



To: Prospective Supplier

From: Karen Ruedinger, Assistant Dean, Seidman College of Business
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Date: October 22, 2018

Subject: Request for Proposal: Seidman Graduate Programs Digital Media Strategy and Website Re-design

Seidman College of Business at Grand Valley State University is accepting proposals for the development of a digital media strategy and website design for our graduate business program offerings (e.g. Executive MBA, Professional MBA, Graduate Credentials). Below are the RFP instructions and specifications/ requirements.

A mandatory briefing on GVSU's Content Management System (CMS) will be held on Thursday October 25 from 1-2pm at the GVSU L. Seidman Center (50 Front Ave SW). Parking is available at the building. For a campus map, click [here](#). Email Valerie Palmer (palmerv@gvsu.edu) to secure a visitor parking permit.

Proposals are due by 5pm on Wednesday, November 14, 2018 and may be sent via U.S. or parcel mail or by email to:

Karen Ruedinger, Assistant Dean
Seidman College of Business
50 Front Ave. SW, Suite 3007
Grand Rapids, MI 49504-6424
ruedingk@gvsu.edu

No verbal quotes will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Questions regarding this RFP should be directed to Karen Ruedinger.

Seidman College of Business RFP: **Instructions**

The RFP Schedule is as follows:

- RFP Released: October 22, 2018
- Mandatory CMS Briefing: October 25, 2018 at 1:00pm
L. Seidman Center (50 Front Ave SW)
- RFP Proposals Due: November 14, 2018 by 5pm
- Notification of Selection to Present: November 16, 2018
- Bidder Presentations: November 30 or December 3, 2018
- Vendor Selection By: December 7, 2018

The mandatory CMS briefing will be facilitated by the GVSU Web Manager and will offer details on functionality and standards.

Following a review of bid proposals, up to three finalists will be selected and invited to make a presentation to the Seidman project team on either November 30th or December 3rd.

Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice will also be posted on the Bid Opportunities page of the GVSU Procurement Services website at <https://www.gvsu.edu/purchasing/bid-opportunities.htm>. Each supplier should acknowledge receipt of an addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.

All proposals must be signed by a signature agent of your firm.

We reserve the right to reject any or all proposals.

Grand Valley State University is Michigan state sales tax exempt. Our exemption certificate is available online at www.gvsu.edu/purchasing (select Forms in the pull down menu and choose "GVSU Sales Tax Exempt Certificate" under the Financial heading).

Acceptance of awarded proposal will be made by GVSU purchase order.

Questions regarding this RFP should be directed to Karen Ruedinger.

Seidman College of Business RFP: **Introduction**

At less than 10% of our business student body, the graduate business offerings at the Seidman College of Business is small in relation to our undergraduate student population. However, the graduate offerings have undergone significant innovation and retooling over the past five years, and we are poised for growth.

Our current graduate offerings currently include:

- Executive MBA
- Professional MBA
- Master of Science in Accounting
- Master of Science in Taxation
- Graduate Credential in Emerging Leadership

We are accredited by the Higher Learning Commission (HLC) as part of Grand Valley State University as well as the Association to Advance Collegiate Schools of Business (AACSB) which attests to our adherence to the highest standards of excellence in business education.

In order to grow and further market our high quality graduate offerings, we need a digital media strategy. We desire an intentional, current, and impactful digital media strategy minimally including our web presence and social media that will achieve the following:

- promote our quality graduate offerings in direct support of our recruitment effort
- provide existing and prospective students relevant information and a user experience that is meaningful for them
- contribute to a sense of community and belonging for all who are connected to the Seidman graduate programs experience (e.g. students, alumni, faculty and staff, employers)

Our desired timeline for completion of this project, both design and collaboration through implementation, is **March 22, 2019**.

Seidman College of Business RFP: **Specifications/Requirements**

The current website (www.gvsu.edu/seidmangrad) is both limited in scope and does not reflect an overall digital strategy inclusive of social media. Regarding social media, the graduate programs staff currently maintains a limited presence on Facebook and Twitter.

In addition to developing an overarching digital media strategy, the selected supplier will work with Seidman staff and faculty to re-design the graduate programs website to address current information needs, ensure optimal functionality within the GVSU content management system (CMS), and ultimately deliver an effective user experience. In the course of this re-design, the supplier should provide expertise in graphics and writing. The Supplier Team will focus on strategy, design and user experience. GVSU will provide personnel to implement the web design within the University's CMS including providing primary programming support. The website will be one component of an articulated, overall digital media strategy.

