practices concerning the use of web technologies in education.
   2. Identify target audiences and their information needs.
   3. Development of a preliminary site plan and functional requirements.
   4. Identify the best way to create site visibility via major search engines and resources used by current and potential students. (ie. Google, Facebook)

**Phase II. Site Architecture**

Vendor will present recommended sitemap proposal based on information gathered and college website best practices. Included in the sitemap will be a site outline of permissions for content liaisons based on their corresponding site responsibilities. Sitemap and site permissions outline must be discussed and approved by the Monterey Peninsula College Technology Committee.

**Phase III. Mock-­‐Ups**

Vendor will provide 2-3 design mockups for each of the following categories:

1. Home Page
2. Student Information Page (i.e. New Students, Returning Students, Current Students)
3. Academic Division/Program Page
4. Student Services Page
5. Sample Listing Page (Catalog, Class Schedule, Document List)

These prototypes should show varied design directions, color palettes, etc. vendor should design with variations for medium in mind (web, print, mobile, etc.) Vendor will demo functionality and explanation of technical/implementation specifications. Web Advisory Committee will make suggestions based on templates options and vendor will return with modified designs until a consensus has been reached.

**Phase IV. Usability Testing**

* The vendor should allow for and outline a process for testing among a varied and large-­‐enough population for effective results. Usability testing should include aspects such as: Color, attractiveness, navigation, message, readability, etc. Vendor will make refinements based on results.
* The vendor is responsible for testing the site on all applicable platforms to ensure that the website works as promised.

**Phase V. Content Development**

Vendor will provide a detailed plan for gathering information, photos and other assets (maps, graphics, charts, etc.) This plan will include a process for editing and refining current web content to make it ready for the new site.

**Phase VI. Site Development**

The vendor will begin developing the site in a test area:

* Populate pages into site templates
* Prepare technical documentation
* Custom programming (Flash files, etc.)
* Migration Plan
* Create Departmental Web Maintenance Schedule

**Phase VII. Training**

Train content liaisons on how to maintain their website and develop reference documentation including writing for the web.

**Phase VIII. Implementation**

Launch of new college website.

**Phase IX. Searchability & Marketing**

Vendor will present documentation on how the college can promote their site and increase traffic.

It is expected that at various points throughout this project the vendor will produce the following tangible documents, files or services.

Detailed Project Plan

* + Needs Analysis
  + Site Audit
  + Requirements Document
  + Site Map
  + Site Permissions Outline
  + 2‐3 static layouts and variations for institutional hierarchy
  + Web content needed (text, photos, files, etc.)
  + Usability Testing Plan and Test Results
  + Migration plan
  + Identification and "training" of content providers/liaisons
  + Create departmental web maintenance schedule
  + Basics of writing for the web and training materials
  + Search ability and marketing recommendations

“Completion” of the project is defined as when the vendor delivers these items, and the site is launched.

**Source Files**

**JSU will, with the assistance of the successful vendor will:**

1. Test the design for functionality and usability
2. Schedule meetings with the appropriate user groups

All files used to create webpages, templates, images, or other elements associated with this project shall be delivered, and all copyrights transferred to Jackson State University prior to project completion. This includes, but is not limited to the following types of files, HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPG, and Flash. Additionally, Jackson State may make subsequent changes to the site at its discretion. All rights of ownership will reside with Jackson State University.

**Documentation**

* + Documentation file(s) explaining all delivered elements
  + Code must be well commented with references to separate documentation
  + PSD files must contain notes with references to separate documentation
  + Style guide outlining proper display of content
  + Maintenance schedules
  + Documents to be used for training

**Payment**

Jackson State University will make payments upon receipt of original invoice and upon completion as each phase is achieved. Payment of final invoice will be made upon final acceptance of the site by Jackson State, following testing and successful implementation