

REQUEST FOR INFORMATION (RFI)

THIS IS NOT AN ORDER

I. Introduction

The University of Wisconsin-Stout is soliciting this Request for Information (RFI) for the Marketing and Information Technology Departments.

II. Purpose

The purpose of this RFI is to gather information about a web site redesign for the University of Wisconsin-Stout.

This Request for Information is not intended to result in a contractual relationship.

The following is a description of the proposed web site redesign. The web site serves as the University of Wisconsin-Stout's front door for prospective students and delivers essential information daily to UW-Stout's primary audiences. Therefore, the Administration of UW-Stout is committed to a complete web site redesign. UW-Stout desires a site that is compelling, engaging, meets the needs of each audience, is strategic in nature and will lead to the actions that will help UW-Stout achieve our goals.

Primary Audiences:

Prospective Students

- a. Traditional high school students
- b. Transfer students
- c. Nontraditional students
- d. International students
- e. Military students

Parents of prospective undergraduate students

Graduate students

- a. Traditional graduate students
- b. International graduate students

Distance, online and continuing education students

Donors and potential donors

Alumni

Business and industry partners

Current students

Faculty and staff

Other audiences:

- a. News media
- b. High school guidance counselors/teachers
- c. Local community members
- d. Board of Regents and advisory boards
- e. Tourists and visitors

Redesign description:

The UW-Stout web site redesign project will be based on the following process that we believe follows industry best standards:

- Discovery – Discovering our needs, resources, strategy, and developing the architecture
- Overall Design – Extending the UW-Stout brand promise – Inspiring Innovation and bringing the University to life through creative, compelling, engaging, and consistent page designs
- Page Designs – Developing a family of page designs consistent with the overall design, and creating templates for each layer of our site. To include graphic treatments of content elements such as testimonials, news headlines, highlighted stories, and photographs
- Information architecture to include navigational conventions and overall organization of content, sequential processes and/or page sets, handbooks and policies
- Content– Development of consistent, engaging, compelling, and useful content that optimizes the impact of the site on various audiences and ensures that users quickly and easily locate the information they seek. Content should also ensure high placement of relevant pages on search engine queries.
- Implementation - Providing the technological aspects (CSS, HTML, forms and applications, all within the CommonSpot framework). CommonSpot is written in Cold Fusion. Providing training, manuals, and other tools necessary to ensure a smooth transition to UW-Stout and to allow our internal staff to operate, edit, and update the site.
- Investigating the development of an intranet to separate internal and external communication, and storage of documents.

Key Anticipated Outcomes:

UW-Stout's new site design should achieve the following results:

- Educate our audiences about UW-Stout in a manner consistent with our vision and brand promise
- Enable audiences to ask and answer the right questions at the most useful and relevant phase of the recruitment cycle
- Be User friendly and interactive
- Achieve segmented, two-way communication (as opposed to promotion-based marketing) that enables the University to respond to audience needs and preferences

NOTE:

The University uses Active Directory for authentication and authorization services.

The University has deployed a content management system CommonSpot.

The information received in response to this RFI may aid in the development of a Request for Proposal leading to the selection web site redesign provider. The University is interested in responses from firms that have completed web site redesign projects for other universities and colleges in the Midwest.

III. Submitting a Response

Interested vendors should submit a response answering the questions in section IV. Vendor Response.

Responses must be submitted electronically in either Microsoft Office or Adobe Acrobat formats. The responses to the requested information and any supplemental materials should be returned to the following email address no later than 2:00PM CST, August 21, 2009.

Maureen Carlson
University of Wisconsin-Stout
320 S. Broadway
Menomonie, WI 54751
carlsonmau@uwstout.edu

Any questions can be directed to Maureen Carlson at above email address or (715)232-1278

IV. Vendor Response

Vendors submitting a response to this RFI should answer the following questions:

1. Description of your firm, services and qualifications for this project
2. Description of how your firm would propose to achieve UW-Stout's desired objectives to include web site redesign, project management and strategic branding/marketing initiatives
3. Describe what technology your firm has used in conjunction with web redesign.
4. Description of at least three successful experiences where your firm provided similar services, preferably within higher education, with names and contact information for three references
5. Names and qualifications of the individuals in your organization who would be leading the process
6. Examples of relevant projects
7. Description of any sub-contractors, if any, and the percentage and related cost of work to be sub-contracted
8. Estimation of total cost, including the firm's fees and any and all additional expenses
9. A clear itemization of any options that are not included in the total cost estimate provided above
9. Breakdown of expenses involved in the different steps of the project