



Pasco-Hernando Community College

Website Redesign and Development Request for Qualifications (RFQ)

January 10, 2011

RFQ No. 11-01
Due February 18, 2011 at 4:30 p.m.

Pasco-Hernando Community College
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Pasco-Hernando Community College is currently seeking qualifications for redesign and CMS (strongly prefer Drupal) development and implementation for our main website, phcc.edu.

Timeline

January 21, 2011	Questions due 4:30 p.m. ET
January 25, 2010	Responses to questions posted by 4:30 p.m. ET
February 18, 2011	Response to RFQ due 4:30 p.m. ET
March 7-10, 2011	Finalist interviews
March 18, 2011	Expected award of contract
August 1, 2011	Anticipated receipt of final deliverables

Submittals received after the due date may not be considered. The deadline for submittals is February 18, 2011. **Please send digital copies of submittals to whittad@phcc.edu.**

PHCC reserves the right to reject any or all submittals, as well as to accept the submittal that will be to the best advantage as determined at the sole discretion of the institution. Please send questions to whittad@phcc.edu. Questions and additional materials are posted online at: <http://www.phcc.edu/rebuild/>.

RFQ OVERVIEW

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INSTITUTIONAL OVERVIEW AND PROJECT OBJECTIVES

About PHCC

As Florida's newest community college, Pasco-Hernando Community College combines high tech educational facilities and state-of-the-art programs with an old-fashioned focus on teaching.

With four campuses located in tree-lined, intimate, rural settings, PHCC provides all the advantages of a private liberal arts education— personalized attention, highly credentialed faculty, an honors program for the academically gifted and small class sizes— all at an affordable public community college price. Our AA program gives students a solid foundation in the arts and sciences with a choice of major emphasis in teaching, business, engineering and the social and behavioral sciences. Our Associate in Arts degree even comes with a guarantee: guaranteed admission into one of Florida's 11 public universities as a junior.

PHCC also provides training for more than 30 high-demand careers in healthcare, law, business, and human services through its AS and certificate programs. Our technical programs are designed and taught by experts in their field using the latest equipment and technology. These fields include business, computer engineering, healthcare, human services and law. PHCC programs can be completed in two years or less. Ninety percent of all PHCC graduates end up working in their chosen professions.

At PHCC, we offer educational opportunity for students of all ages and abilities. Our “Open Door” policy welcomes all high school graduates and GED recipients. PHCC also offers GED preparation classes to prepare students to test for the GED diploma. Because PHCC is a public-supported state institution, its fees are generally lower than many other colleges and universities. Approximately 60 percent of all PHCC students receive some form of financial assistance based on financial need and/or merit.

For further information, see: <http://www.PHCC.edu/about/>.

Project description

- PHCC is planning a redesign and CMS implementation of its existing website. The redesigned site should improve the college's ability to tell our story through prospective students, students, faculty, staff, alumni, curriculum, programs, news and event listings, and reflect our core values with a new focus on our audience's goals, tasks and expectations.
- There are approximately 500 pages on the current site.

User Interface and information architecture goals: design a site that...

- Utilizes recent user and stakeholder research conducted by PHCC;
- Reduces clutter on home page;
- Insures a consistent user interface on the home and sub-level pages of the site, while providing an appropriate level of flexibility in layout that provides several options, particularly in regard to landing pages and campus pages;
- Is an engaging and usable graphical interface that is compatible with the established brand identity of PHCC;
- Maximizes content area on screen;
- Allows for timely, dynamic content;
- Employs an information architecture that increases the site's ease of use, allowing users to find content they are looking for;
- Is not organized to reflect the college's administrative structure, but is organized in a way that prioritizes the needs and desires of its audiences;
- Allow users to self-identify right from the home page.

Technology goals: design a site that...

- Facilitates ongoing site maintenance and updating with in-house resources;
- Is flexible in accommodating new content, such as events and marketing campaigns;
- Accommodates new, existing, or enhanced functional and nonfunctional features;
- Visually and architecturally supports the PHCC brand, reflects who the institution is today, and accommodates where the college is heading in the future;
- Has navigational structures and a content strategy that work together;

- Sets high information and visual design standards.

