

MINNESOTA STATE COLLEGES AND UNIVERSITIES

RIDGEWATER COLLEGE

REQUEST FOR PROPOSAL (RFP) FOR THE CREATION OF A NEW COLLEGE WEBISTE

SPECIAL NOTE: This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities (Minnesota State) system, its Board of Trustees or Ridgewater College to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on <http://www.mnscu.edu/vendors/index.html> . For this RFP, posting on the captioned web site above constitutes written notification to each vendor. Vendors should check the site daily and are expected to review information on the site carefully before submitting a final proposal.

May 2017

**REQUEST FOR PROPOSAL (RFP)
FOR THE
CREATION OF A NEW COLLEGE WEBSITE**

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Section I. General Information

Background

Minnesota State Colleges and Universities is the fifth-largest system of higher education in the United States. It is comprised of 31 two-year and four-year state colleges and universities with 54 campuses located in 47 Minnesota communities. The System serves approximately 430,000 students each year. The Minnesota State Colleges and Universities is an independent state entity that is governed by a 15 member Board of Trustees. The law creating the system was passed by the Minnesota Legislature in 1991 and went into effect July 1, 1995. The law merged the state's community colleges, technical colleges and state universities into one system, other than the University of Minnesota campuses. For more information about Minnesota State Colleges and Universities, please view its website at www.mnscu.edu.

Ridgewater College is a community and technical college in West Central Minnesota that is creating opportunities and changing the lives of the students we serve. We offer more than 100 educational programs to more than 5,500 students on our Willmar and Hutchinson Campuses.

Nature of RFP

Ridgewater College is requesting proposals to assist in the creation of a new college website. This RFP is undertaken by Ridgewater College pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws.

Accordingly, Ridgewater College shall select the vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in Ridgewater College's sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost effective manner. Ridgewater College reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary in order to serve the best interests of Ridgewater College. This RFP shall not obligate the Ridgewater College to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

General Selection Criteria

General criteria upon which proposals will be evaluated include, but are not limited to, the following:

- Expressed understanding of and ability to achieve proposal objectives;
- Work plan for achieving proposal objectives;
- Ridgewater resources as identified by vendor required to complete deliverables;
- Qualifications of the vendor and its personnel (experience of personnel who are committed to work on the contract will be given greater weight than that of the company);
- Completeness, thoroughness and detail of response (i.e. discussion and coverage of all elements of work listed in the RFP);
- Cost/Cost in relation to level of service to be provided.

Ridgewater College shall select the vendor(s) whose proposal(s) and oral presentation(s), if requested, demonstrate in Ridgewater's sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost effective manner. Ridgewater College reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary in order to serve the best interests of Ridgewater College. This RFP shall not obligate Ridgewater to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

Strategy and Overview

- The company should demonstrate that it conducts meaningful studies into the needs of Ridgewater and our stakeholders. The work done by the company should be customized to Ridgewater and our needs and designed to fit Ridgewater (i.e. not a modified general template).
- The proposal must include a solution that results in the comprehensive redesign of the College's main website with respect to the College's brand.
- The College requires a CMS that will support best practices both from a marketing standpoint (speed, SEO, metrics and measurements) and code deployment processes.

Design and Usage

- The redesign should embrace simplicity of design and content, with minimal key messages and calls-to-action on each page.
- The proposal must include a website design with a variety of features, widgets, tools, modules, etc. that are flexible to accommodate changing needs of presenting information and to aid in the College's ability to easily update page design. Ability to use flexible design must require minimal effort.
- The company will be responsible for the implementation of the final approved design.
- The company must develop successful targeted sub-sites for groups or special functionality.

Content Strategy

- The company will provide training for technical administration and content managers, including, but not limited to, quick reference guides and in-person training.
- The company should provide a sandbox environment for content authors to practice using the new CMS before it is fully implemented in the Ridgewater website.
- The company should address the following deliverables in the proposal:
 - Content migration strategies
 - URL redirects and tools
 - Style and content editor guide
 - Define KPIs
 - Configure Google Analytics and Google Tag Manager dashboard
 - SEO-optimized pages and tools to manage search metatags

Selection Process

The selection process includes a workgroup comprised of the Director of Communication and Marketing, CFO and representatives from Ridgewater College. This group will evaluate the proposals and make the final decision. Selected vendors may be invited to deliver an on-site presentation. This group will evaluate the proposals and make the final decision.

Selection and Implementation Timeline

Monday, May 15, 2017	Publish RFP notice in State Register
Monday, June 5, 2017 2:00 p.m. CT	Deadline for RFP proposal submissions
Tuesday-Friday, June 6-9	Review RFP proposals
Monday-Tuesday, June 12-13	Meet with individual responders
Friday, June 16, 2017	Complete selection process
Friday, June 30, 2017	Deadline for executing contract

Contract Term

Ridgewater College desires to enter into a contract with the successful vendor(s) effective no later than June 30, 2017. If Ridgewater College and the vendor are unable to negotiate and sign a contract by August 1, 2017, then Ridgewater College reserves the right to seek an alternative vendor(s).

Parties to the Contract

Parties to this contract shall be the “State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of Ridgewater College and the successful vendor(s).

Contract Termination

The State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities, may cancel the contract(s) upon 30 days written notice, with or without cause.

Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of Ridgewater College.

School: Ridgewater College

System Office: The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

Vendor: The firm selected by Ridgewater College as the successful responder(s) responsible to execute the terms of a contract.

Applicable Law

A contract entered into as a result of this RFP shall be governed and interpreted under the laws of the State of Minnesota.

Contract Assignment

A contract or any part hereof entered into as a result of this RFP shall not be assigned, sublet, or transferred directly or indirectly without prior written consent of the Vice President of Operations, Daniel Holtz.

Entire Agreement

A written contract and any modifications or addenda thereto, executed in writing by both parties constitutes the entire agreement of the parties to the contract. All previous communications between the parties, whether oral or written, with reference to the subject matter of this contract are void and superseded. The resulting contract may be amended at a future date in writing by mutual agreement of the parties.

Deviations and Exceptions

Deviations from and exceptions to terms, conditions, specifications or the manner of this RFP shall be described fully on the vendor's letterhead stationery, signed and attached to the proposal submittal page(s) where relevant. In the absence of such statement the vendor shall be deemed to have accepted all such terms, conditions, specifications and the manner of the RFP. A vendor's failure to raise an issue related to the terms, conditions, specifications or manner of this RFP prior to the proposal submission deadline in the manner described shall constitute a full and final waiver of that vendor's right to raise the issue later in any action or proceeding relating to this RFP.

Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between Ridgewater College and the vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the vendor, and must be fully and properly executed and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

Proposal Rejection and Waiver of Informalities

This RFP does not obligate the Minnesota State Colleges and Universities (Minnesota State) system, its Board of Trustees or Ridgewater College to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Ridgewater College also reserves the right to waive minor informalities and, notwithstanding anything to the contrary, reserves the right to:

1. reject any and all proposals received in response to this RFP;
2. select a proposal for contract negotiation other than the one with the lowest cost;
3. negotiate any aspect of the proposal with any vendor;
4. terminate negotiations and select the next most responsive vendor for contract negotiations;
5. terminate negotiations and prepare and release a new RFP;
6. terminate negotiations and take such action as deemed appropriate.

Section II. Parties to the RFP

Ridgewater College and interested vendors.

Section III. Vendor Requirements.

