

Request for Proposal

Date: 9.1.10
Proposal due: 9.24.10

Tel: 207.974.4817
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Return proposal to: Elizabeth Clayton
Eastern Maine Community College
354 Hogan Rd
Bangor, ME 04401

Project Description

Eastern Maine Community College is requesting proposals for the development of a robust website intended primarily as a marketing tool. The project specifications include:

- a strategic, innovative website optimized to achieve marketing objectives
- A clean, high-impact design that aligns with College branding
- A well conceptualized homepage that anticipates dynamic information
- A robust content management system which:
 - Provides administrative control over users with password protected pages
 - Is easily editable and publishable with no need for HTML knowledge
 - Is site searchable
 - Provides smooth interface with the College's student information system
 - Provides modules including tables, forms, news management, blog software for multiple users, photo galleries, job listings
 - Provides a department page/section template for use by a variety of departments, including academic departments, the library, financial aid, etc.
- Compliance with Statute 508 of the Rehabilitation Act
- User friendly functionality across a variety of browsers
- A text only page print option
- Optimization for dial-up users
- Search engine optimization
- Hosting
- Transfer of content from existing website to new website
- Two employee training sessions/presentations on content management system
- A separate line item cost for the development of a mobile site application
- Ongoing service option/website manager support
- Possible onsite or online presentation of proposal to website team

The content management system and the graphic design of the homepage/interior pages may be fulfilled in-

dependently. Proposals need to indicate if separating the CMS from the design is deliverable and, if so, break these cost elements out separately. The proposal should also address a process for integrating the CMS and the design if developed separately.

Vendors should base their proposal on the content scale of the current website (www.emcc.edu).

Quotation Requirements

1. Complete response to each area of the proposal
2. Cost breakout of content management system and graphic design if deliverable
3. Description of process for how a separately developed content management systems and graphic design would be integrated
4. Line item cost for mobile site app development
5. Ongoing service option/web manager support proposal
6. Hosting costs
7. Description of the development process, timeline and interaction with College website point person
8. Earliest possible delivery date
9. Five website portfolio samples with contact reference

Decision Criteria

Developer decision will be based on cost, completeness of the RFP, creativity and innovation, functionality of the content management system, compatibility of design sensibility, flexibility of the proposal, website portfolio & reference response and availability to begin the project. The College reserves the right to refuse all proposals.

A criteria matrix with a rating system will be used to evaluate proposals.

For more information on this RFP, submit your question via e-mail to Elizabeth Clayton at eclayton@emcc.edu. All questions and answers will be provided to those who respond to this RFP via e-mail with declared interest in the project.

Eastern Maine Community College reserves the right to reject any and all bids and is not required to accept the lowest bid. In making an award, factors such as the vendor's service capability, integrity, facilities, equipment, reputation and past performance will be weighed.

Quotation Submission

Quotations can be submitted by mail or e-mail.

Elizabeth Clayton
Director of Public Relations & Marketing
Eastern Maine Community College
354 Hogan Rd
Bangor, ME 04401

eclayton@emcc.edu

Eastern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 974 – 4633.