Mohawk Valley Community College
1101 Sherman Dr, Utica, NY 13501

REQUEST FOR PROPOSALS

Website Redesign: Development, Content Management System (CMS) Implementation, and Hosting

ISSUE DATE:
January 5, 2018

PROPOSALS MUST BE RECEIVED BY: January 31, 2018
12:00 Noon EST

Send PDF of Proposal To:
Alen Smajic
Executive Director,
Marketing & Communications
asmajic@mvcc.edu

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MVCC Mission Statement

MVCC provides accessible, high-quality educational opportunities to meet the diverse needs of our students. We are the community's College, committed to student success through partnerships, transfer and career pathways, and personal enrichment.

MVCC Vision Statement

Transforming lives through learning.

MVCC Statement of Purpose

As a diverse institution with a global view, Mohawk Valley Community College provides opportunities for affordable education, with support from Oneida County and the State of New York, and offers career, transfer and transitional education, programs for personal and cultural enrichment, and supports community and economic development

Purpose of RFP

Mohawk Valley Community College seeks proposals for a turnkey solution with companies who have established relationships/partnerships to accomplish the following objectives:

- Redesign MVCC's public website based on best-practice digital communication strategies, institutional governance, and policies, focused on recruitment and enrollment goals.
- Develop a Web Content Management System (CMS) that will enable College staff to create, edit, and publish content on the MVCC website.
- Provide hosting for development server and CMS

Our expectation is that a CMS vendor and one of their digital marketing business partners bid on this project and complete this RFP together. However, a single vendor that can provide both solutions is acceptable. In the case of business partners, each vendor is responsible for filling out their respective section of this RFP. CMS vendors will be expected to provide software, system implementation, ongoing support and maintenance, and site hosting.

Additionally, the new website will support the mission by enhancing our visibility and reinforcing our brand and reputation as a premier two-year College, particularly to our audiences: current students, prospective students, alumni, friends, donors, businesses and industry, parents, faculty, staff and the general public. We plan to increase individual and community awareness about and participation in the College's programs, services and activities, thus helping to ensure the growth, prosperity and future of the College.

![MVCC - Mohawk Valley Community College logo]

Timeline

Date	Activity
January 5	RFP released and posted to vendors
January 22	Vendor Letter of Intent and questions due by 12:00 noon
January 27	Vendor questions/answers posted
January 31	Written proposals are due by 12:00 noon as per delivery instructions
February 5	Vendors selected for demonstrations are notified
February 8-12	Vendor product demonstrations are scheduled
February 15-19	MVCC Team evaluation period
February 22-26	If needed, a technical conference call to address additional integration questions with MVCC IT Department
February 29-31	Vendor selected and bid awarded
March 1	Estimated Project Start Date

Dates may be revised due to unforeseen circumstances. Every effort will be made to inform respondents of changes to the timeline. Please note that the finalists will be required to participate in a one-day on-site demonstration to a MVCC user group for final evaluation.

Inquiries

In lieu of a Bidders' Conference, any questions concerning the specifications must be emailed to asmajic@mvcc.edu by January 22, 2017 at 12 noon.

General Information

This RFP contains instructions governing the response to be submitted and the material to be included, a description of the services to be provided, and other requirements which must be met by interested parties to be eligible for consideration. All proposals submitted in response to this RFP are subject to all terms and conditions contained in this RFP.

Interested vendors must submit a complete proposal to this RFP by the deadline and received no later than 12:00 Noon EST. Proposals must be emailed to Alen Smajic,

MVCC Executive Director of Marketing & Communications, in order to be considered. Incomplete proposals and proposals not prepared in accordance with this RFP will be rejected.

MVCC is not responsible for delays by means of delivery employed by the Respondent. Similarly, MVCC is not responsible for, and will not open, any proposal responses that are received later than the deadline date, time and location as put forth in this RFP. Late proposals will not be considered.

Execution of Contract

The vendor to whom the Contract is awarded shall, within (10) days after the prescribed documents are presented to him/her for signature, execute and deliver insurance coverage. The contract shall not be binding upon the College until it has been completely executed and a copy of such fully executed Contract and a "notice to proceed" is delivered to the Vendor.

Insurance

The contractor shall obtain at his own cost and expense, the following insurance coverages with insurance companies licensed in the State of New York and shall provide a certificate of insurance as evidence of such coverages, to the Vice President of Administrative Services of Mohawk Valley Community College.

1. Comprehensive General Liability with a minimum combined single limit of liability for Bodily Injury and Property Damage of $1,000,000 per occurrence and annual aggregate. The coverage shall include:
   a. Products and Completed Operations
   b. Contractual Liability (sufficient to cover all liability assumed under contracts with Mohawk Valley Community College and Oneida County)
2. Excess "Umbrella" Liability with a minimum limit of $2,000,000
3. Worker's Compensation and Employer's Liability providing statutory coverage in compliance with the Worker's Compensation Law of the State of New York.
4. Disability Benefits providing statutory coverage in compliance with the New York State Disability Benefits Law.