PROJECT PLAN DEVELOPMENT

1. Description of Work: Development of a project plan;
2. Deliverables: A project plan that describes the path from current presence to full implementation of the redesigned presence. The plan will provide specific dates for project phases and milestones for all services and deliverables.

INFORMATION ARCHITECTURE DEVELOPMENT

1. Description of Work: Development of a comprehensive Information Architecture describing the logical organization of web assets for primary and secondary audiences.
2. Deliverables:
 - An Information Architecture specification (including a sitemap) that describes at least five levels of content from the root ridgewater.edu;
 - Specification of navigation structure for each level.

CREATIVE VISUAL DESIGN

1. Description of Work: The Vendor will create three visual design concepts for all web assets that are consistent with Ridgewater branding. Ridgewater workgroups will review the three visual design concepts and select one for either further development or for proceeding to the Implementation phase. The vendor will take feedback from the workgroup and refine the selected design as requested and directed by Ridgewater.
2. Deliverables: Three visual design concepts, one of which has been refined through multiple iterations of feedback. Required components of each visual design concept include:
 - Visual layouts for the ridgewater.edu homepage
 - Multiple layout options for child pages;
 - Wireframe specifications for content components of each visual layout;
 - A design for a complete user experience that uses mobile platforms.

IMPLEMENTATION

1. Description of Work: In collaboration with Ridgewater staff, implement the visual design and Information Architecture, and migrate existing content in two phases:
 - Pilot and quality assurance review of new user interface, information architecture and selected content migrated from existing site;
 - Implementation of new user interface and information architecture for all remaining content.
2. Deliverables:
 - A written website style guide that describes design details (such as fonts, color palettes, wireframe/screen layout specifications) and visually demonstrates implementation of design elements on ridgewater.edu homepage, multiple child pages, and applications

- external to ridgewater.edu such as Minnesota State Connect (SharePoint) intranet, e-Services Online Application for Admission and e-Services Course Search/Registration. Specifications must be included for traditional and mobile platforms;
- Code and design templates built within an agreed upon web content management system (CMS) for homepage and ten variations for different child pages.
 - Cascading Style Sheets (CSS) that implement design specifications;
 - A map that cross-references the logical location of existing assets in ridgewater.edu (using the current Information Architecture) to the logical location in the redesigned ridgewater.edu (using the new Information Architecture);
 - Physical migration of existing assets in ridgewater.edu (including text, graphics, and documents) using agreed upon web tools or other options;
 - A quality assurance review including audit to ensure successful migration of content and search for and correction of broken links and missing or incorrectly linked assets;
 - A security audit that demonstrates security requirements have been met (see “Website Technical Requirements”); The vendor will be responsible for correcting deficiencies deemed critical by Ridgewater;
 - An accessibility audit that demonstrates required accessibility standards have been met (see “Website Technical Requirements”); the vendor will be responsible for correcting deficiencies;
 - CMS user training and training materials;
 - 60 day post-implementation support and service including such services as code fixes and adjustments to templates to ensure deliverables meet specifications functional expectations.

PROGRAM AND COLLEGE SEARCH TOOL EVALUATION AND RECOMMENDATION

A central feature of ridgewater.edu is the ability for visitors to search for program, degree and general college information that meet the visitor’s requirements (see “search” on the homepage of ridgewater.edu). Although the existing search capabilities are functional and widely used by visitors, they can be vastly improved.

- Description of Work: The selected vendor must evaluate the current capabilities of the program and college search tools.
- Deliverables: A report describing recommendations for improvement.

Website Technical Requirements

- A. The vendor will be responsible for developing and implementing site assets an agreed upon CMS as well as linking to certain additional Ridgewater web assets developed in third-party platforms including eFolio, Stratus Technology and WordPress;
- B. Site must meet compatibility requirements of all versions released within the last two years of the top five most used browsers including but not necessarily limited to Internet Explorer, Mozilla Fire Fox, Google Chrome and Safari; Site must be responsive in its design to render well on desktops, laptops, tablets, and mobile devices; devices;
- C. Navigation must implement breadcrumbs;
- D. Site must incorporate features for search engine optimization (including keywords and metatags) and web traffic analytics (Google Analytics);

- E. Code, code libraries, and technical deliverables must pass a security audit conducted by Minnesota State information security staff using third-party code assessment tool provided by Veracode. Site must meet industry-standard security controls to protect the confidentiality, integrity and availability of its digital assets.
- F. Site must conform to industry/mandated standards including accessibility standards (including ADA, Section 508, and WCAG 2.0), HTML5, CSS3, and World Wide Web Consortium compliance standards for web development.

Information Contact

Ridgewater College’s agent for purposes of responding to inquiries about the RFP is:

Name: Liz VanDerBill
 Title: Director of Communication and Marketing
 Address: 2101 15th Ave NW Willmar, Minnesota 56201
 Telephone: 320.222.6090
 E-mail address: liz.vanderbill@ridgewater.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and Ridgewater College shall not be bound by and responders may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

Section IV. Response Evaluation

The following criteria and their identified weight will be used by the Ridgewater College to evaluate the responses:

Expressed understanding of and ability to achieve proposal objectives.	25%
Work plan for achieving proposal objectives.	10%
Ridgewater resources as identified by vendor required to complete deliverables.	5%
Qualifications of the vendor and its personnel (experience of personnel who are committed to work on the contract will be given greater weight than that of the company).	20%
Completeness, thoroughness and detail of response (i.e. discussion and coverage of all elements of work list in the RFP).	5%
Cost/Cost in relation to level of service to be provided.	35%

In some instances, an interview will also be part of the evaluation process.

Ridgewater College reserves the right to name a date at which all responding vendors will be invited to present demonstrations or participate in an interview. Ridgewater College does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the **Selection and Implementation Timeline** above.

A proposal may be rejected if it is determined that a vendor’s ability to work with the existing infrastructure will be too limited or difficult to manage.

Section V. Additional RFP Response and General Contract Requirements

Notice to Vendors and Contractors

As a condition of this contract, CONTRACTOR is required by Minn. Stat. §270C.65 to provide a social security number, a federal tax identification number or Minnesota tax identification number. This information may be used in the enforcement of federal and state tax laws. These numbers will be available to federal and state tax authorities and state personnel involved in approving the contract and the payment of state obligations. Supplying these numbers could result in action to require CONTRACTOR to file state tax returns and pay delinquent state tax liabilities. This contract will not be approved unless these numbers are provided.

If you are an independent contractor, Minn. Stat. §256.998 requires the state to report your name, address and social security number to the New Hire Reporting Center of the Minnesota Department of Human Services unless your contract is for less than two months in duration with gross earnings of less than \$250.00 per month. This information may be used by state or local child support enforcement authorities in the enforcement of state and federal child support laws.

Problem Resolution Process

A formal problem resolution process will be established in the contract to address issues raised by either Ridgewater College or the vendor.

Affidavit of Non-Collusion

All responding vendors are required to complete the Affidavit of Non-Collusion form and submit it with the response.

Human Rights Requirements

For all contracts estimated to be in excess of \$100,000 all responding vendors are required to complete the Human Rights Certification Information and Affirmative Action Data Page and submit it with the response. As required by Minnesota Rule 5000.3600, "It is hereby agreed between the parties that Minnesota Statutes §363A.36 and Minnesota Rule 5000.3600 are incorporated into any contract between these parties based upon this specification or any modification of it. Copies of Minnesota Statutes §363A.36 and Minnesota Rules 5000.3400 - 5000.3600 are available from the Minnesota Bookstore, 660 Olive Street, St. Paul, MN 55155." All responding vendors shall comply with the applicable provisions of the Minnesota Affirmative Action law, Minnesota Statutes §363.A36. Failure to comply shall be grounds for rejection.

