



**REDLANDS COMMUNITY COLLEGE
1300 S. COUNTRY CLUB ROAD
EL RENO, OK 73036-5304**

**REQUEST FOR PROPOSALS
Website Design**

*Redlands Community College, a public higher education member institution
of the State of Oklahoma,
Seeks proposals to provide marketing support services.*

**REDLANDS COMMUNITY COLLEGE
Jena Marr, President**

January 2, 2024

Deadline for responses: Wednesday, January 31, 2024 2:00 P.M. CST

1. GENERAL INFORMATION

a. Mission and Structure of Redlands Community College

Redlands Community College, located in El Reno, Oklahoma, is a fully accredited two-year college in the Oklahoma State System of Higher Education. It was founded in 1938 as El Reno Junior College and was renamed Redlands Community College in 1991. Over the years, the campus has grown to include seven buildings and now encompasses 55 acres. The 150 acre Darlington Agriculture Education and Applied Research Center and the 310 acre Redlands Royse Ranch are located north of El Reno and house all agriculture operations.

Redlands Community College is governed by the Oklahoma State Regents for Higher Education and the Redlands Community College Board of Regents.

The mission of Redlands is to prepare students for lifelong learning in a high technology, fast-paced environment. The components of the Mission Statement include:

- Provide programs consistent with the first two years of a baccalaureate degree program;
- Offer an innovative curriculum designed to enhance collaborative learning;
- Provide opportunities for students in a supportive learning environment to develop leadership skills to function in a culturally diverse society;
- Provide clubs and organizations which focus on student needs and student success;
- Provide an environment of planned change based on imagination and a shared vision;
- Become a dynamic leader in services provided to the local, regional, and global community;
- Provide one-year and two-year occupational and technological programs, preparing graduates for jobs in industry, business, and service occupations;
- Participate in programs that enhance the economic development at the local, state, and national level.

b. Overview of Services Requested

Redlands Community College is seeking proposals from experienced companies specializing in website design and development services. Redlands requests proposals to provide services including, but not limited to the scope of work described generally below.

For many years now, Redlands has had a website, www.redlandsccl.edu, to disseminate information to individuals about our college. Redlands seeks the services of a company (the “Website Design and Development Services” company, hereinafter called WDDS) to provide services including but not limited to the scope of work described below.

Redlands will host web services at the OneNet datacenter. The environment, is standardized on Microsoft enterprise-based technologies, with third-party software and services designed to run on those technologies. Some services will eventually run on the OmniUpdate CMS in their datacenter, which will push web files to the production OneNet server. Any proposed system must adhere to the following requirements:

1. Provide a rapid transition from Redlands's existing website to the newly developed website.
2. The system must not contain any embedded advertisement technology such as, but not limited to, Google AdSense that would benefit the contract awardee.
3. All custom source images, custom documentation, and custom source code generated for the system, will be the property of Redlands.
4. The final site design will be the property of Redlands.

2. SCOPE OF PROJECT

The vendor shall be able to, but is not limited to provide these preferred features and services to create a robust website system.

- Website Design and application development.
 1. Provide website design services.
 2. Work with Redlands marketing department to develop or revise web content.
 3. Must develop a design that is fully compliant with regulatory bodies including but not limited to FERPA, HIPPA, PCI, GLBA, GDRP & NACHA, and ADA.
 4. Must create a design that has the following capabilities and experience.
 - a. Responsive design, to include mobile optimized design without the use of a separate URL/URI.
 - b. Content and structure of the site incorporates a plan for current SEO best practices.
 - c. Design for news articles/press releases section.
 - d. Design for campus events section.
 - e. Integration of Facebook, Instagram and other social media feeds.
 - f. Capability for both image and video banners that can be changed for each page.
 - g. XSLT files using valid XHTML code that will replicate the look and feel of the main website within Slate.
- Content management.
 1. Site coding should be designed with conversion into the OmniUpdate template system in mind.
 2. Designer will work with the Redlands marketing department and OmniUpdate staff to convert final design to OmniUpdate templates.

3. No code should be compiled in such a way that prevents modification by Redlands' personnel. All code must be directly editable in a standard text or web editor
4. Designer will provide training and familiarization to Redlands' employees before project close.
5. Full documentation of site layout along with a list of all software components used such as Drupal, SQL, or PHP.

3. PROPOSAL CONTENT

Bidders shall ensure that all information requested below is submitted as a part of the proposal and are encouraged to submit additional information that would further describe their capabilities. Responses should be presented in this order and clearly marked with the section number to which they are responding. Bidders should describe and provide strategies and proposed pricing for each service requested.