Prior to cancellation, non-renewal or material change of the above policies, at least forty-give (45) days advance written notice shall be given to the Vice President for Administrative Services of Mohawk Valley Community College.

All certificates of insurance and binders must be filed with Mohawk Valley Community College prior to the inception of any work.

The contractor shall be solely responsible for all bodily injuries including death, to his own employees, the employees of the sub-contractors and all others or damage to property and shall indemnify and save Mohawk Valley Community College and its sponsor Oneida County harmless from liability upon any and all claims for damages on account of such injuries to persons or damage of property or on account of neglect,

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fault, or default of the contractor, his subcontractors, or employees which may arise out of or result from the work under this contract whether such work be performed by the contractor or any sub-contractor or by anyone directly or indirectly employed by them. The contractor shall indemnify and save Mohawk Valley Community College and its sponsor Oneida County harmless against all claims for injuries to persons or damage to property whether such damages, or injuries be attributable to negligence of the Contractor or his employees or the negligence of Mohawk Valley Community College or its sponsor, Oneida County or their employees or otherwise.

The Contractor shall be solely responsible for the safety and protection of all employees and other persons and of all property at the site and shall be solely responsible and liable for any injury or damage thereto and for all injuries to persons occurring thereon whether due to the negligence, fault or default of the Contractors or Mohawk Valley Community College or its sponsor Oneida County or the employees of either. The liability of the Contractor under this contract is absolute and is not dependent upon any question of negligence on his part. It is not the purpose or intention to hereby indemnify an architect, engineer, surveyor or their agents, servants or employees from liability in violation of Section 5-324 of the General Obligation Law. Nothing in the contract documents or specifications shall create or give to third parties any claim or right of action against the Contractor, the architect or the County beyond such as may legally exist irrespective of the contract.

Payment
Proposals should include anticipated timeframes (estimated in hours), cost, suggestions for cost savings, and proposed phases for each part of the implementation. Mohawk Valley Community College 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 Mohawk Valley Community College, following testing and successful implementation. No payments in advance or in anticipation of goods or services to be provided under any resulting contract shall be made. Do not request early payment, down payment or partial payment of any kind. The Contractor shall only be compensated for performance delivered and accepted by Mohawk Valley Community College.

Equal Opportunity and Affirmative Action
Mohawk Valley Community College is an affirmative action/equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, genetic information, gender identity and expression, or sexual orientation in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and College policies. The College prohibits sexual harassment, including sexual violence. Inquiries or complaints concerning discrimination, harassment, retaliation, or sexual violence shall be referred to the College's Affirmative

Action and/or Title IX Coordinator, the Equal Employment Opportunities Commission or the United States Department of Education's Office for Civil Rights.

The undersigned as bidder, declares that the only parties interested in this proposal as principles are named herein; that this proposal is made without collusion with any other person, firm, or corporation; that no officer or agent of MVCC is directly or indirectly interested in this bid; and he/she proposes and agrees that if this proposal is accepted he/she will contract with MVCC in accordance with the specifications, also the terms and conditions as spelled out in this bid form.

The contractor will be required to indemnify and hold harmless Mohawk Valley Community College, for all damages to life and property that may occur due to his negligence or that of his employees, subcontractors, etc., during this contract.

Proposal Preparation
Bidders are expected to submit the following with their proposal:

- Executive summary
- Table of contents
- Itemized project budget
- Completed Vendor Questionnaire
- References and supporting material
- Terms and conditions
- Full contact information of CMS and Digital Marketing Strategy teams
- Contact information for at least three references

Preparation Costs
All preparation and presentation costs incurred by vendors in responding to this proposal request are the sole responsibility of the vendor. All documentation submitted to MVCC as part of a response to this proposal becomes the property of MVCC.

Confidentiality
The College reserves the right to review the content of vendor responses with internal or external persons for the purposes of vendor selection.

Vendor Demonstrations
Finalists will be required to conduct demonstrations to potential users. This demonstration will give an overview of day-to-day interaction with the CMS and show the intuitiveness of the system. Digital Marketing vendors will be expected to demonstrate their process and give examples of previous work. In addition, vendors must cover how key data from our Enterprise Resource Planning (ERP) system, Ellucian Banner, can be incorporated into the CMS system. College participants will be asked to provide feedback.

Evaluation Criteria

All proposals will be reviewed in accordance with the general evaluation criteria listed below. Proposals which have been determined not to be in compliance with the RFP requirements will not be considered. Pricing will only be considered on those proposals that are deemed acceptable. The contract will be awarded to the vendor partnership whose proposal is most responsive to needs of MVCC and provides the highest value to MVCC, considering cost as well as other factors based on the evaluation criteria described herein.