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by e-mail at mmd.help.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-Owned Preference

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent preference, but no less than the percentage awarded to any other group under this section on state procurement to **certified small businesses that are majority-owned and operated by veterans.**

In accordance with Minn. Stat. § 16C.19 (d), a veteran-owned small business, the principal place of business of which is in Minnesota, is certified if it has been verified by the United States Department of Veterans Affairs as being either a veteran-owned small business or a service disabled veteran-owned small business, in accordance with Public Law 109-461 and Code of Federal Regulations, title 38, part 74.

To receive a preference the veteran-owned small business must meet the statutory requirements above by the solicitation due date and time.

If you are claiming the veteran-owned preference, attach documentation, sign and return the Veteran-Owned Preference Form with your response to the solicitation. Only eligible veteran-owned small businesses that meet the statutory requirements and provide adequate documentation will be given the preference.

Insurance Requirements

A. The selected vendor will be required to submit an ACORD Certificate of Insurance to the Ridgewater College's authorized representative prior to execution of the contract. The selected vendor shall not commence work under the contract until they have obtained all the insurance described below and Minnesota State has approved evidence of such insurance. Vendor shall maintain such insurance in force and effect throughout the term of the contract.

B. The selected vendor will be required to maintain and furnish satisfactory evidence of the following:

1. Workers' Compensation Insurance. The vendor must provide workers' compensation insurance for all its employees and, in case any work is subcontracted, the vendor will require the subcontractor to provide workers' compensation insurance in accordance with the statutory requirements of the State of Minnesota, including Coverage B, Employer's Liability, at limits not less than \$100,000.00 bodily injury by disease per employee; \$500,000.00 bodily injury by disease aggregate; and \$100,000.00 bodily injury by accident.
2. Commercial General Liability. The vendor will be required to maintain a comprehensive commercial general liability insurance (CGL) policy protecting it from bodily injury claims and property damage claims which may arise from operations under the contract whether the operations are by the vendor or by a subcontractor or by anyone directly or indirectly employed under the contract. The minimum insurance amounts will be:

\$2,000,000.00 per occurrence

\$2,000,000.00 annual aggregate

\$2,000,000.00 annual aggregate – Products/Completed Operations

In addition, the following coverages must be included:

Premises and Operations Bodily Injury and Property Damage
Personal and Advertising Injury
Products and Completed Operations Liability
Blanket Contractual Liability
Name the following as Additional Insureds:
Board of Trustees of the Minnesota State Colleges and Universities
Ridgewater College

3. Commercial Automobile Liability. The vendor will be required to maintain insurance protecting it from bodily injury claims and property damage claims which may arise from operations of vehicles under the contract whether such operations were by the vendor, a subcontractor or by anyone directly or indirectly employed under the contract. The minimum insurance amounts will be:

\$2,000,000.00 per occurrence Combined Single Limit (CSL)

In addition, the following coverages should be included:

4. Errors and Omissions (E & O) Insurance. The vendor will be required to maintain insurance protecting it from claims the vendor may become legally obligated to pay resulting from any actual or alleged negligent act, error or omission related to the vendor's professional services required under this contract. The minimum insurance amounts will be:

\$2,000,000.00 per occurrence
\$2,000,000.00 annual aggregate

Any deductible will be the sole responsibility of the vendor and may not exceed \$50,000 without the written approval of Minnesota State. If the vendor desires authority from Minnesota State to have a deductible in a higher amount, the vendor shall so request in writing, specifying the amount of the desired deductible and providing financial documentation by submitting the most current audited financial statements so that Minnesota State can ascertain the ability of the vendor to cover the deductible from its own resources.

The retroactive or prior acts date of such coverage shall not be after the effective date of this contract and vendor shall maintain such insurance for a period of at least three (3) years, following completion of the work. If such insurance is discontinued, extended reporting period coverage must be obtained by vendor to fulfill this requirement.

Additional Insurance Conditions:

- Vendor's policy(ies) shall be primary insurance to any other valid and collectible insurance available to Minnesota State with respect to any claim arising out of vendor's performance under this contract;
- If vendor receives a cancellation notice from an insurance carrier affording coverage herein, vendor agrees to notify Minnesota State within five (5) business days with a copy of the cancellation notice, unless vendor's policy(ies) contain a provision that coverage afforded under the policy(ies) will not be cancelled without at least thirty (30) days advance written notice to Minnesota State;
- Vendor is responsible for payment of contract related insurance premiums and deductibles;

- If vendor is self-insured, a Certificate of Self-Insurance must be attached;
- Vendor’s policy(ies) shall include legal defense fees in addition to its liability policy limits, with the exception of B.4 above;
- Vendor shall obtain insurance policy(ies) from insurance company(ies) having an “AM BEST” rating of A- (minus); Financial Size Category (FSC) VII or better, and authorized to do business in the State of Minnesota; and
- An Umbrella or Excess Liability insurance policy may be used to supplement the vendor’s policy limits to satisfy the full policy limits required by the contract.

C. Ridgewater College reserves the right to immediately terminate the contract if the vendor is not in compliance with the insurance requirements and retains all rights to pursue any legal remedies against the vendor. All insurance policies must be available for inspection by Ridgewater College and copies of policies must be submitted to Ridgewater College's authorized representative upon written request.

State Audit

The books, records, documents and accounting practices and procedures of the vendor relevant to the contract(s) must be available for audit purposes to Minnesota State and the Legislative Auditor’s Office for six (6) years after the termination/expiration of the contract.

Minnesota Government Data Practices Act

The requirements of Minnesota Statutes § 13.05, subd. 11 apply to the contract. The vendor must comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13, as it applies to all data provided by Minnesota State, its schools and the System Office in accordance with the contract and as it applies to all data created, gathered, generated or acquired in accordance with the contract. All materials submitted in response to this RFP will become property of the State of Minnesota and will become public record after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when Minnesota State has completed negotiating the contract with the selected vendor. If the vendor submits information in response to this RFP that it believes to be trade secret materials as defined by the Minnesota Government Data Practices Act, the vendor must:

- mark clearly all trade secret materials in its response at the time the response is submitted;
- include a statement with its response justifying the trade secret designation for each item;
- defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State of Minnesota, Minnesota State, its agents and employees, from any judgments or damages awarded against the State or Minnesota State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives Minnesota State’s award of a contract. In submitting a response to this RFP, the responder agrees this indemnification survives as long as the trade secret materials are in possession of Minnesota State.

Minnesota State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Conflict of Interest

The vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that it is contemplated in this Request for Proposal. The list should indicate the names of the entity, the relationship, and a discussion of the conflict.

Organizational Conflicts of Interest

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances that could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the respective school's chief financial officer or the System Office's Business Manager that must include a description of the action which the vendor has taken or proposes to take to avoid or mitigate such conflicts. If an organizational conflict of interest is determined to exist, the school or System Office may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to the contracting officer, the school or System Office may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve Minnesota State's rights.

Physical and Data Security

The vendor is required to recognize that on the performance of the contract the vendor will become a holder of and have access to private data on individuals and nonpublic data as defined in the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13; and other applicable laws.

