



Web Site Development RFP

CACUBO, the Central Association of College and University Business Officers, is currently soliciting proposals for creation and implementation of a new information architecture, a new visual design concept, and a content management system for www.cacubo.org.

All proposals must be received by 5:00 pm EST on March 16, 2012. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to hdevries@calvin.edu or by mail to the following address:

Dr. Henry E. DeVries, II
CACUBO President
1855 Knollcrest Circle, SE
Grand Rapids, MI 49546-4402

CACUBO reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of CACUBO.

Vendor Questions Due Date	Friday, March 9, 2012
RFP Response Due Date	Friday, March 16, 2012
Vendor Selection	Friday, April 14, 2012
Desired Project Completion	Friday, September 14, 2012

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Introduction – Organization Overview and Project Objectives

The **Central Association of College and University Business Officers (CACUBO)** is a non-profit, volunteer-led organization that allows school, colleges, and university business officers opportunities to develop professionally, share thoughts, and speak in concert on matters affecting higher education.

CACUBO members represent institutions large and small, public and private, from community colleges to small independent institutions to large research institutions. CACUBO is one of four regional associations (Central, [Eastern](#), [Southern](#), [Western](#)) making up the [National Association of College and University Business Officers \(NACUBO\)](#). CACUBO is a volunteer led association, without paid staff, that operates using a committee structure. Since its formal organization in 1912, eighty-eight different presidents have served CACUBO.

One of the primary goals of CACUBO is to provide professional development opportunities, as well as leadership training, for all levels of staff in business and financial management. The following professional development programs are presented annually to accomplish this goal.

- [CACUBO Annual Meeting](#) held each fall provides a setting for direct interface with fellow business officers, speakers on matters of general interest, seminars on selected topics, as well as information and exhibits sponsored by our business partners. In addition to website promotion for the annual meeting, the presentations and handouts from the session are archived on the web site to leverage their value to members who are unable to attend.
- [CACUBO Professional Leadership Development Institute](#) will sharpen your focus to our changing world. You will learn from Dr. Gerald Graham, a recognized expert in the area of leadership. The on-line and classroom sessions are designed to promote your continued professional growth, enhance and expand your knowledge, sharpen your leadership skills and provide in-depth knowledge on how to be successful in your position.
- The [WINTER Workshop](#) is a quality professional and personal development opportunity for all levels of higher education staff members and focuses on those skills and technical competencies needed to succeed in current positions or in the assumption of greater institutional responsibilities.

- The [Higher Education Accounting Workshop](#) is designed to provide participants with an introduction to the college and university accounting concepts and the basic format used by institutions in their financial statements. The workshop targets accounting and financial administration personnel with a need to develop a greater understanding financial reporting.
- [Best Practices](#) is a program to showcase best practices of college and university business officers' efforts in creating better, more efficient, and customer friendly business practices at CACUBO's Annual Meeting and disseminate program submissions to CACUBO's membership.

To date, CACUBO has utilized its web site for three functions

- 1) To serve as the initial entry point to publicize and promote information about upcoming professional development programs, including links to off-site event registration and hotel reservation sites, as appropriate.
- 2) To serve as an on-line library of both current and historical documents related to association operations – rosters of committee membership, copies of association policies and forms, calendars of events, listing of employment opportunities, etc.
- 3) To provide a publicly-accessible archive of information generated by the association's activities, e.g., copies of association newsletters, copies of materials provided by presenters at professional development programs, references to information from the national organization, etc.

The current web site has roots in design and technology from over 10 years ago. In addition, in recent years content updating has been accomplished primarily by copying the previous year's static HTML page, updating the URL link to the subsequent year, and replacing specific content. This practice has produced a website which is stale in appearance and design, confusing to negotiate, lacks contemporary navigational aids, and contains outdated and sometimes inconsistent information. In total, these characteristics result in a web site that is challenging to use and potentially confusing.

The primary goal for this project, then, is to refresh the web site in four specific areas:

- 1) Create a new overall website design with a contemporary look and feel and to redesign the generic 1st and 2nd level pages which will hold the majority of the site content.
- 2) To completely re-define the information architecture of the site to improve the user experience, especially in the realm of information access.
- 3) To improve and enhance the user experience by the inclusion of contemporary web features such as improved menu design options, clear navigation aids, user-feedback mechanisms.
- 4) To deploy a content management system which will leverage appropriate re-use of content throughout the web site

The full statement of expectations for this project is found in Appendix A -- *A 2-Year Plan for CACUBO's Web Presence*.

Section 1 – Vendor Background and Qualifications

1.1 – Specific Expertise and 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 work that illustrates these capabilities when available.

1.2 – Experience Working with Associations Serving Higher Education

Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons learned from working on these projects with higher education customers which you will bring to our project.

1.3 – Organizational Capacity

List your separate in-house departments and the approximate number of personnel in each. 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 development team for our project, along with a short bio for each listing their qualifications and experience.

1.5 – References and Awards

Provide a list of three clients that you have completed projects for in the past. Two can be current clients, but at least one should be a former client who no longer does business with your company. Be sure to include contact name and full contact information for each. Include a list of awards your company, or any projects completed by 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 and Development

2.1 – Design Approach and Experience

Briefly discuss your general approach to design for the web, including a description of your in-house design, Flash and other multimedia presentation capabilities. Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

2.2 – Compliance, Compatibility, and 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.