All information gathered will become the property of MVCC. The submission of this RFP does not constitute a contract between MVCC and the Bidder.

Members of the Mohawk Valley Community College CMS Team will evaluate all proposals received. Proposals will be evaluated on the following criteria:

Evaluation Criteria	Weight
Meets functional and strategic requirements as outlined in this RFP	25%
Integration with MVCC Ellucian Banner systems and external networks	25%
Overall value proposition including costs	15%
Implementation Methodology – Implementation support, data integration and ongoing support options	15%
Company vision and philosophy best aligned with project roadmap	15%
Industry reputation	5%

In addition, the Bidder's previous record (i.e., references), company history, sales representation, terms and conditions, and explanation of any variances noted shall also be considered. MVCC reserves the right to review any variances, waive informalities, alter the scope of the project, reject any/all proposals, or cancel this RFP. At the request and option of MVCC, Bidders may be required to make a presentation either onsite or online, and/or provide written clarification. These presentations or written clarifications will provide an opportunity for the Bidders to clarify, but not modify their proposals.

Audience

As a community College, MVCC focuses on several main audiences:
- Prospective students interested in obtaining an affordable associate degree;
- Transfer students pursuing an affordable pathway to a Bachelor's degree at a four-year College or College;
- Students selecting career training certificates for direct entry into the workplace;

- Students seeking short-term professional education
- Current students
- Parents

MVCC also seeks to maintain robust communication with:

- Faculty and staff;
- Alumni;
- Donors and friends;
- Regional business sector;
- Other external audiences that may be unique, but growing in importance, such as minority and refugee communities in MVCC's services area.

Overview of Digital Strategy, Structure, and Governance

The current site has lacked centralized management, structure, and clear workflow processes; rather, a single individual has administered most of it. Further, the site lacks strategies for content management and updating, growth, project prioritization, and development of sustainable policies and governance.

It is our intent, via centralized management under MVCC's Marketing Communications Department and supported by a well-defined digital content strategy, to launch a site built on a CMS platform governed by sound guidelines based on best practices and true analytics.

Strategic Goal

MVCC's website (mvcc.edu) is the primary marketing and communications vehicle for showcasing the College's programs, services, and resources. The site also reflects the visibility and current perception of an institution which recently marked its 70th anniversary. The Marketing Communications department is charged with revitalizing the relevance, functionality, and reputation of the site to better compete in the crowded space of higher education recruitment and enrollment. The goal is to provide visitors with an optimal user experience that supports consumer engagement and conversion to enrolled students.

MVCC also has embarked on a mission to redesign its academic structure around defined career and transfer pathways to ensure student success throughout the course of study. The new website must reinforce the Pathway concept as well as the transformational value of a College education, with a functional focus on recruitment and enrollment. But it must be more than a visually appealing site. As a vital resource for the entire College community, it is expected that this project will touch all areas of the institution and will require reworking content and architecture. The chosen vendor will facilitate cross-College cooperation and communication to design a website that can accomplish the following objectives and goals:

Strategic Objectives

- Increase enrollment
- Present and reinforce an institutional brand that that focuses on the transformational value of a college education.
- Communicate that Mohawk Valley Community College thrives on the front lines of higher education through innovation, technology, and commitment to keeping College affordable. Our product is student success.
- Clarify and highlight academic strengths and differentiators. MVCC is an institution where all are welcome, and each is challenged.
- Highlight the quantity of consumer choice and quality of programs and experience.
- Celebrate the highly skilled and credentialed faculty; highlight award-winning staff.
- Highlight a "learn locally – think globally" philosophy. MVCC prepares students both native and new to the United States to live, work, think critically, and thrive in a global society.
- Highlight diversity of students, faculty and staff

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
- **Ideally, the CMS should have the ability to integrate with the college, noting and correcting errors and discrepancies between catalog data and Banner**
    - Integrates new system with existing campus authentication systems in order to continue to use existing account names and passwords
    - Increase accuracy and validity with flagging courses and errors between catalog and Banner
    - Software should be able to update both the catalog and Banner data, eliminating the need for duplicate data entry
    - Integrate with online advisement system, DegreeWorks, to provide accurate student data and allow students to know exactly what courses they need

- o Feature a collaborative approval system, taking the entire update process online
- o Offer ability to set permissions with multiple user roles and integration with our LDAP
- o Offer ability to track, log, and archive all changes over the life of the catalog
- Eliminate the need to format for printing with built-in PDF generation.
- Include a robust search engine

Implementation of a content management system and college catalog will be imperative to provide the College with the ability to manage content.

The redesign is to be done in accordance with generally accepted website standards, including ADA compliance, cross-platform compatibility, and mobile accessibility.