In performance of the contract, the vendor agrees it will comply with all applicable state, federal and local laws and regulations, including but not limited to the laws under Minnesota Statute Chapters 13 relating to confidentiality of information received as a result of the contract. The vendor agrees that it, its officers, employees and agents will be bound by the above confidentiality laws and that it will establish procedures for safeguarding the information.

The vendor agrees to notify its officers, employees and agents of the requirements of confidentiality and of the possible penalties imposed by violation of these laws. The vendor agrees that neither it, nor its officers, employees or agents will disclose or make public any information received by the vendor on behalf of Minnesota State and Ridgewater College.

The vendor shall recognize Minnesota State's sole and exclusive right to control the use of this information. The vendor further agrees it shall make no use of any of the described information, for either internal or external purposes, other than that which is directly related to the performance of the contract.

The vendor agrees to indemnify and hold harmless the State of Minnesota, Minnesota State and Ridgewater College from any and all liabilities and claims resulting from the unauthorized disclosure by the vendor, its officers, employees or agents of any information required to be held confidential under the provisions of the contract. The vendor must return all source data to the "Authorized Representative" to be identified in the contract.

Reimbursements

Reimbursement for travel and subsistence expenses actually and necessarily incurred by the contractor as a result of the contract will be in no greater amount than provided in the current "Commissioner's Plan" promulgated by the commissioner of Employee Relations. Reimbursements will not be made for travel and subsistence expenses incurred outside Minnesota unless it has received the State's prior written approval for out of state travel. Minnesota will be considered the home state for determining whether travel is out of state.

Section VI. RFP Responses

Submission

Sealed proposals must be received at the following address not later than Monday, June 5, 2017 2:00 p.m. CT:

Institution: Ridgewater College
Name: Teren Novotny
Title: Purchasing
Mailing Address: 2101 15th Ave NW, Willmar MN 56201

The responder shall submit two (2) copies of its RFP response and a compact disc with the RFP response in Microsoft Word format. Proposals are to be sealed in mailing envelopes or packages with the responder's name and address clearly written on the outside. One copy of the proposal must be unbound and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

Proposals received after this date and time will be returned to the responder unopened.

Fax and e-mail responses will not be considered.

Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted. The use of "white out" is considered an alteration.

The remainder of this page was intentionally left blank

**STATE OF MINNESOTA
AFFIDAVIT OF NON-COLLUSION**

I swear (or affirm) under the penalty of perjury:

1. That I am the Responder (if the Responder is an individual), a partner in the company (if the Responder is a partnership), or an officer or employee of the responding corporation having authority to sign on its behalf (if the Responder is a corporation);
2. That the attached proposal submitted in response to the _____ Request for Proposal has been arrived at by the Responder independently and has been submitted without collusion with and without any agreement, understanding or planned common course of action with, any other Responder of materials, supplies, equipment or services described in the Request for Proposal, designed to limit fair and open competition;
3. That the contents of the proposal have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any such persons prior to the official opening of the proposals; and
4. That I am fully informed regarding the accuracy of the statements made in this affidavit.

Responder's Firm Name: _____

Authorized Signature: _____

Date: _____

Subscribed and sworn to me this _____ day of _____

Notary Public: _____

My commission expires: _____

**NOTICE TO CONTRACTORS
AFFIRMATIVE ACTION
CERTIFICATION OF COMPLIANCE**

It is hereby agreed between the parties that Minnesota State will require that affirmative action requirements be met by contractors in relation to Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600. Failure by a contractor to implement an affirmative action plan or make a good faith effort shall result in revocation of its certificate or revocation of the contract (Minnesota Statutes §363A.36, subdivisions 3 and 4).

Under the Minnesota Human Rights Act, §363A.36, businesses or firms entering into a contract over \$100,000 which have more than forty (40) full-time employees within the state of Minnesota on a single working day during the previous twelve (12) months, or businesses or firms employing more than forty (40) full-time employees on a single working day during the previous twelve (12) months in a state in which its primary place of business is domiciled and that primary place of business is outside of the State of Minnesota but within the United States, must have submitted an affirmative action plan that was received by the Commissioner of Human Rights for approval prior to the date and time the responses are due. A contract over \$100,000 will not be executed unless the firm or business having more than forty (40) full-time employees, either within or outside the State of Minnesota, has received a certificate of compliance signifying it has an affirmative action plan approved by the Commissioner of Human Rights. The Certificate is valid for four (4) years. For additional information, contact the Department of Human Rights, Freeman Building, 625 Robert Street North, Saint Paul, MN 55155.

Effective July 1, 2003. The Minnesota Department of Human Rights is authorized to charge a \$150.00 fee for each Certificate of Compliance issued. A business or firm must submit its affirmative action plan along with a cashier's check or money order in the amount of \$150.00 to the Minnesota Department of Human Rights or you may contact the Department for additional information at the Compliance Services Unit, Freeman Building, 625 Robert Street North, Saint Paul MN 55155.

State Of Minnesota – Affirmative Action Certification

If your response to this solicitation is or could be in excess of \$100,000, complete the information requested below to determine whether you are subject to the Minnesota Human Rights Act (Minnesota Statutes 363A.36) certification requirement, and to provide documentation of compliance if necessary. It is your sole responsibility to provide this information and—if required—to apply for Human Rights certification prior to the due date of the bid or proposal and to obtain Human Rights certification prior to the execution of the contract. The State of Minnesota is under no obligation to delay proceeding with a contract until a company receives Human Rights certification.

BOX A – For companies which have employed more than 40 full-time employees within Minnesota on any single working day during the previous 12 months. All other companies proceed to BOX B.

Your response will be rejected unless your business:

- has a current Certificate of Compliance issued by the Minnesota Department of Human Rights (MDHR)
- or–
- has submitted an affirmative action plan to the MDHR, which the Department received prior to the date the responses are due.

Check one of the following statements if you have employed more than 40 full-time employees in Minnesota on any single working day during the previous 12 months:

- We have a current Certificate of Compliance issued by the MDHR. **Proceed to BOX C. Include a copy of your certificate with your response.**
- We do not have a current Certificate of Compliance. However, we submitted an Affirmative Action Plan to the MDHR for approval, which the Department received on _____ (date). **Proceed to BOX C.**
- We do not have a Certificate of Compliance, nor has the MDHR received an Affirmative Action Plan from our company. **We acknowledge that our response will be rejected. Proceed to BOX C. Contact the Minnesota Department of Human Rights for assistance.** (See below for contact information.)

Please note: Certificates of Compliance must be issued by the Minnesota Department of Human Rights. Affirmative Action Plans approved by the Federal government, a county, or a municipality must still be received, reviewed, and approved by the Minnesota Department of Human Rights before a certificate can be issued.

BOX B – For those companies not described in BOX A

Check below.

- We have not employed more than 40 full-time employees on any single working day in Minnesota within the previous 12 months. **Proceed to BOX C.**

BOX C – For all companies

By signing this statement, you certify that the information provided is accurate and that you are authorized to sign on behalf of the responder. You also certify that you are in compliance with federal affirmative action requirements that may apply to your company. (These requirements are generally triggered only by participating as a prime or subcontractor on federal projects or contracts. Contractors are alerted to these requirements by the federal government.)