1. Provide the name, address, title and phone number of the primary person responsible for this Request for Proposal (RFP);
2. A statement of qualifications including number of years in the business, company's structure, statement of company business, purpose and core strengths;
3. Work samples relevant to higher education and/or to Redlands' objectives;
4. A list of similar projects conducted in the last three years for colleges, universities or other companies of institutions similar in size and resources Redlands. For each sample, provide a description of the nature of the work, the size and complexity of the project, and the amount and the agreed fee arrangements;
5. A profile of key personnel to be involved in the project;
6. If your proposal requires integration with a third party partner to meet the requirements in this RFP, we ask that you specify this;
7. A list of three references for work performed within the last three years on projects of similar size and scope. Provide years of experience working with client, email and phone contact for client.;
8. An indication of the types of information and data you would require from Redlands to execute the design;
9. A short brief of not more than three pages providing any initial thoughts on the project, what unique qualifications your company brings to this opportunity, and how your agency might proceed if awarded the opportunity.
10. A description of how the company intends to address the anticipated scope of services set forth in Section II of this RFP.
11. A statement explaining the WDDS approach to website design and maintenance services, including but not limited to methods, analytical techniques, or models that would be employed.

This RFP represents the current needs of the College. However, the requested services may change throughout the duration of the scope of work.

4. PROJECT SCHEDULE
 - o Initial design presented by March 26, 2024.
 - o Final design by May 28, 2024.
 - o Migration of content and testing completed by June 11, 2024.
 - o Anticipated time for the new website to “go live” is June 25, 2024.

5. DESCRIPTION OF REQUIREMENTS

Bid prices shall be inclusive of total estimated WDDS fees for completion of the project. Address the company’s willingness to agree to a cap for the design and implementation services of the new website. Redlands Community College will retain all rights to materials developed.

NOTE: Although proposed fees will be taken into account, Redlands reserves the right to negotiate a lower or different fee structure with any WDDS that is selected.

Insurance Requirements: Selected contractor must provide a certificate of liability insurance with a minimum of a \$1,000,000 General Liability Coverage. If contractor does not carry liability insurance, an affidavit of exempt status under the Workers' Compensation Act form can be substituted. This form is available upon request.

Non-exclusive Arrangement: The contractor agrees and understands that the contract shall not be construed as an exclusive arrangement and further agrees that Redlands may, at any time, secure similar or identical services from other vendors at its sole option.

Conflicts of Interest:

- Submit a statement describing any known potential conflict of interest or appearance of impropriety, relating to officers, directors, and employees of Redlands that could be created by providing services to Redlands.
- Indicate what procedures will be followed to detect and notify Redlands and to resolve any conflicts of interest.
- Indicate any pending litigation and/or regulatory action by any oversight body or entity that could have an adverse material impact on the WDDS’s ability to serve Redlands.
- Indicate if the WDDS has ever had a prior contract with any governmental entity terminated for any reason and provide an explanation.

6. SUBMISSION PROCESS

It may be deemed necessary to eliminate one or more of the projects, so bids should include a quote for all services and an itemized quote for each proposed service.

Companies interested in submitting quotes can send electronic quotes to:
jon.fields@redlandsccl.edu

Redlands Community College
Attn: Jon Fields, Executive Vice President
1300 S. Country Club Road El Reno, OK 73036

This is an open and competitive process.

The quotes must contain the signature of an authorized officer or agent of the company submitting the quotes.

Quotes must be received by the designated person no later than 2:00 PM CST on Wednesday, January 31, 2024.

Quotes submitted by mail are to be in a sealed, large mailing envelope, with the name and address of the bidder in the upper left corner, the name and address of the Quote designee (as shown above) in the middle front, and the words "WEBSITE DESIGN PROPOSAL" in the lower left corner of the mailing envelope.

Quotes received after 2:00 PM CST on Wednesday, January 31, will not be considered.

The price quoted should be inclusive.

If the execution of work to be performed by the submitting company required the hiring of sub-contractors, this must be clearly stated in the proposal. Sub-contractors must be identified and the work they will perform must be identified. In the proposal provide the name and address of the sub-contractor. Redlands will not refuse a proposal based upon the use of sub-contractors; however, Redlands retains the right to refuse the proposed sub-contractor submitted as part of the proposal. Once selected and approved, any sub-contractors will be bound by the same policies, procedures, and regulations as will be required of the lead company.

Redlands Community College reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of the college. Redlands reserves the right to waive minor informalities in the RFP. Redlands assumes no obligations, no responsibility, and no liability for costs incurred by the responding companies prior to the issuance of a contract.