During the evaluation process, MVCC reserves the right, where it may serve MVCC's best interest, to request additional information or clarification from proposers, or to allow corrections of error or omissions. Proposals deemed incapable of meeting the scope and needs of the RFP in a satisfactory manner may be removed from further consideration.

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, and email alerts/notifications.
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.
- Webpages that require JavaScript, CSS or other client-side technologies must degrade gracefully with minimal loss of functionality.

Functional Objectives

- A complete redesign of mvcc.edu
- Conduct user research and usability testing—site must be user-focused
- Utilize mobile-first hierarchy emphasizing content strategy
- Anticipate visitor needs based on user research and best practice
- Develop a cohesive, templated site
- Promote MVCC's established brand
- Direct visitors to important information and desired content quickly
- Provide easy access to web-based systems
- Inform community members of news and events
- Provide means to obvious "follow through" (call to action) on each page
- Attract prospective students (full and part-time, traditional, and adult learners)—and employees, donors and regional leaders
- Implement a new, easy to maintain workflow and authorization package
- Search engine optimization
- Full ADA compliance
- Support social media integration/engagement/blogging capabilities to provide additional information, dynamic content and functionality
- Multimedia capabilities
- Include tracking and other remarketing options to support the College's marketing efforts
- Integration of the existing news and event content management system
- Help MVCC community take ownership of the website, and understand the important role they play managing their content

Site Strategy Deliverables

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

Research & Analysis

The consultant/firm will be charged with leading the stakeholders in the College community through a comprehensive engagement in two areas: research and needs assessment. MVCC expects there to be an onsite component to the research and discovery phase.

The research phase includes:
- Identification and prioritization of the intended audiences for the new website (i.e., "the users");
- Stakeholder engagement and facilitation;
- Needs assessment for prospective students, internal stakeholders, academic and administrative departments;
- Articulation of the existing workflow and procedures for digital asset management, content management and editorial oversight;
- Usability survey, testing and results;
- Measurement of the effectiveness of the current site in supporting the College's strategic goals and initiatives, and as a tool for the Admissions, Marketing and Communications, and Institutional Advancement departments;
- Identification and articulation of emerging trends and best practices in website functionality and design in the higher education sector;
- Emerging trends and best practices in social media, and how it can be and has been leveraged and/or integrated to facilitate a more comprehensive, unified user

The needs assessment phase includes:
- Quantification and documentation of the research phase which provides a meaningful assessment of the current state of the website;
- Documentation, which may include executive summaries, analytics, summaries of interviews with stakeholders/focus groups, presentations, reports, graphs, charts, and other appropriate supporting documentation;

Gap analysis comparing the existing website versus:
- Optimal user experience
- Use of content strategy
- Best standards and practices in website design and development, information architecture, user experience, navigation, digital asset management, editorial workflow and approval, accessibility, responsiveness, leverage of and/or integration of social media, and related technologies and functions;
- Best standards and practices in digital marketing and communications
- Emerging trends and best practices in the higher education sector

Detailed Project Plan
- Name, contact info of CMS and digital marketing strategy project managers and teams
- Project timeline
- Discovery process and results from needs assessment
- Description of MVCC's role, responsibilities, and deliverables
- Web content needed (text, photos, files, etc.)
- User acceptance/usability testing plan
- Template development
- Migration plan and content review

- Identification and "training" of content providers/liaisons
- Web maintenance schedule and workflow

Design Layout Options
A minimum of three layout options from which to select final template design variations for web, mobile and print

Templates
- A minimum of twelve coded templates that incorporate responsive design
- Variations for medium (web, mobile, print, etc.)
- Form templates

All files used to create webpages, templates, images, or other elements associated with this project shall be delivered, and all copyrights transferred to MVCC prior to project completion.

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
- Design guidelines for third party integration solutions

Design Strategy Team Resources
In addition to providing technical talent to this project, the vendor's team or partner must include these skills and experiences:

- Project manager
- Digital communication and content strategist
- Designer
- Developer
- ADA compliance specialist
- User research/usability testing specialist
- Brand specialist

Additional Deliverables

In addition to the site strategy deliverable, MVCC shall assume the proposer will provide the following deliverables:

![MVCC - Mohawk Valley Community College logo]

Analysis and Opinion on Current MVCC Website

The analysis should include meetings with various departments at MVCC, usability testing, and review of current analytics data. The opinion will be presented to the website team for consideration and approval.

Development of Comprehensive Site Architecture

Draft and present a comprehensive site architecture plan for the College's website including proposed navigation format.

Presentation of Proposed Website Redesign

The proposed website redesign will highlight the new design and application of dynamic content, showcase how the content management system will best meet the needs for MVCC, address any integration with current technologies, and emphasize the advantages to the website users. The website must meet ADA requirements, cross-platform compatibility, and mobile accessibility. The presentation will be attended by several departments and administrators at the College.