Name of Company: _____ Date _____

Authorized Signature: _____ Telephone number: _____

Printed Name: _____ Title: _____

For assistance with this form, contact:

Minnesota Department of Human Rights, Compliance & Community Relations

Freeman Building, 625 Robert Street North, Saint Paul, MN 55155

Phone: 651-296-5663

Toll Free: 800-657-3704

Fax: 651-296-9042

TTY: 651-296-1283

Web: mn.gov/mdhr

Email: compliance.mndh@state.mn.us

Affirmative Action Certification Page, Revised 6/11 – MDHR

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
NOTICE TO VENDORS**

AFFIRMATIVE ACTION CERTIFICATION OF COMPLIANCE

The amended Minnesota Human Rights Act (Minnesota Statutes §363A.36) divides the contract compliance program into two categories. Both categories apply to any contracts for goods or services in excess of \$100,000.

The first category applies to businesses that have had more than 40 full-time employees within Minnesota on a single working day during the previous 12 months. The businesses in this category must have submitted an affirmative action plan to the Commissioner of the Department of Human Rights prior to the due date and time of the response and must have received a Certificate of Compliance prior to execution of the contract or agreement.

The secondary category applies to businesses that have had more than 40 full-time employees on a single working day in the previous 12 months in the state in which its primary place of business is domiciled. The businesses in this category must certify to Minnesota State that it is in compliance with federal affirmative action requirements before execution of the contract. For further information, contact the Department of Human Rights, Compliance Services Unit, 625 Robert Street North, Saint Paul MN 55155; Voice: 651-296-5663; Toll Free: 800-657-3704; TTY: 651-296-1283.

Minnesota State is under no obligation to delay the award or the execution of a contract until a vendor has completed the Human Rights certification process. It is the sole responsibility of the vendor to apply for and obtain a Human Rights certificate prior to contract execution.

It is hereby agreed between the parties that Minnesota State will require affirmative action requirements be met by vendors in relation to Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600.

Under the Minnesota Human Rights Act, §363A.36, subdivision 1, no department or agency of the state shall execute an order in excess of \$100,000 with any business within the State of Minnesota having more than 40 full-time employees in a single working day during the previous 12 months unless the firm or business has an affirmative action plan for the employment of minority persons, women, and the disabled that has been approved the Commissioner of Human Rights. Receipt of a Certificate of Compliance issued by the Commissioner shall signify that a firm or business has an affirmative action plan approved by the Commissioner.

Failure by the vendor to implement an affirmative action plan or make a good faith effort shall result in revocation of its certificate or revocation of the order (Minnesota Statutes §363A.36, subdivisions 3 and 4). A certificate is valid for a period of four (4) years.

DISABLED INDIVIDUAL CLAUSE

- A. A vendor shall not discriminate against any employee or applicant for employment because of physical or mental disability in regard to any position for which the employee or applicant for employment is qualified. The vendor agrees to take disabled individuals without discrimination based on their physical or mental disability in all employment practices such as the following: employment, upgrading, demotion or transfer, recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, and selection of training, including apprenticeship.

- B. The vendor agrees to comply with the rules and relevant order of the Minnesota Department of Human Rights issued pursuant to the Minnesota Human Rights Act.
- C. In the event of a vendor's noncompliance with the requirements of this clause, actions for noncompliance may be taken by the Minnesota Department of Human Rights pursuant to the Minnesota Human Rights Act.
- D. The vendor agrees to post in conspicuous places, available to employees and applicants for employment, notices in a form to be prescribed by the Commissioner of the Minnesota Department of Human Rights. Such notices shall state the vendor obligation under the law to take affirmative action to employ and advance in employment qualified disabled employees and applicants for employment and the rights of applicants and employees.
- E. The vendor shall notify each labor union or representative of workers with which it has a collective bargaining agreement or other order understanding, that the vendor is bound by the terms of Minnesota Statutes §363A.36 of the Minnesota Human Rights Act and is committed to take affirmative action to employ and advance in employment physically and mentally disabled individuals.

It is hereby agreed between the parties that Minnesota Statutes §363A.36 and Minnesota Rules 5000.3400 to 5000.3600 are incorporated into any order of Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600 are available from Minnesota Bookstore, 660 Olive Street, St. Paul, Minnesota 55155.

By signing this statement the vendor certifies that the information provided is accurate.

NAME OF COMPANY: _____

AUTHORIZED SIGNATURE: _____

TITLE: _____

DATE: _____

**STATE OF MINNESOTA
VETERAN-OWNED PREFERENCE FORM**

In accordance with Minn. Stat. §16C.16, subd. 6a, the Minnesota State may award up to a 6% preference in the amount bid on state procurement to certified small businesses that are majority owned and operated by veterans.

Veteran-Owned Preference Requirements - See Minn. Stat. §16C.19(d):

1. Principal place of business is in Minnesota.
- and**
2. The United States Department of Veterans Affairs verifies the business as being a veteran-owned small business under Public Law 109-461 and Code of Federal Regulations, title 38, part 74.

Statutory requirements and appropriate documentation must be met **by the solicitation response due date and time** to be awarded the veteran-owned preference. The preference applies only to the first \$500,000 of a solicitation response.

Claim the Preference

By signing below I confirm that:

My company is claiming the veteran-owned preference afforded by Minn. Stat. § 16C.16, subd. 6a. by making this claim, I verify that:

- My company's principal place of business is in Minnesota; and
- The United States Department of Veteran's Affairs verifies my company as being a veteran-owned small business. (Supported By Attached Documentation)

Name of Company: _____ Date: _____

Authorized Signature: _____ Telephone: _____

Printed Name: _____ Title: _____

Attach documentation, sign, and return this form with your solicitation response to claim the veteran-owned preference.



ABOUT US



creating opportunities. changing lives.



Ridgewater College is a community and technical college in West Central Minnesota that is creating opportunities and changing the lives of the students we serve. We offer more than 100 educational programs to more than 5,500 students on our Willmar and Hutchinson Campuses.

Our Vision:

To be a dynamic educational leader exemplifying innovation and excellence within a student-centered learning environment.

Our Mission:

To provide quality educational opportunities for diverse student learners in an inclusive, supportive, and accessible environment.

Our Current Website:

www.ridgewater.edu

1



Our Brand Promise:

Creating opportunities. Changing lives.

Our Brand Values:

- Inclusivity
- Supportive culture
- Quality experience

Our Bragging Rights:

- Have a 96% job placement rate for graduates.
- Named by the Aspen Institute as one of the top 120 community colleges in the country, ranking us in the top 10% of all institutions.
- Rated the 41st best community college out of 1,665 community colleges in the Nation by Washington Monthly magazine.
- Named #1 Best Community College in Minnesota for Career Preparedness by ACT.
- Highly affordable - average costs are 125% - 490% lower than private trade schools, state liberal arts colleges and private universities.

Our Customized & Continuing Education Program:

Our Customized & Continuing Education Program provides comprehensive workplace training solutions to businesses and organizations in western and central Minnesota. Each year, we deliver over 80,000 hours of training to over 17,000 class participants.

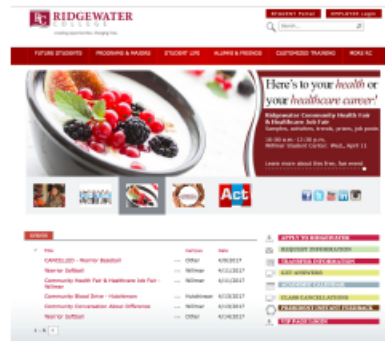
PROJECT SUMMARY

Ridgewater College is preparing to build a new website and has gone through considerable research, planning and brainstorming in preparation. Most recently, we participated in an intensive, collaborative work session with Redstar to complete our Website Discovery Process. Next we will reach out to website development firms who are interested in bidding the completion of our site, including the design, content strategy, development and technical implementation..

