

REQUEST FOR PROPOSALS

Website Content Manager



Due by 4 P.M.

Friday, August 6th, 2021

ATTN:Edward Bowker, IT Director

P.O. Box 1179

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Prepared By:

Information Technology Department

College of Menominee Nation

College of Menominee Nation

Website Content Manager

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1.0 Introduction

The College of Menominee Nation (CMN) is requesting proposals for services revising website content, transferring it to our new website, and then updating the website content as it evolves over time. The work will require collaboration with different CMN departments and direct use of our new websites Content Management System (CMS)

Steps for projects

- Work with different departments to revise CMN's website content
- Transfer that content to our new website via CMS
- Update content as requests come in
- Research industry standards and best practices
- Use that research to routinely improve various pages

The Content Manager will perform these services under the direction of the CMN IT Director.

2.0 Background

The College of Menominee Nation is an institution of higher education, dedicated to serving the Menominee people, other tribal people, and the world at large. CMN's mission is to provide quality educational opportunities to prepare students with skills and knowledge to be responsible citizens in their chosen profession.

CMN needs qualified, credentialed, and dedicated people in order to fulfill its mission to provide quality educational opportunities. CMN invites a qualified individual to conduct professional services related to website content revisions and updates as they pertain to our website and marketing, promotion, and communication with constituents to fulfill its mission.

3.0 Scope of Work

The Content Manager will be solely responsible for updating and improving website content via the website's Content Management System.

- 1) Content revision schedule and implementation
 - a) Accreditation and Compliance
 - b) Academic Catalog
 - c) Student Support Services
 - d) Academic Support
 - e) Outreach and Community
- 2) Fulfill requests for updates and additions to content
- 3) Learn and utilize new website CMS
- 4) Create and implement a plan to keep CMN website up to date with information, current statistics, and research for best practices to represent CMN

Additional requirements:

- 1) Contractor will review and transfer content from the previous website to the new website.
- 2) CMN will own and operate all website content,
- 3) Other business web designs and graphics will not be accepted on CMN's website, and
- 4) On-site meetings are required, travel is at the contractor's expense.

4.0 Consultant qualifications

The Content Manager must possess strong writing and graphic design skills, social media experience, verbal and written communication skills, be able to work independently, ability to handle multiple projects concurrently, and have the ability to work with multiple constituents.

The successful candidate will possess significant working knowledge in the following areas:

- 1) Experience with other platform Content Management Systems (CMS)
- 2) Experience with digital media creation

5.0 Contract Details**Contract Length and Conditions:**

The contract is for one year beginning August 16th, 2021 and ending August 16th, 2022. The contractor will provide his/her own operating equipment and responsibilities will be carried out off site.

The CMN IT Director expects all work to be done within reasonable time frames established and accepted by the Content Manager in consultation with the Director. A failure to meet important deadlines by the Content Manager could result in termination of the contract by the IT Director.

6.0 Proposal Submittals**Minimum Proposal Contents:**

- 1) A description of the respondent's ability to fulfill the responsibilities outlined,
- 2) Examples of writing and graphic design work by the respondent, and
- 3) Requested compensation.

Finalists will be contacted by CMN's IT Director to discuss details of the proposal. Discussions will lead to negotiation and then ultimately to a contract between CMN and the selected individual.

Contacts and Deadline:

Send proposals, no later than 4 P.M. on Friday, August 6th, 2021 to:

Edward Bowker, College of Menominee Nation IT Director at ebowker@menominee.edu

Any questions, please contact the IT Director:

Edward Bowker, IT Director
(715) 799-6226 ext. 4004
ebowker@menominee.edu

Electronic submissions are preferred.

7.0 Evaluation and Selection

Proposals will be screened by the IT Director and committee for qualifications, proposed cost and value of services. The IT Director will make recommendations to the College of Menominee Nation President. If the recommended RFP is accepted by the President of the College of Menominee Nation the RFP candidate will be notified by the IT Director.

In addition, specific factors addressed in the Request for Proposal and information regarding other factors about the potential consultant selected are important to their decision. These factors include but are not limited to the following:

- 1) The ability to communicate effectively with CMN staff, and other involved parties, and
- 2) Its proposed methods for furnishing the required services to ensure project elements are complete on time or under budget, and to CMN's satisfaction.

8.0 Schedule of Activities

The following Schedule of Activities for the Request for Proposal of a Content Manager has been developed by the College of Menominee Nation:

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|----------------------------------------|---------------------------|
| 1) RFP Announcement | Monday, July 12th, 2021 |
| 2) RFP Proposals due by 4pm | Friday, August 6th, 2021 |
| 3) Notification of Award to Contractor | Friday, August 13th, 2021 |