Progress Reports

Throughout the website redesign process the vendor should supply MVCC with progress reports on activities occurring. Regular meetings will be scheduled at the vendor's and MVCC's website team's discretion to review status and action items to keep the project moving forward.

Testing and Training of New Site

On-site testing and training shall occur prior to final presentation of the new website design. The training will include any MVCC representatives who have access to updating content and the administrators. The vendor will provide reference documents with instructions for completing tasks.

Presentation of New Site

The vendor will conduct a final presentation of the new site to the College Administration and Board.

Exit Conference after Conclusion of Project

The vendor will meet with MVCC representatives on campus for a final review of the site two to four weeks after the launch. These discussions should address any issues that have occurred since the launch and any final instructions to the MVCC website administrators.

Working Paper Retention and Access to Working Papers

A set of working papers outlining the technology used in the new design, contracts, and contact information for vendors to address any issues going forward, implementation steps and instructions for reference, and any special access or reference documents for

transitioning the site maintenance to MVCC website administrators should be provided at the exit conference.

MVCC Resources
While MVCC's Marketing Communications Director and Web Administrator will be directly involved in design and architecture decisions, the following resources will be available as needed:

- Copywriters
- Photographers
- Designers

Site Redesign Questionnaire

Content Strategy Development and Design Process
- Describe how you guide and develop content strategy.
- Describe how you'd guide development of governance structure, policies and institutional buy-in.
- Describe your discovery process.
- Describe your review process for existing content.
- Do you help clients plan/prepare for scalability?
- Describe your creative process when designing a website for a higher education institution.
- How many rounds of revisions are allowed?
- What happens if MVCC doesn't like the initial design?
- What do you expect from MVCC?
- What assets does the College need to supply?
- What is your approach to usability? Can you show examples of projects with similar needs?
- Do You Offer Conversion and Usability Testing?
- Do you do A/B testing?
- Explain your approach to taking current website traffic into consideration before making design decisions.
- Explain how you do competitor research and what role it plays in your design process.
- Explain your approach to integrating social media into your websites. Please give examples.
- Explain approach to incorporating video into site.
- Are website designs generated from template layouts to choose from or are they custom built from scratch?
- Are your website designs ADA compliant and W3C validated?
- Do you build search engine optimization into websites?
- How do you determine keywords for my site?
- How do you ensure our website redesign project is executed properly?

- Please explain how you typically staff a redesign project of this nature?
- How will our redesign project be managed?
- What support do you offer after the site goes live?
- How will design help with institutional goals?
- Please explain how we will measure results?

Digital Communication & Design Implementation Cost

Please include ancillary costs such as on-site meetings. Include estimated hours. Itemize as needed.

Overview of Site Architecture and Technical Environment

MVCC uses the Ellucian Banner as our primary data source. All of the College's course, program, department, faculty and staff information is stored in Banner. All of the servers, databases and tools that make up the College public website presence are currently hosted off premise.

Alert messages:

The website has a custom Alert system which is used to create alert messages on the public website. They can be set to expire, and they can be set to allow the end-user to dismiss them.

Calendars:

Currently several calendar feeds are integrated into the MVCC website in multiple ways. Some academic calendars are pulled into pages via a custom written tool that is hosted locally. Other calendars are embedded using the standard inline frame code available from Google.

Course Search:

The College's course search is a custom toolset that is coded in ColdFusion. Upon submission of a request, it pulls information directly, including Name, Course CRN, Section, Credits, Course title, Course prerequisites, Course description, Term, Time, Day(s), Location/Room, Seats taken/available, Start/End dates, Campus, and Instructor.

Faculty/Credential Listing:

Faculty and their credentials are listed on the main College website. Their data is imported from Banner for use in the website listing.

Faculty/Staff Search

All faculty and staff are listed in a custom-built directory. Directory information includes: name, title, department, email address, phone number, office location, and education. This information is imported from Banner for use on the website.

Desired Situation

MVCC wishes to deploy a website that has all of the custom features listed above replaced by toolsets that are proprietary to the website CMS. Banner will remain our primary data source. The College's course, program, department, faculty and staff information will be available for the CMS to use in the website.

Website Features

The new site must incorporate the following features:

- Responsive design
- Full ADA compliance (WCAG 2.0 AA or better)
- An alert module to publish College-wide alerts to the website
- A keyword search which allows administrators to pre-rank or better focus search results reside completely in the cloud

The ideal solution for MVCC would be to abolish our hybrid environment consisting of multiple servers and technologies along with proprietary database and toolsets; these would be replaced by a consolidated solution provided by the CMS vendor.