Current Site:

Our current site is built in Sharepoint 2009 and is approximately 8 years old. Problems with the site include:

- Dated look and feel
- Not mobile friendly
- Difficult to find things - not intuitive
- Not reflective of our brand values & promise
- Not connecting with new generation of prospective students
- Difficult to maintain and update
- Disorganized due to lack of structure



Project History:

PRE-2017

Ridgewater began planning a website redesign in early 2015. At that time, we were anticipating a switch from Sharepoint to Cascade due to some technical considerations within our organizations. We hired a web development firm who was assigned to work with and report to a fairly large committee of Ridgewater staff representatives. The process proved to be ineffective and cumbersome, especially once development began with our internal IT leader. The project was put on hold in the spring of 2017.

TODAY

In March of 2017, Ridgewater hired Redstar, a local creative agency in Willmar, to consult about relaunching the project with some new direction and a more streamlined approach. Together, we decided to leverage some considerable progress made in a recent marketing and branding workshop facilitated by Redstar to re-energize the process. In early April, the Redstar team and a focused Ridgewater team spent 2 1/2 intensive days together working through the research and planning necessary to compile this Website Discovery Inventory and Planning Document.

Updated Website Goals:

FRONT FACING SITE

1. Be relevant and better able to connect with prospective students
2. Showcase Ridgewater brand values more effectively:
 - Inclusivity
 - Supportive Culture
 - Quality Experience
3. Use social media integration to get and keep students engaged
4. Create a unique, entertaining and engaging user experience optimized for new prospects across all student demographics.
5. Give Customized and Continuing Education prospects engagement opportunities

STUDENT PORTAL

1. Increase usage and engagement
2. Become the go-to resource for student questions, events & needs
3. Improve retention semester to semester and year to year (make it easy to continue enrolling)
4. Showcase Ridgewater brand values more effectively:
 - Inclusivity
 - Supportive Culture
 - Quality Experience

STAFF PORTAL

1. Increase usage and engagement
2. Become the go-to resource for staff needs with a clean, intuitive interface
3. Showcase Ridgewater brand values more effectively:
 - Inclusivity
 - Supportive Culture
 - Quality Experience

STUDENT TYPES



Ridgewater has chosen to redefine their audience groups for the purposes of marketing and this website redesign (see the next page). But first, we will clearly identify the types of students we serve:

Student types:

Ridgewater serves these student types:

1. **traditional liberal arts students** - high school graduates starting their post secondary education journey with plans to transfer to a 4-year college
2. **traditional technical program students** - high school graduates interested in learning a skill or trade and starting their career in under two years
3. **PSED students**: area high school students enrolled in Post-Secondary Enrollment Options (PSED) or concurrent enrollment
4. **non traditional students**: older students / adults returning to college in either the liberal arts or technical track
5. **continuing education students**: working adults who need continuing education credits or personal development opportunities

AUDIENCE TYPES

While our new website needs to serve several key audience groups, as defined below, the user experience should be optimized for our primary target audience, which is prospective students. Prospects cross all student types and demographics, but are best defined by their mindset when coming to Ridgewater. No matter what their age, background or intention, we think they fall into one of these two categories:

Primary Audience Group: Prospective Students

"I DON'T KNOW WHAT I WANT TO DO"

This group breaks into these categories:

1. **HIGH SCHOOLERS:** They are high school seniors trying to prepare for the future, but have no idea what their interests, skills, talents or passions are. They feel pressured by parents, peers and society to have a plan but don't know how to begin making one. They are stressed and overwhelmed at the prospect of understanding their options and making a decision about what path and what college to pursue. They have a general understanding that college is expensive but don't fully understand the financial implications of their choices.
2. **ADULTS:** They are trying to better their life or family situation. They would like to make a change but don't know how to start the process. They may not have a strong sense of their own strengths, skills or talents. They may have interests in a certain field but have no idea what kind of job or career options are within that field. They would like to go back to school but know they need a plan first and are not sure how to make one. They are concerned about the cost of college and their ability to justify or manage the expense at this point in their lives.

"I KNOW WHAT I WANT TO DO"

This group breaks into these categories:

1. **HIGH SCHOOLERS:** They are high school seniors who have a good sense of themselves - their talents, interests, skills and goals. They have identified their educational and career path and are ready to make a decision about college. BUT... they don't know what they don't know - about career options within their interest area, financial implications of their path, and/or the ability to maintain the flexibility to change their mind throughout the next couple of years.

2. **ADULTS:** They are in a job or family situation that is not fulfilling and have decided to make a change or advance their career opportunities. They have identified their educational path and are ready to make a final decision about college. They come to the process confident about their direction but may have important questions about specific career options within their interest area and how they will pay for college. They also may have questions about flexible class schedules to accommodate their work or family commitments.
3. **WORKFORCE:** They are returning to college to gain continuing education credits or professional development skills. They know exactly what they need because their industry requires it, their employer requires it, or they have identified a specific need for themselves.

Secondary Audience Groups: Students, Staff & Business

1. **CURRENT RIDGEWATER STUDENTS:** They are already enrolled and are looking for a convenient one-stop-shop to find details regarding classes, schedules, sporting events, social events, resources available to them and staff contact information. They may have come from either of the prospect categories and want to continue to feeling supported, nurtured and encouraged in their journey.
2. **RIDGEWATER STAFF:** They are educators and support staff who need a convenient one-stop-shop to find details regarding classes, schedules, events, resources and contact information. They need a go-to portal that supports their work needs and reinforces the brand values and culture of the Ridgewater College.
3. **BUSINESS:** They are businesses looking for a resource for workforce training. They may have unique needs and challenges that limit their ability to fill critical roles in their company or gain employees with specific skill sets. They may not have the resources or infrastructure to develop those employees internally and need an affordable, customizable solution.

COMPARABLE SITES

Through our discovery process, we identified comparable sites from both inside and outside of our industry that provided inspiration, ideas and context to our process. They are listed below:

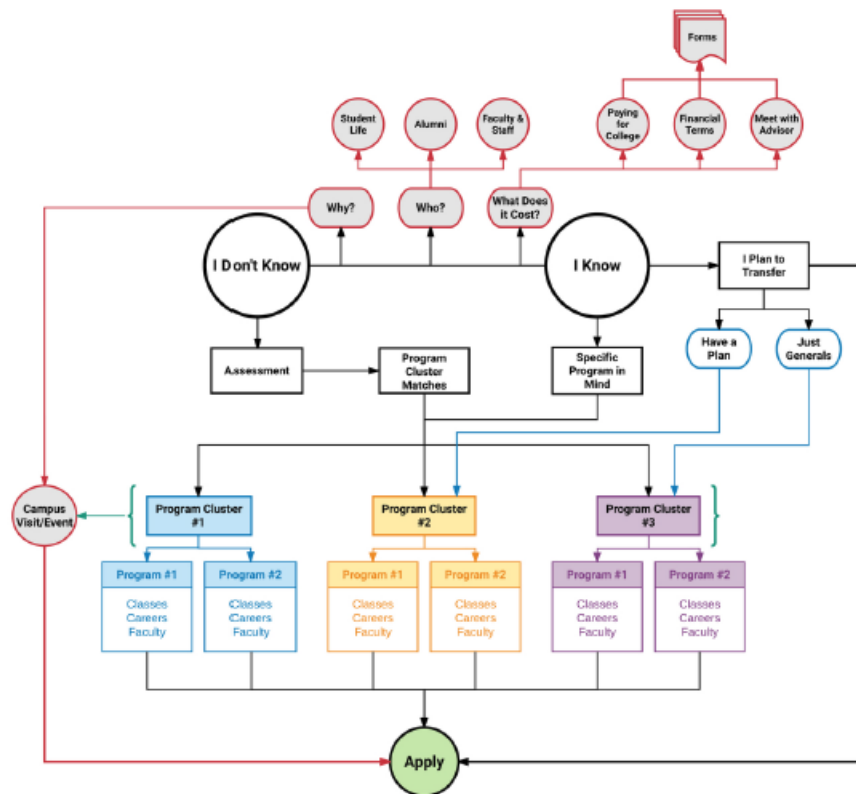
SITE	KEY FEATURES
University of Nebraska homepage	Clean, very visual, central call to action, beautiful way of showcasing areas of study, unique way of integrating social media
University of Nebraska admissions mini site	"Story" and "explore" message, customized user experience for prospects, beautiful visuals, warm and consistent brand
Eckerd College	Bold, simple call to action, homepage optimized for prospects, beautiful visuals, video header, leveraged area and ocean
Georgia State University	Clean design and navigation, bold calls to action, dynamic content on homepage, use of video
Cochran's Lumber	Stunning, simple design, use of abstract experiential video header
Anoka-Ramsey Community College	Bold call to action anchored at bottom, simplified upper navigation categories, "A great place to start" dropdown
WTF Should I do with my life?	Simple, clean interface; funny; relatable; entertaining; follows survey trend among teens

BRAND STANDARDS

The Ridgewater College brand standards are currently being revised and will be discussed at the kick-off meeting.

USER EXPERIENCE

User experience is a main priority in this redesign because expectations of our target audience are extremely high and continuing to climb. They want a convenient, engaging and intuitive experience that speaks to their specific needs, mindset and situation. It must also embody the brand of the college, which is something they want to understand and connect with. We would like to talk through the user experience map we created below to share our vision. It utilizes a fun, relatable "assessment" tool to get engagement, connect with prospects and encourage social sharing.



CONTENT STRATEGY

Brand Voice:

The voice of Ridgewater is warm, relatable and supportive. It encourages students to explore their talents and interests in order to "create their own path". It reassures students that it's ok "not to know" what they want to do or how to reach their goals. We're here to help them figure it out, chart their course and encourage them along the way. Our brand voice makes students feel good about trusting Ridgewater to be part of their unique journey.

Brand Story:

Over our long history, Ridgewater College has gained a unique understanding of our students on a personal and individual level. We get them. We know they are trying to build lives and careers they feel passionate about and we know that each one of them comes to us at a different point in that journey.

Some are overwhelmed and have no idea where to begin or where they want to go. To those students we say "It's ok not to know. That's normal. We're here to help you figure it out with support, flexibility and encouragement." That's what we're good at and what makes us unique.

Some have decided on a path and are ready to get started. To those students we say, "How exciting! You got this! Let's nail down the details and help you make it happen." That's what we're here for and what we love to do!

To all of them, we say "You are unique, valuable and filled with potential. Thank you for the opportunity to be part of your journey."

"It's ok not to know. That's normal. We're here to help you figure it out with support, flexibility and encouragement."

Terms & Approach

PROBLEMATIC TERMS BEING USED NOW:

- **Programs & Majors:** This has been a main menu category in the past and can be confusing. In the new site, we'll direct users to 14 "Interest Areas," such as **Healthcare**. Once there, they can see all of the programs, majors and career options on both the technical and liberal arts tracks.
- **Career/Technical Programs:** Same as above.
- **Liberal Arts:** There is wide confusion about what this means, so it should not be a term used in the main navigation. Use it only in context and descriptive details, as indicated above.
- **General Education:** There is wide confusion about what this means. Don't assume anyone understands.
- **Transfer Curriculum:** There is confusion about whether this is coming in or going out.
- **Admissions:** This is generally understood but very impersonal and cold. Do not use as main navigation term.
- **New student assessment:** This sounds intimidating.
- **PSEO:** A common term that is narrowly understood. Find other acceptable, more casual wording when possible, such as "High Schoolers Enrolled at Ridgewater"

KEY TERMS (REDEFINED):

- **Areas of Study:** 14 broad categories (clusters) that group technical programs and liberal arts career options together so they can be seen, compared and evaluated in one place.
 - Advanced Manufacturing and Engineering Technology
 - Agriculture & Veterinary Technology
 - Art and Design
 - Automotive Technology
 - Business & Marketing
 - Construction Trades
 - Cosmetology & Massage Therapy
 - Education
 - Health Care

- Information Technology
- General Education, Transfer & Liberal Arts
- Mathematics, Science and Engineering
- Law Enforcement and Public Safety
- Online Programs
- Continuing Education

APPROACH TO EXISTING CONTENT:

Current copy on the Ridgewater site tends to be practical, dense and long. It will be rewritten to communicate more quickly and use relevant language that connects with prospective students, especially high school seniors. The brand voice of support, encouragement and reassurance will be injected whenever possible.

ADDITIONAL CONTENT:

Additional content must be created to better explain and make accessible the resources available to students in learning their strengths, choosing their path and getting personal help from advisors and counselors. This content should remain visible and accessible as you browse through the site.

CONTENT MIGRATION / MANAGMENT:

Ridgewater College will be responsible for updating/editing existing content in preparation the new site and will want help determining the most efficient process for doing that.

SITE MAP

Top levels



Additional levels

Available in "Ridgewater Web Site Map Details" spreadsheet included with this report

WIREFRAME

Homepage:

Below is a rough wireframe created to represent our vision for the homepage and user experience:



Secondary/Additional Pages:

Wireframes still need to be created for the page/content types listed below:

PAGE TYPES:

1. Student portal
2. Staff portal
3. Marketing call to action landing page
4. Customized & Continuing Education
5. Areas of Study landing page
6. Areas of Study choices (top level)
7. Areas of Study comparison (secondary level)
8. Program page
9. Secondary program page
10. Student life landing page
11. Student services landing page
12. Ridgewater Foundation page

TECHNICAL OVERVIEW

Functionality on Launch

UNIQUE FEATURES:

- **Comparison Tool** (simple format like <https://www.apple.com/mac/compare/>): An interactive tool that allows students to choose two or more careers/programs/tracks in an interest area in order to compare key details about them, such as number of credits needed, estimated cost to complete and job placement rate.
- **Assessment Tool**: A fun, casual, interactive feature on the homepage with a goal of getting engagement and encouraging social sharing. The user clicks through a series of light, funny questions that evaluates what his/her interest areas might be. The assessment results direct the user to one of the 14 interest areas.
- **Chat Box** (<https://chatbox.com>): Would like to utilize for interactive forms and user questions.
- **Interactive Form Builder**
- **Mobile**: Optimize mobile experience to quickly direct user types to the right start page - prospects, students, staff and businesses. Optimize prospects start page for assessment and questions.
- **Documents Library**: An easily searchable/filterable library of all critical forms and informational items. Library should also include links, video content and things like calculators.
- **Content Matching**: "people also looked at these programs.."