Project scope

- An information architecture audit and proposals for a revised navigational and content structure that incorporates all relevant content from the public website;
- Wire-framing and visual design of all site templates, including the institutional home page, landing pages for admissions, about PHCC, foundation, campuses, generic landing page templates (3-6 options) for department-level sections, and event page templates;
- Functional Drupal themes.
- The development of new Drupal modules if deemed necessary;
- Full implementation of Drupal on the PHCC web servers;
- A content migration strategy, including a recommendation for partner vendors who PHCC could potentially employ;
- Testing;
- The new site should be visually compelling, audience-driven, highly interactive, and offer solutions for driving potential students to apply.

Examples of highly desired functions/ modules

- Online schedule with filtered selections and sorts;
- A centralized event calendaring function with filtered selections by event type and campus;
- Event management function, including form creation/ticketing/RSVP etc.;
- Faculty/staff directory;
- RSS feed for event and academic calendars.

Out of scope

- PHCC-affiliated sites that are not currently in the institutional design template, e.g. My PHCC (<http://my.phcc.edu/>), WISE and other sites outside of www.phcc.edu.

Other requirements

- Must encompass existing content and functionality of the current site, and be broadly cross browser/platform compatible (including mobile);
- Must allow for easiest possible process for search engine optimization, with ability to enforce specific content elements including (but not limited to) page titles, page descriptions, ALT tags and image titles;
- Home page should be designed to accommodate a dynamic, flexible, quickly-changing flow of content in order to reflect the vitality and activity of campus life in real time;
- Home page should feature prominent and clear calls to action that underscore the site's main goals;
- Home page should provide greater capability for expressing —the story of PHCC through use of marketing campaign imagery/text, photography and video content, preferably dynamic content reflecting the day-to-day vitality of the student experience

- New, more image-based landing page templates with clear placements for calls to action
- More prominent and universal application of call-outs to apply, request information and give to the College.
- Compelling site search box design and prominent placement on all templates
- Improve navigation and overall page flow
- Use a sitewide consistent top navigation
- Use CSS rollovers to speed display and minimize HTTP requests
- Use CSS sprites to help consolidate decorative images and CSS techniques such as colored backgrounds, borders, or spacing instead of graphic techniques to reduce HTTP requests
- Use of CSS text to reduce HTTP requests
- Include breadcrumbs
- Deliver Drupal theme using tableless CSS design that validates to XHTML and CSS specifications according to W3C web standards and semantic web best practices
- Strict adherence to W3C accessibility guidelines in compliance with Section 508
- Specific, intuitive, easy-to-identify/access sections for prospective students, alumni, current students, faculty and staff
- Specific, intuitive, easy-to-identify, and easy-to-access News and Events section
- Integrate social-media and community networking opportunities into the site
- Design solutions that will make an abundance of information a pleasure to read
- Improved user-friendliness in creation and viewing of photo slideshows
- Improved menu system
- A defined publishing workflow with multiple roles (likely to be 5 or more) and the ability to further customize an individual user or group's administrative access;
- A testing environment in which to build and test new areas and features of the website, accessible to both site administrators and (as necessary) content managers.
- A multiple-site Drupal installation in order to accommodate unique Drupal development needs for sites like the library.
- Implementation of Google Analytics (or a similar technology);

Examples of current website issues

1. The home page has grown unplanned and is cluttered and unattractive
2. The majority of content is not database driven
3. Webmaster makes all site updates; some areas may want to manage own content
4. Web forms take long time to script
5. Photography slideshows are difficult and very time-intensive to create.
6. Site is not search engine optimized

Current content categories

1. Standard pages
2. Course listings (MySQL) (<http://phcc.edu/schedule/>)
3. Faculty and staff directories (MySQL) (<http://phcc.edu/faculty/>)
4. Press releases (<http://phcc.edu/newsreleases/>)
5. Calendar event listings (<http://phcc.edu/calendar/>)
6. RSVP pages and other web forms (<http://www.phcc.edu/students/register.php>)
7. Technology outages (MySQL) (<http://phcc.edu/it/outage.php>)
8. Scholarships (MySQL) (<http://www.phcc.edu/financialaid/scholarships.php>)
9. Individual faculty pages
10. Athletics rosters (<http://www.phcc.edu/athletics/basketball/roster.php>)
11. Athletics profiles (<http://www.phcc.edu/athletics/basketball/profiles.php>)
12. Athletics schedules (<http://www.phcc.edu/athletics/basketball/schedule.php>)
13. Various schedules and material in tabular format
14. Images
15. Photo slideshows

