



Saint Mary's College of California

Website Redesign / Development Request for Proposal (RFP)

May 17, 2010

Saint Mary's College of California is currently seeking proposals for design and Drupal development/implementation for our main website (<http://www.stmarys-ca.edu>), which will include combining it with our current intranet (<https://smcnet.stmarys-ca.edu>) and our library website (<http://library.stmarys-ca.edu>) into a single site with both public and private content.

The primary objective of the website redesign is to increase the number of highly qualified students who apply to and attend Saint Mary's, and to increase giving by alumni, parents and friends.

Our target launch date is February 2011, at the beginning of our enrollment and recruitment cycle.

Proposals received after the due date may not be considered. The deadline for proposals is June 15, 2010. Please send digital copies of proposals to mej3@stmarys-ca.edu. Finalists will be notified by June 22, presentations will be made during June 22-29, and a final vendor selection will be made on July 1.

Saint Mary's College of California reserves the right to reject any or all proposals, as well as to accept the proposal that will be to the best advantage as determined at the sole discretion of the institution. Please send questions to mej3@stmarys-ca.edu. A conference call will be held on Tuesday, June 1, 2010 at 10:00 a.m. to answer questions, please call in to (925) 631-5597 to speak with representatives from the College's Web Planning Committee, including Web Editor Mike Jung and Web Producer Adriana Botello.

RFP Overview

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INSTITUTIONAL OVERVIEW AND PROJECT OBJECTIVES

Mission statement and institutional information

Saint Mary's College of California was founded in 1863 and is based in the Catholic, Lasallian and liberal arts traditions. For over 130 years the College has been guided by the Christian Brothers, the Catholic Church's oldest order dedicated exclusively to teaching.

Saint Mary's College offers a diverse curriculum which includes the humanities, arts, sciences, social sciences, education, business administration and nursing, serving traditional students and adult learners in both undergraduate and graduate programs.

Saint Mary's College promotes the dialogue of faith and reason: it builds community among its members through the celebration of the church's sacramental life; it defends the goodness, dignity and freedom of each person, and fosters sensitivity to social and ethical concerns. Saint Mary's welcomes members from its own and other traditions.

Saint Mary's is located in Moraga, 20 miles east of San Francisco. The 420-acre campus enjoys a moderate climate which permits yearlong outdoor recreation. Moraga has approximately 16,650 residents, hiking-biking trails, several parks and two shopping centers.

- **Academic majors:** 38
- **Undergraduate schools:** 3
- **Undergraduate degrees:** Bachelor of Arts and Bachelor of Science
- **Graduate degrees:** MA, MA in Leadership, ME, MFA in Creative Writing, MBA, MBA, and EdD in Educational Leadership
- **Number of undergraduates (Fall 2009):** approximately 2,500
- **Number of adult and graduate students (Fall 2009):** approximately 1,100
- **Division I teams:** 14
- **Club sports teams:** 10
- **Conference affiliation:** West Coast Conference

Project Description

- Saint Mary's College is planning a redesign of its existing website. The redesigned site should improve the college's ability to tell our story through students, faculty, alumni, curriculum, programs, news and event listings, and reflect our core values.
- We would like to combine our intranet, public site and library sites, these sites total approximately 21,000 pages. This number only includes html files and does not include any php files, image files, .pdfs, .docs, etc.

The redesigned Saint Mary's College web site is an integral component of the College's institutional marketing plan. As such, it should support the vision, objectives and positioning set out in that plan.

Our Vision

We envision an even more distinguished future for Saint Mary's College of California. We envision a future that builds on our strengths, our tradition of academic excellence and the vibrancy of our community while identifying and articulating our unique place in the emergent environment of higher education in the 21st century.

Our vision serves as the foundation for our plan of action. The real measure of our success will be whether by 2012 Saint Mary's College has:

- A liberal arts education that is **recognized as a model** for cultivating the whole person;
- Faculty, students and programs, both undergraduate and graduate, that are **well-known for their impact** on the social fabric of the local, national and international community;
- A **faculty body renowned as experts** in their fields and as an essential resource for the media;
- An **alumni body that knows Saint Mary's strengths and is more engaged** in the life of the College;
- A **community that is admired** for graciously welcoming all people;

- A **strong and stable financial position** supported and sustained through our alumni, friends, community and increasing endowment;
- An athletics program recognized not only for its winning record, but also for its athletes **achievements in the classroom and the community**;
- **Unique undergraduate curriculum.**

Institutional Marketing Plan Objectives

1. Raise the local, state and national profile of and positive awareness for Saint Mary's College of California.
2. Strengthen the academic reputation of the College among key constituents, including alumni, donors, parents, students, prospective students, faculty and staff.
3. Build loyalty to the College and increase motivation for desired actions, such as:
 - Giving by alumni, parents and friends;
 - Positive responses from the academic community in national reputational surveys;
 - Increase the number of highly qualified students who apply to the College;
 - Participation by alumni and friends in College activities and events; and
 - Successful recruitment and retention of talented faculty and staff.
4. Foster a College-wide culture of data-driven marketing and outreach strategies.