STANDARD:

- **Word press CMS** with ability to have many users with customized permission levels.
- **Events Calendar**
- **Academic Calendar**
- **Staff Directory**
- **Search - Fuzzy**

Technical Details

- Targeted Browsers & Platforms:
 - PC: Internet Explorer, Chrome, Firefox
 - Mac: Firefox, Safari
 - Tablet: iPad
 - Mobile: iPhone & Android
- Email: No assistance is needed with email.
- Hosting: The future host can be recommended by the development firm. If the site is built in Wordpress then wpengine.com is the preferred choice.
- Old Site Redirects: These should be identified and created for old site URLs to their new equivalent in order to maintain any search engine standing.

Assets

Client will provide:

- Page content
- High resolution photos
- Video content
- Style guides
- Relevant collateral for reference
- Resource library items
- Credentials for social media outlets

Athletics

- Existing sub site should be rebuilt into Wordpress environment. There will only be a few changes.

WEBSITE MAP DETAILS

Advanced Manufacturing and Engineering Technology

Advanced Ultrasonic Testing Technology	Diploma
Automation and Robotics Systems Technology	AAS, Diploma
CNC	Certificate
CNC Precision Manufacturing Technician	AAS, Diploma
Computer Aided Drafting and Design	AAS, Diploma
Computer Aided Drafting Technician	Certificate
Electronics Technology	AAS, Diploma
Machining Technician	Diploma
Manufacturing Technology	Certificate
Nondestructive Testing Technology	AAS, Diploma
Process Controls	AAS
Process Controls Technician	Diploma
Process Controls Technology	Certificate AAS, Diploma, Certificate
Welding	
Welding - 1 year program	Diploma

Agriculture & Veterinary Technology

Agribusiness	AAS, Diploma
Agricultural Science and Technology	AS
Agronomy Technology	Diploma
Dairy Management	AAS, Diploma
Farm Business Management	Diploma
Farm Operation and Management	AAS, Diploma
GPS / GIS Technology for Agriculture	AAS, Diploma
Precision Farming	Certificate
Veterinary Technology	AAS

Art and Design

Art	Gen Ed
Audio & Video Technology	AAS, Diploma
Multimedia Design Technology	AAS, Diploma
Music	Gen Ed
Professional Photography Technology	AAS, Diploma
Theater	Gen Ed

Pathway

Automotive Technology

Auto Body Collision Repair	AAS, Diploma
Automotive Service Technology	AAS, Diploma

Business & Marketing

Accountant	AAS, Diploma
Accountant Clerk	Diploma
Accounting Technician	Diploma
Administrative Assistant	AAS, Diploma
Entrepreneur	Certificate
Healthcare Administrative Assistant	AAS, Diploma
Legal Assistant	AAS, Diploma, Certificate
Marketing and Design	AAS
Marketing and Sales Management	AAS, Diploma
Medical Transcription	Certificate
Microsoft Specialist	Certificate
Office Assistant	Diploma
Sales and Management Associate	Diploma
Professional Photography Technology	AAS, Diploma

Construction Trades

Audio / Video Technology	AAS, Diploma
Carpentry	AAS, Diploma
Carpentry - 1 year program	Diploma
Electrician	AAS, Diploma

Cosmetology & Massage Therapy

Advanced Estheology	AAS
Advanced Esthetics	Certificate
Advanced Skin Care for Estheticians	Certificate
Cosmetology	AAS, Diploma
Estheology	Certificate
Massage Therapy	AAS, Diploma
Nail Care Technology	Certificate

Education

Early Childhood Education	AS	Pathway ?
Early Childhood Special Education	Certificate	
Education Paraprofessional	AAS, Diploma	
Education Paraprofessional Title 1	AAS	
High School Athletic Coaching	Certificate	

Health Care

Activity Assistant	Diploma	
Activity Director	AAS	
Activity Professional Basic MEPAP 1	Certificate	
Activity Professional Basic MEPAP 2	Certificate	
Chemical Dependency Counseling	Certificate	
Emergency Medical Technician (EMT)	Credential?	
Health Information Technician	AAS	
Health Science Broad Field	AS	
Health Support Specialist	Certificate	
Healthcare Administrative Assistant	AAS, Diploma	
Home Health Aide	Credential?	
Massage Therapy	AAS, Diploma	
Medical Assistant	AAS, Diploma	
Medical Coding Specialist	Diploma	
Medical Transcription	Certificate	
Nursing for RN degree	AS	
Nursing for BSN degree- MANE	BS	
Nursing for LPN degree - Practical	Diploma	
Nursing Assistant	Credential?	
Paramedic	AAS, Diploma	
Phlebotomy Technician	Certificate	
Universal Care	Certificate	Are we offering?

Information Technology

Computer Programmer	AAS, Diploma
Computer Support Technician	AAS, Diploma
Cybersecurity	AAS
Helpdesk Technician	Certificate
Java Computer Programmer	Certificate
Mobile Application Design	AAS
Multimedia Design Technology	AAS, Diploma
Network Systems Administration	AAS, Diploma
Web Programming	AAS, Diploma
Windows Administrator	Certificate

General Education, Transfer & Liberal Arts

Liberal Arts	AA
Minnesota Transfer Curriculum	
Anthropology	Gen Ed
Art	Gen Ed
Chemical Dependency	Certificate
Communication Studies	Certificate / Gen Ed
Economics	Gen Ed
English	Gen Ed
Geography	Gen Ed
Global Studies	Certificate
History	Gen Ed
Humanities	Gen Ed
Mathematics	Gen Ed
Philosophy	Gen Ed
Political Science	Gen Ed
Psychology	Gen Ed
Sciences	Gen Ed
Sociology	Gen Ed
Social Services	Certificate
Spanish	Gen Ed
Human Services	Electives
Physical Education	Electives
Public Health	Electives
Theater	Electives

Pathway

Mathematics, Science and Engineering

Agricultural Science and Technology	AS
Biology	AS
Chemistry	AS
Engineering and Physics	Gen Ed
Health Science Broad Field	AS
Mathematics	Gen Ed
Earth Science	Gen Ed

Pathway

Law Enforcement and Public Safety

Emergency Medical Technician (EMT)	Credential?
First Responder	Credential?
Law Enforcement - Correction Emphasis	AA
Law Enforcement - Professional Peace Officer	AAS
Paramedic	AAS, Diploma

Pathway ?

Online Programs

Activity Management Program	Certificate
Basic Activity Program	Certificate
Computer Aided Drafting and Design	AAS, Diploma
Computer Aided Drafting Technician	Certificate
Health Information Technology	AAS
Law Enforcement	AAS
Law Enforcement - Correction Emphasis	AA
Liberal Arts	AA
Medical Coding Specialist	Certificate

Continuing Education

Advanced Life Support (ACLS) & (PALS)	non-credit
Agriculture Continuing Education	non-credit
Child Development Continuing Education	non-credit
Commercial Driver Training	non-credit
Cosmetology Continuing Education	non-credit
Dental Continuing Education	non-credit
Emergency Medical Services Continuing Education	non-credit
Fire Fighter Certification	non-credit
Fire Service Continuing Education	non-credit
Health Care Continuing Education	non-credit
Health Care Continuing Education	non-credit

Continuing Education, continued

Long Term Care Continuing Education	non-credit
Motorcycle Safety Training	non-credit
OSHA Training	non-credit
Respirator Fit Testing	non-credit
Safety Continuing Education	non-credit
Trade & Industry Continuing Education	non-credit