Additional desired content categories

1. Polls and surveys
2. Calendar application which allows unauthenticated users to submit events

Existing technology environment / Web platform and technical specifications

- PHCC is a LAMP (Linux/Unix, Apache, MySQL and PHP) shop.
- We have one full-time, skilled, PHP coder who is new to Drupal.
- We currently host our website externally (pair.com) and are not looking for a change at this time.
- The current site is composed of dynamic PHP pages and HTML content pages and is maintained by the webmaster with Dreamweaver. We currently have at least five uses of database fed pages: Online course schedule, faculty/staff directory, technology outages, intramural sports schedules and scholarship pages.

REQUIRED INFORMATION

Section 1 — Vendor Background and Qualifications We are seeking a vendor with a varied breadth of experience that includes both higher education and private sector clients.

1.1 Specific Expertise and Examples Describe what your general capabilities are as a company, and what separates you from others in your industry. Be sure to provide examples of your prior achievements that illustrate these capabilities when available.

1.2 Experience Working with Institutions of Higher Education or Arts / Nonprofit Organizations Provide examples of projects similar to ours you have completed in the past, and describe specific lessons learned that you will bring to our project.

1.3 Organizational Capacity List your separate in-house departments and the approximate number of personnel in each, and give an approximate number of projects typically being worked on by each department at a given point in time.

1.4 Proposed Project Personnel Provide a list of the principal personnel that would lead your design and development team for our project, along with a short bio for each listing their qualifications and experience.

1.5 References and Awards Provide a list of three clients that you have completed projects for in the past. One can be a current client, but at least two should be former clients, and at least one should be a higher education client. Be sure to include the clients' names and full contact information. Provide a list of awards your company has won in the past, including the name of the award, the presenting organization, and the year of presentation.

Section 2 — Web Page Design and Development

2.1 Design Approach and Experience Briefly discuss your general approach to design for the Web, including a description of your in-house design and other multimedia presentation capabilities. Provide the current URLs of three examples of projects you have recently completed that display your expertise theming Drupal-driven websites, as well as a short list of the services you completed for each.

2.2 Compliance, Compatibility and Accessibility Describe how the final product will meet and/or exceed the requirements established by the Americans with Disabilities Act and section 508 of the Rehabilitation Act. Also discuss how your development team works to ensure compliance with the standards established by the W3C organization. Finally, list the browsers with which the site you are proposing will be compatible and what other technologies will be incorporated into the site – JavaScript, CSS1, CSS 2, CSS3, jQuery, HTML5?

Section 3 — Content Management

3.1 Content Management Approach and Experience Describe your general approach to designing for Drupal or other CMS. List examples of projects you have previously completed for Drupal- or other CMS-based sites, including a description of how each compares to the solution being proposed for our project.

3.2 CMS Impact on Search Engine Optimization Describe how you approach the common issues that dynamic websites experience with getting properly and fully indexed by the search engines. Please explain the level of control your solution will give us going forward to independently optimize our site.

3.3 Project Requirements This project will require the building and implementation of Drupal or other CMS modules that create a defined publishing workflow. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your custom Drupal or other CMS modules will bring to the project.

3.4 WYSIWYG Interface Describe your approach to creating a customized WYSIWYG editor that provides the highest possible degree of user-friendliness for text editing/formatting, image handling and all other tasks that might be carried out by a community of content managers with varying degrees of skill and comfort in regard to web technology.

Section 4 — Custom Module Development

4.1 Custom-Module Development Approach and Experience Describe your general approach to custom module development, including a list of your most popular Drupal or other CMS modules and a list of examples of projects you have previously completed that illustrate these features.

Section 5 —Investment and Timeline

5.1 Project Investment Breakdown List the specific products and services you are proposing for this project and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances.

5.2 Proposed Timeline Provide an approximate timeline for the proposed project by breaking the development into stages and listing time ranges for each to be completed.

Appendices available online

1. Functional requirements: <http://phcc.edu/rebuild/phcc-functional-requirements.pdf>
2. Style Guide: <http://phcc.edu/f/styleguide.pdf>
3. PHCC official colors: <http://www.phcc.edu/rebuild/#colors>
4. Fact Books: <http://www.phcc.edu/iro/>
5. Top-level information architecture for existing website: <http://phcc.edu/rebuild/architecture.pdf>