Company Overview

- How many institutions use your organization's solutions today?
- Describe the scope of services and support offered by your organization.
- Describe any business relations that your firm currently has or has had with Mohawk Valley Community College.
- Explain your organization's experience in the higher education space, especially as it relates to schools and institutions in New York.
- How are customer requests incorporated into your product development process?
- Are there any anticipated changes in ownership, acquisitions or mergers for your company over the next 2-3 years?

Vendors must meet a minimum set of criteria to be considered for this project. Please respond only if you meet all of the following requirements. Vendor:

- Has been in operation for at least three years
- Has extensive experience with higher education
- Does all development, implementation, and design in-house, or with a design partner (no subcontractors)
- Can provide references for successful prior projects with comparable scope
- Can demonstrate outstanding budget, quality, and timeline control

When responding to the questionnaire, state whether the capability is an add-on and/or requires an additional cost. These items should be broken out as separate line items in the RFP submission.

The following questions are required to complete prior to submitting your proposed CMS solution.

Product Overview

- Name of proposed product.
- Describe what differentiates your product from your competitors' products.
- Describe the quantifiable benefits Mohawk Valley Community College will achieve by implementing proposed system.
- Describe the history of product and experience with community College website development.

CMS Product Questionnaire

- Please provide a general overview of your organization including the following: the nature of company ownership (i.e. privately or publicly held), number of employees and the year the organization was founded.
- Have there been any changes in ownership over the past five years? If so, please describe.
- Describe the financial strength of your company and provide audited financial statements for the last three years.
- How many institutions use your organization's solutions today?
- Describe the scope of services and support offered by your organization.
- Describe any business relations that your firm currently has or has had with Mohawk Valley Community College.
- Explain your organization's experience in the higher education space.
- Describe your company's technology vision and product roadmap for the next three years.
- How are customer feature requests incorporated into your product development process?

Integration Capabilities

- Explain in detail for the specific integration bullets below your strategies for integrating the system with our Banner ERP. Add diagrams as necessary if that will help explain.
- Course Data
- Program Data
- Directory Data
- Log In: MVCC is working towards a future single sign-on (SSO) method for all Enterprise services and applications. The new CMS solution must have the capability of working with this initiative. CAS integration is preferred.
- Other Integration Points: There must be the capability to integrate with other systems. Example systems that may need integration would include: Learning Management systems such as Blackboard, Google for Education
- Integration via other web-based services such as Nelnet, Paypal, YouTube

- Social networking platforms – have the ability to integrate with existing social media platforms including Facebook, Instagram, and Twitter
- Does your product include pre-built functionality for querying databases? If so, what databases are supported? Is there an easy way for non-technical content contributors to include database queries on their pages? If so, describe.
- Does your product allow for importing of data from Banner and this data to be searched?
- Does your product have the ability to import feeds from third party content providers? If so, what data feeds are supported? Is there an easy way for content contributors and site administrators to manage these feeds?
- How will our users access the product / service?

Features and Functional Requirements

Content
- Describe how content is entered or submitted using your product. Is there a WYSIWYG editing tool that is familiar to word-processor users? Please provide screenshot(s).
- Does your product have the ability to easily import legacy web content (HTML)?
- Does your product have the ability to easily import XML based content?
- How is content stored in the system?
- Does your product allow users to edit and preview their content for multiple display formats, e.g., for a desktop, tablet and phone?
- Does your product have a built-in spell checker? Can custom dictionaries be added to the spell checker?
- Does your product allow copy and pasting from Microsoft Word, Excel and other office productivity applications? Does your product offer the option of stripping-out Microsoft formatting?
- Can your product import content from HTML editors and recognize HTML formatting tags within text content type? Explain.
- Does your product allow for direct editing of the HTML in the edit environment?
- Does your product have a code validator for catching errors in HTML, XHTML, XML, etc.
- Does your product provide any tools for creating and managing forms? Is this an added cost?
- Are URL links in the system maintained when content files are moved to a new directory?
- Is there a utility or tool for checking and repairing broken internal and external links?
- Is there is a way to set-up permanent, descriptive URLs (whether dynamically generated or static)?
- Does your product have the ability to archive content in a separate data repository?

- Can archived content that is no longer on the production website be searched and retrieved for display on the live website?
- How is content re-used in the system? For instance, can content be updated in multiple places by modifying a single content instance? Can multiple instances of a single piece of content appear differently on different pages?
- Can page or content publishing be scheduled? Can instances of a single piece of content be scheduled to appear for different lengths of time in different places?
- Does your product allow site visitors to render any given page as a PDF document?