Scope of Work

The scope of work for this proposal focuses on the Seidman Graduate Programs website (www.gvsu.edu/seidmangrad) and includes a recommendation for other key GVSU pages that should link to the Seidman Graduate Programs website. The social media consideration should include the existing [Facebook](#) and [Twitter](#) accounts but also include other applications that may need to be added to create a comprehensive digital media strategy to meet the needs of key stakeholders including current students, prospective students, alumni, businesses who sponsor and recruit students and the communities we serve. The strategy should address recommendations on other digital marketing tools and techniques (e.g. promoting posts and running targeted ads on social media, Google, etc.).

The Seidman administrative staff have been conducting primary research with student and community audiences to better understand their information needs and experiences with Seidman College. Summaries of this work will be made available to the selected supplier. However, additional primary research to inform, test and refine concepts may be needed. There are resources for conducting this research within the Seidman Team. However, research of a specialized nature or that which is a particular skillset of the supplier and is viewed as required for a successful project outcome should be detailed and included within the scope of work for this project.

Project Deliverables

Deliverables will include a digital media strategy minimally to include the Seidman Graduate Programs website and social media plan. Key deliverables include:

- Target audience(s) by media
- Website experience – user experience, navigation, content hierarchy, and graphic design
- Evaluation of SEO position and strategy
- Content guidance for the website and social media platforms (e.g. key messages, tone)
- Copy and visual design for the Graduate Programs website (note that photographic and video needs can be supported through GVSU resources) within the University CMS, and guidelines for both for the website and recommended social media platforms
- Suggestions for other digital marketing ideas (e.g. email push strategy, promoting posts on social media, running targeted ads on social platforms, Google, etc.)

- Summary of trending digital marketing strategies (e.g. artificial intelligence) for future consideration
- Usability testing of the site once implementation is complete to ensure that the redesign meets desired outcomes
- Recommended metrics and target measures to track the success of the digital media strategy

The Supplier Team will work to translate the final web design to the Seidman Team for implementation within the GVSU CMS. The intent is that once the strategy has been agreed to, the Supplier Team will help ensure that the Seidman Team can implement and manage the website and social media ongoing.

GVSU prefers to work with a local firm in order to keep travel expenses to a minimum. If your firm is not local, please disclose your estimate for travel costs. The Supplier Team from the awarded company will be expected to have multiple in-person meetings with Seidman/GVSU staff at the L. William Seidman Center on the GVSU Pew Campus in downtown Grand Rapids, Michigan.

General Requirements

1. Define the scope of work your firm proposes to provide.
2. Articulate the specific deliverables for the completed project.
3. State your credentials and experience and how it differentiates you from others.
4. Provide an organization chart and identify staff who would be assigned to this work, their respective roles and bios. If your proposal includes any subcontracted work, please identify who would be doing that work and provide their organization affiliation and their bio.
5. Provide four client references (names, organization, type of project, contact information) for digital media strategy work and website design comparable to this RFP. If you have references from other colleges and universities (particularly in Michigan) please include those.
6. Provide a high level project schedule noting key work to be completed, points of collaboration with the Seidman Team and key deliverable dates.
7. Provide a proposed total cost for the project and an itemized cost for each deliverable. Include your hourly rate and note if/how this differs by team member. Address how expenses will be assessed and handled. Include project management time in the quote. Include your hourly rate for optional work outside the scope of work outlined in this RFP. Address how time will be billed during the implementation phase where the supplier will be guiding the Seidman Team through implementation of the final design within the GVSU CMS.
8. State if a payment schedule is required and if so, provide the schedule.

Functional and Technical Requirements & Design

- The proposed design must confirm to GVSU [identity](https://www.gvsu.edu/identity/) and [web standards](https://www.gvsu.edu/identity/web-12.htm), and must function within the GVSU Content Management System.
- ADA/Accessibility Standards – The final solution delivered must meet Section 508 requirements, meeting or exceeding the WCAG 2.0 AA standard. Supplier must state how they would incorporate this into their process, and how they will validate the final deliverable meets this requirement.

Evaluation Criteria

- Demonstrated capability and competency (credentials and references). Any past performance with GVSU will be a consideration.
- Understanding of GVSU project goals and vision
- Demonstrated ability to work collaboratively with client project teams
- Quality of creative talent – design and writing
- Project cost and associated value