2.3 – Project Requirements

As indicated earlier, the primary goal for this project is to refresh the web site in four specific areas:

- 1) Create a new overall website design with a contemporary look and feel and to redesign the templates for the generic 1st and 2nd level pages which will hold the majority of the site content.
- 2) To completely re-define the information architecture of the site to improve the user experience, especially in the realm of information access.
- 3) To improve and enhance the user experience by the inclusion of contemporary web features such as improved menu design options, clear navigation aids, user-feedback mechanisms.
- 4) To deploy a content management system which will leverage appropriate re-use of content throughout the web site.

Accompanying this primary goal is a secondary goal which carries equal import in the selection of the successful proposal. Elegance in design and sophistication in infrastructure must be accompanied by simplicity in implementation, content management, and maintenance of the web site. Because CACUBO is a non-profit, volunteer organization, the responsibility for web site management and web content updating will depend on a volunteer. Consequently, the technology tools to manage the new web site must be easy to learn and simple to use.

Section 3 – Content Management

3.1 – Content Management Approach and Experience

Describe your general approach to designing and building Content Management Systems, including specifying if your solution is custom or 3rd party. List examples of projects you have previously completed CMS's for, 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 web sites experience with getting properly and fully indexed by the search engines. Be sure to also explain the level of control your CMS solution will give us going forward to optimize our site on our own.

3.3 – Project Requirements

This project will require the building and implementation of a full Content Management System to allow us to add, edit and remove pages and content for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

Section 4 – Custom Application Development

4.1 – Custom Application Development Approach and Experience

Describe your general approach to custom application development, including a list of your most popular applications and a list of examples of projects you have previously completed which show these features.

4.2 – Project Requirements

The CACUBO website currently contains no custom applications. Yet, this is likely due to its historical technology heritage of static HTML pages. CACUBO would consider vendor recommendations for custom applications that could enhance the four primary website goals stated in Section 2.3.

Section 5 – Hosting and Colocation Data Services

5.1 – Data Services Approach and Expertise

Include in Response

Describe your hosting capabilities, including the experience and qualifications of your personnel, the equipment and capacity of your server environment, power and data supply and redundancies, and your facility security. Follow this with a list of your levels of hosting services, including the monthly bandwidth, disk space and email account for each, along with the cost for each.

5.2 – Project Requirements

The CACUBO web site is currently hosted by a member institution of higher education. Given the likely changes that will occur in the technology infrastructure to support this web site redesign, CACUBO would consider vendor-provided hosting solutions for site hosting, data hosting to support the CMS, e-mail hosting, server co-location, etc. Please specify your offerings that would be appropriate to proposed hosting solutions.

Section 6 – Investment and Timeline

6.1 – 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

6.2 – Proposed Timeline

Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

6.3 – Contract Terms and Conditions

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

A 2-Year Plan for CACUBO's Web Presence

January, 2012

Mission Statement for the CACUBO Website

CACUBO's Web presence is an organization-wide endeavor supporting the mission and the strategic plan of the organization through communication, education, features, services and transactions for our members and visitors:

- Higher Education Business office staff members throughout the CACUBO region.
- CACUBO Business Partners
- Higher Education business office staff members nationally

Vision for the CACUBO Website

CACUBO's Web presence engages and empowers visitors:

- To participate in a growing organization that is representative of all constituent institutions and business/finance professionals within the region.
- To discover the wide variety of professional development opportunities, as well as leadership training, offered by CACUBO for all levels of staff in business and financial management.
- To engage with peers who share concerns about the current issues facing college and university financial management and business administration

Goals and Strategies

1. Focus on visitor's goals and tasks based upon research-driven data, trends, and feedback.
2. Improve accessibility to online content for all visitors as outlined by industry standards and best online practices.
 - 2.1 Development of a robust, site-wide search capacity
 - 2.2 Development of audience-specific menus
 - 2.3 Implement consistent site-wide design that clearly communicates page placement within the information architecture and unambiguous navigation throughout the website.
3. Increase awareness of CACUBO's professional development offerings
 - 3.1 Enhance the access to and delivery of information related to professional development programs.
 - 3.2 Highlight departmental news, discoveries and publications.
 - 3.3 Support scholarship and research opportunities.
4. Improve the quality of online resources to support CACUBO operations and management.
 - 4.1 Improve access to organized electronic resources.
 - 4.2 Improve the online tools to support course administration.

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January, 2012

5. Create a strong, positive impression among website visitors by leveraging the unique advantages of online communication.

5.1 Share the emotions, stories, and the dedicated efforts of volunteers that support CACUBO's mission.

5.2 Consistently demonstrate our message and articulate CACUBO's unique qualities to serve and support higher education business officers.

5.3 Allow website visitors to share their CACUBO experience with others.

Add Alternate I -- Redesign of CACUBO Corporate Logo

In addition to a redesign of the corporate website, CACUBO desires to update our corporate logo to a more contemporary design which can be used with equal facility for print, web, and other media including promotional materials, e.g., clothing, portfolios, notepads, etc.

Current Corporate Logo:



If your firm is interested in bidding on this opportunity, please include appropriate information in your responses, segregating the information / cost / data / examples at the end of each section of your response identified with the title “Add Alternate – Logo Redesign”