Communication Objectives

1. Reflects the breadth, depth, vibrancy and activity of Saint Mary's College.
2. Communicates the essence of the position statement and integrates the points of differentiation that make Saint Mary's special.
3. Represents Saint Mary's College as a nationally recognized institution of academic excellence, diverse community, top-tier, preparer of students for the future (including undergraduate and graduate academics).
4. Incorporates an approach to search engine optimization that can be implemented by campus users.
5. Exploits College connections to social media channels, in particular Linked In and Facebook.
6. Expands video capabilities to better support the needs of the campus ;
7. Clearly catalogs Saint Mary's distinctions, including rankings, alumni achievements/famous alumni, discoveries and artistic accomplishments, public service/outreach outcomes, athletic achievement, statistics the exemplify our stature and faculty accolades;
8. Provides comprehensive information to aid in faculty and staff recruiting;
9. Aids in the development of an institutional data collection strategy that aims acquire more and better constituent data, in particular e-mail addresses. (Summer 2010);
10. Aids in the development of an advocacy program to engage constituents in political and social issues related critical to the College's continued growth and success; and
11. Provides an analytics framework so that monthly reports for key areas of the Saint Mary's site can be generated.
12. Provide information to current students, faculty, and staff, some of which requires the user to be authenticated to Drupal.

Position Statement

The Saint Mary's College of California experience inspires learning that lasts. The College's rigorous education engages intellect and spirit, and awakens the desire to transform society. We are all learners here—together, working to understand and shape the world.

Our community is centered on a set of beliefs:

1. We believe that conversations, focused on essential questions and classic texts, foster critical thinking and ignite a lifelong passion for learning.

2. We believe our approach to excellent teaching, scholarship and service transforms society and ourselves; and
3. We believe that the essential human dialogue between faith and reason nurtures each person along a spiritual journey.

User Interface and Information Architecture Goals: design a site that...

- 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 event pages.
- Is an engaging and usable graphical interface that is compatible with the established brand identity of Saint Mary's College as outlined in the Saint Mary's brand book.
- 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.
- Enables easy media access to Saint Mary's College subject matter experts.

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 on campus and marketing/communication campaigns.
- Accommodates new, existing, or enhanced functional and nonfunctional features.
- Visually and architecturally supports the Saint Mary's College 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.

Budget

Bids for completing this project in its entirety should not exceed \$140,000. **Cost is not the sole deciding factor, but it will play a significant role in our decision-making process.**

Project Scope

- An information architecture audit and proposals for a revised navigational and content structure that incorporates all relevant content from both the public website & intranet (SMCnet);
- Wire-framing and visual design of all site templates, including the institutional home page, landing pages for Admissions, Giving, Alumni, Generic landing page templates (3-6 options) for department-level sections, and event page templates;
- Functional Drupal themes.
- The development of new Drupal modules as necessary;
- Full implementation of Drupal on the Saint Mary's College web servers;
- A content migration strategy, including a recommendation for partner vendors who Saint Mary's could potentially employ;
- Drupal training for both Drupal administrators and in-house SMC staff who will train our campus content managers;
- Testing;

- The new site should be visually compelling, audience-driven, highly interactive, and offer icon-based solutions for driving potential students to apply.

Examples of Highly Desired Functions/Drupal Modules

- A centralized event calendaring function;
- Event management function, including form creation/ticketing/RSVP etc.
- Faculty/Staff directory;
- Integration with Hobson's enrollment management software;
- Automated notification of content managers when content has not been updated for a specified length of time;
- Language translation.