Asset Management
- Describe how your product accommodates various content types, such as: text, HTML, PDF, MS- Word, XML, graphics, audio, rich media, etc. in terms of storage & management, and types natively supported.
- Does your system allow for associating metadata with content assets? Explain.
- Describe how your product supports indexing and cross-referencing of files (images, multimedia, pages, etc.) through metadata, content keyword attributes or explicit content identifiers.
- Can metadata and meta-tags be defined and entered by content contributors?
- Does your system allow for video files to be uploaded locally and streamed?
- How are images and other multimedia objects stored and managed in your system? Can users associate metadata with images and multimedia objects? Explain.
- Does your system make uploading images, PDFs, MS Office docs, and media to the proper directories self-evident? Explain.
- Are there easy-to-use methods to add directories and manage documents within them (adding, renaming, moving, deleting, archiving)? Can access to this feature be managed based on a user's role?
- Can your system automatically format images and other rich media based on pre-defined standards for resolution, size and number of copies?

Search
- What search functionality does your product have for searching content on the published site? How is this implemented? Is there an additional cost?
- Does your product integrate with any of the large-scale Internet search engines for searching content on the published site? If so, which do you recommend?
- What search capabilities are available for finding content within the CMS?
- Does your product include or exclude content for search capability by various criteria?
- Can content classifications, such as metadata, keywords or explicit content identifiers be used to search for content, build content listings, build content navigations and optimize content for search engines?

- Is there a way to prioritize search results based on a list or database of keywords maintained by the College?

Multi-Lingual Support
- The College would like to provide translation into multiple languages on its website. Does your product support translation of content into different languages? Explain how.
- For pages that are manually translated, are multinational character sets supported?

Analytics
- Does your product leverage 3rd-party tracking tools?
- Does your product integrate with any of the major analysis tools? Explain.

Workflow and Communications
- How is access to content and functionality controlled or restricted through user roles and permissions? Describe the level of security available and what fine-grained control of access exists? Above and beyond roles level access can you grant access to different functions within the system on individual accounts?
- Is the functionality of your product role based? Does it allow for creation of any number of roles?
- Does your product support workflow for editorial and approval processes? Describe.
- How are users notified of workflow assignments? Are notifications customizable?
- How do users track their tasks and assignments within the CMS?
- How does your product support reviewers' comments or notes?
- Does the product support content versioning and roll-back?
- Does your product provide the ability to develop content (sets of pages, individual pages, or specific content within a page) with specified expiration dates? Are expiration dates set manually or are they automatically generated? Can administrators pre-define expiration dates that happen annually or by semester/term for any given content?
- How are users notified when content is near its expiration date? Are notifications customizable?
- Can site administrators and editors search for pages that have not been updated in "x" number of days, weeks, months, or years?
- Does your product support workflow for editorial and approval processes? Describe typical workflows in use by your other complex clients.
- Does your product support a staging or test server for development work? Please provide details.
- Is there an option to preview content prior to staging?

Technical Requirements

System Information
- Describe your technology architecture and include the following: replication including redundancy and load balancing options.
- What server operating systems are supported?
- What client operating systems are supported?
- Is the access to the administrative portion of the CMS client completely browser-based?
- What browsers are fully supported?
- What databases are supported by your solution?
- What web servers are supported? In order to maintain MVCC custom toolsets - if necessary
- What are the recommended hardware requirements for any systems that MVCC would need to host?

Technology Infrastructure
- Describe the base data model for your product.
- Outline the Open Standards (e.g. LDAP, XML, XSLT, etc.) that are supported by your product. Describe how your product uses them.
- Identify proprietary and non-standard components of your product.

Implementation, Training and Support
- Describe your training program. Include class schedule, length, and indicate whether training is offered at your site or at customer's site. Indicate whether or not any training materials are provided.
- Describe the professional services offered to facilitate installation and customization? What are the rates for such services?
- Describe your software maintenance contract, the warranty, and the maintenance service provided under the warranty. Provide the costs for the next three (3) years.
- Are there any limitations to the number or type of technical support calls that a customer can make each year?

Security and Compliance
- Who owns the rights to the data being processed, stored and handled by this product?
- Who owns any intellectual property derived from the use of this product?
- Please describe your legal responsibilities for protecting the data being processed, stored and handled by this product?
- What functions and processes exist to ensure data integrity within the system? What mechanisms are used to ensure duplicate content does not enter the system?

- Does your system have protection against spammers and abuse?
- Does your system employ a tool to check content as it is created for ADA compliance? Does your system have a tool that can check site wide for ADA compliance and assist with Meta data, tags that would be expected to fully address ADA compliance?

Cloud Based Hosted Solution

- Is your solution completely Hosted? Do any web servers that support the MVCC public website presence with your solution need to reside at Mohawk Valley Community College?
- For proposed SaaS/Cloud-based solutions, please describe your environment and take the following points into consideration:
    - Backups and restores redundant strategies for emergencies - if desired state cannot be achieved, can we co-locate a reduced website in case of emergency at your location?
    - Monitoring for availability, performance, and uptime? What actions are taken when an issue is discovered and how quickly?
    - Describe the capabilities for accessing the system using secure methods, i.e., SSL or SFTP. Is secure remote access available for users outside the internal network? Explain.

