

REQUEST FOR PROPOSALS
Content Audit and Website Redesign
October 28, 2016

A. Purpose

To review and audit existing content on TransferIN.net and reconstruct the website with an updated design, following the branding of Learn More Indiana. In addition, create further content pages and databases with Commission initiatives.

B. Background

The Indiana Commission for Higher Education (CHE) is a 14-member public body created in 1971 to define the missions of Indiana's colleges and universities, plan and coordinate the state's postsecondary education system, and ensure that Indiana's higher education system is aligned to meet the needs of students and the state.

TransferIN.net was designed to provide information on transferring college credits between institutions or receiving college credit for military service or work experience. In addition to students and parents, TransferIN.net is used by high school and college admissions counselors.

C. Services Sought

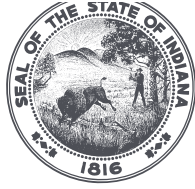
The Commission seeks the following services. Please itemize your bid by service provided, separating agency costs from deliverable costs:

1. Content Audit

- a. Collect, analyze, organize and edit all TransferIN website content.
- b. Hold focus groups of the following constituencies:
 - Military members
 - Returning adult students
 - Traditional college students
 - College admissions and high school counselors

Content from TransferIN.net will be presented to each group. Members will be asked to critique the website and provide feedback. Their responses will be used to determine what content is useful and how it should be presented to each target demographic.

- c. Work with The Commission's Academic Affairs and Communications team to ensure that content determined to be relevant through focus groups is easily understandable to students and average Hoosiers.



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2. Website Redesign

- a. Review the TransferIN.net website and determine the best way to redesign the site with updated branding and suggest how it can be incorporated into CHE's overall communication plan.
- b. Design page templates (desktop, tablet and mobile) for various pages.
- c. Update TransferIN.net logo and evaluate if logo can be adapted, with modifications, to other transfer-related initiatives such as the Academic Program Inventory, Advanced Placement, Bridge Program Inventory, CLEP, Core Transfer Library, Dual Credit, Military Credit, Statewide Transfer General Education Core, and Transfer Single Articulation Pathways.
- d. Create searchable database system by academic year, allowing for CHE to update, for the API, AP, Bridge Program Inventory, CTL, CLEP, Dual Credit Crosswalks, STGEC, Military Credit, and TSAP.
- e. Create pages for additional initiatives such as the Board for Proprietary Education (BPE), Indiana e-Transcript and Multi-State Collaborative to Advance Quality Student Learning (MSC).
- f. Program and develop the new website based on the approved design and content.
- g. Test the new website on various devices and browsers.
- h. Work with CHE to make changes as needed.
- i. Plan with CHE to develop a means to monitor website content and make necessary updates.
- j. Develop a timeline and protocol for monitoring and completing changes.

This project will work with the Academic Affairs and Communications units at CHE.

D. Response Requirements

Responses are limited to no more than 15 pages, excluding appendices, and must include description of the entity interested in providing the services, including:

- History of company, services, experience
- Explanation of similar work performed
- Description for each component of work outlined above
- Itemized price estimate/budget for services, including travel fees
- References

E. Terms

Funding for this project will come from state funds. Vendors must be able to agree to the terms and conditions of the Commission's standard Professional Services Agreement (sample appended to this document). Vendors must be registered with the Indiana Secretary of State's Office (vendors may do



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so at <http://www.in.gov/sos/business/3648.htm>). All payments will be 35 days in arrears and via ACH/electronic deposit from the Indiana Auditor of State's Office. Invoices must detail expenses and charges in accordance with any purchase orders issued; total payment shall not exceed the accepted bid amount. Any and all travel reimbursed via this contract will be subject to the reimbursement rates of Financial Management Circular 20014-1 (vendors should review at http://www.in.gov/sba/files/FMC_2014-1.pdf).

F. Scoring Criteria

Responses will be reviewed by Commission staff for completeness and compliance with each of the requirements outlined in **Section D. Response Requirements**. Any questions about omissions from a proposal will be referred to the applicant. If, in the judgment of the Commission, a proposal is late, incomplete or does not adhere to or address the guidelines set forth, the response will be omitted from the review process. The Commission may request revision to proposal and budget prior to approval, award or release of funding. The decision of the Commission is final, and applicant will be notified in writing.

The following weights will be used to score each section **except** the last bullet noted in Section B. Therefore, the scoring will apply to the following areas:

- History of company, services, experience; (10 points)
- Explanation of similar work performed; (30 points)
- Description of work to be performed; (20 points)
- Itemized price estimate for services, including travel fees; (40 points)
- References.

G. Communication with the Commission for Higher Education

All communication, including responses, questions concerning the services being sought, or the response requirements, should be directed to:

Kaylee Showers

kshowers@che.in.gov

317-232-1032

H. Timeline

- To be considered, responses must be received by the Indiana Commission for Higher Education via email **no later than 4:00 PM on November 7, 2016.** Confirmation of receipt will be sent.
- Determinations of proposals will be issued no later than **November 23, 2016.**
- On-going communication between the vendor and Commission staff is expected throughout to discuss the resources and ask any clarifying questions.

-- End of Request for Proposal



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