Out of Scope

- We currently have several customized web applications and forms that connect to their own databases. We also have online payment applications. These will continue to be implemented in the new website, but will not be migrated to/enabled in Drupal.
- Personal web pages for students/faculty/staff (currently hosted on a separate server);
- The official SMC Athletics website (<http://www.smcgaels.com/>)
- SMC-affiliated sites that are not currently in the institutional design template, e.g. The Center for Fiduciary Capitalism (<http://www.stmarys-ca.edu/fidcap/>) and *Mary Magazine* (<http://www.stmarys-ca.edu/external/Mary/>) ;

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 Saint Mary's" 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
- Replace graphic rollovers with 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
- Replace graphic text with 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
- Strict adherence to W3C accessibility guidelines in compliance with Section 508
- Specific, intuitive, easy-to-identify/access sections for prospective students, parents, alumni, current students, faculty and staff
- Specific, intuitive, easy-to-identify, and easy-to-access News & 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
- Improved video implementation using YouTube, specifically with regard to embedding clips within the SMC website
- A defined publishing workflow with multiple roles (likely to be 10 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 majority of content is not database driven
2. Campus content managers are limited to WYSIWYG capabilities of Contribute, and cannot make any changes that involve editing HTML code – for example, Contribute has no function for embedding YouTube video, so the code must be manually edited and inserted on the development server.
3. Photography slideshows are difficult and very time-intensive to create.
4. Difficult to use existing content for multiple purposes
5. Site is not search engine optimized

Current content categories

- | | |
|-------------------------------|----------------------|
| 1. Standard pages | 8. Blogs |
| 2. Feature stories | 9. Faculty profiles |
| 3. Press releases | 10. Images |
| 4. Media coverage items | 11. Photo slideshows |
| 5. Event listings | 12. YouTube video |
| 6. RSVP pages | 13. Web forms |
| 7. Archived email newsletters | |

Desired content categories

1. Wikis
2. Polls & Surveys
3. Calendars
4. Faculty/staff directory listings;
5. Course listings (database-driven course catalog information – this content currently exists in GaelXpress)

Existing Technology Environment / Web Platform & Technical Specifications

- Saint Mary's College of California is a LAMP (Linux, Apache, MySQL and PHP) shop.
- We have two full-time, very skilled, PHP coders who are new to Drupal.
- We currently host our website internally and have a dedicated server administrator to monitor these servers. We will continue to host in-house and are not looking for external hosting at this time.
- We have two server environments.
 - The first contains our main site production, staging and development sites as well as our library development and library stage sites. This is a SUSE 10 Xen 3 environment with 15 or so servers. Each Virtual Machine has two CPUs and 1GB of memory. The hardware is generic ASA AMD processor from a few years ago.
 - The second server environment also uses Xen with a newer version bundled with Oracle Virtual Machine Server and Manager. The Xen Virtual Machine's operate under an Oracle UI called Virtual Machine Manager which is capable of managing the operations of several virtual domains or an entire enterprise. This setup runs on newer Sun X4000 hardware (Two quad Core with lots of memory and fast SAS disk Drives). There are about 15 virtual machines in this setup.
- The current site is composed of static HTML pages and is maintained by a combination of Dreamweaver and Adobe Contribute. We currently have over 150 editors publishing through Contribute. We also use Expressions Engine for our news and events items. There are currently about 10 editors using Expressions Engine. Our editors range from non-technical to technically savvy. We would like to have options in Drupal for both types of editors and are requesting a customized WYSIWIG interface. Our editors and publishers update content every day.

REQUIRED INFORMATION

Section 1 — Vendor Background & 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 & 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 & 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 & Development

2.1 Design Approach & 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 & 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 or CSS 2, HTML5?

Section 3 — Content Management

3.1 Content Management Approach & Experience

Describe your general approach to designing for Drupal. List examples of projects you have previously completed for Drupal-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 modules that create a defined publishing workflow, allow content to be designated as public or private, and allow members of the Saint Mary's College community to view private content through our single sign-on system (we're using MyCampus by CampusEAI, which will launch in Fall 2010). Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your custom Drupal 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 & Experience

Describe your general approach to custom module development, including a list of your most popular Drupal modules and a list of examples of projects you have previously completed that illustrate these features.

Section 5 —Investment & 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.

5.3 Contract Terms & Conditions

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

Appendices

1. [Functional Requirements](#)
2. [Style Guide](#)
3. [SMC Official Colors](#)
4. [Institutional Marketing web documents](#)
5. [Institutional Marketing Plan, FY 2010-2012](#)
6. [Presentation on Admissions Recruitment Tools, 11/21/08](#)
7. [Answers to Key Questions: Students, 11/08](#)
8. [Answers to Key Questions: Faculty, 11/08](#)
9. [Answers to Key Questions: Regents, 11/08](#)
10. [President's Strategic Plan 2007-2012](#)
11. [President's Strategic Plan 2007-2012, Summary](#)
12. [Fact Book, 2010 \(Table of Contents\)](#)
13. [Web Services Annual Report, 2008-2009](#)
14. [Top-Level Information Architecture for Existing Public Website](#)