System Administration

- Describe how accounts and privileges are created and managed for use within the CMS.
- Can users be authenticated using either CAS, LDAP or Active Directory? Please describe all methods. Will support services be provided to assist with the single sign-on authentication connection?
- What skill-set and training time are required for system administrators to manage modifications, permissions, and other system additions?
- Describe system administrator reporting capabilities. Please provide a listing of system administration delivered reports? Describe your capability to create custom reports.
- Does your product provide for automated archiving? Is so, describe how your product handles archiving of old / expired content and what tools or features you provide to manage content whose expiration date has passed?

Hosting, Maintenance, and Warrantee

Vendor should provide costs for one year of hosting during development followed by a minimum of three years of hosting after site launch or recommend a suitable hosting environment to support the website developed through this project. Vendor should provide estimated costs for ongoing support, training, and travel expenses (if applicable). MVCC is also analyzing the potential benefits of hosted email/calendaring products (Google Apps/Microsoft 365). Preference given to proposals that show evidence of planning designed to integrate these products into the evolution of the

MVCC website. Experience with these or similar products and integration is highly desirable.

Other Information

Signature Block
All proposals must be signed by an authorized agent of the firm. Any firm or individual submitting a signed proposal shall be deemed to have read and understood all the terms, conditions, and requirements of this Request for Proposal.

Withdraw Proposal
Proposers may withdraw their proposal at any time prior to final awarding of contract.

Discussions/Negotiations
MVCC reserves the right to conduct discussions with proposers, to accept revisions of proposals, to negotiate price changes, or to negotiate separately with any source whatsoever if no acceptable proposals are submitted in order to best serve the interests of MVCC. During this discussion period, MVCC will not disclose any information regarding proposal submittals. Upon the execution of a contract, the proposals will become public records and contents will be disclosed upon request.

Award
The award, if any, shall be made to the responsible proposer whose proposal is determined to be the most advantageous to MVCC based on the evaluation factors described in the Request for Proposal. Price, although a consideration, may not be the sole determining factor. MVCC reserves the right to ask for "The Best and Final Offer."

Contract Contingency
This RFP is made for information and/or planning purposes only and does not obligate or bind MVCC contractually to accept any proposal submitted. The final award is expressly contingent upon the successful negotiation of a contract with MVCC.

Limitation of Multiple-Fiscal Year Obligations
All financial obligations of Mohawk Valley Community College under any contract resulting from this RFP subsequent to the fiscal year in which it is signed are contingent upon funds for this purpose being appropriated, budgeted, and otherwise made available by MVCC Board of Trustees. Such a contract shall not be deemed to create any multiple-fiscal year direct or indirect debt or other financial obligation whatsoever.

MVCC
MOHAWK VALLEY COMMUNITY COLLEGE

Company & Signatory Page

Company Name: _____

Business Address: _____

Telephone: _____ Fax: _____

Email: _____

Hours of operation: Weekdays: _____ Weekend:_____

Type of Firm: Corporation, Partnership, Proprietorship, Joint Venture

Other (please describe): _____

Business License Number: _____

Number of years in business under firm name: _____

Full names of firm's owners (>10% ownership), officers and managing employees:

_____

Has the firm changed its name within the past 3 years? YES NO

If yes, provide former name(s): _____

Have there been any recent (within the last three years) changes in control/ownership of the firm? YES NO

If yes, explain. _____

Have officers or principals of the firm ever had their business license suspended or revoked for any reason? YES NO

If yes, explain. _____

Vendor Representative Authorized Signature: _____

Name: _____ Date: _____Phone:_____

Email: _____

Certification of Compliance with The Iran Divestment Act

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law § 103-g, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, that to the best of its knowledge and belief, that each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL § 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended or assigned that it is not included on the Prohibited Entities List.
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During the term of the Contract, should Mohawk Valley Community College (MVCC) receive information that a Bidder/Contractor is in violation of the above-referenced certification, MVCC will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then MVCC shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages or declaring the Bidder/Contractor in default.

MVCC reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

(s) _____

Legal name of person, firm of Corporation

By_____

Title

Dated: _____

SIGN AND RETURN

MVCC
MOHAWK VALLEY COMMUNITY COLLEGE

Non-Collusion Statement

The undersigned confirms that they are duly authorized to execute this contract, that this company, corporation, firm, partnership, or individual has not prepared this bid in collusion with any other bidder, and that the contents of this proposal have not been communicated by the undersigned not by any employee or agent to any other person engaged in this type of business prior to the official opening of this proposal.

(s) _____
Legal name of person, firm of Corporation

By_____

Title

Dated: _____

SIGN AND RETURN