

# Web Redesign RFP 101

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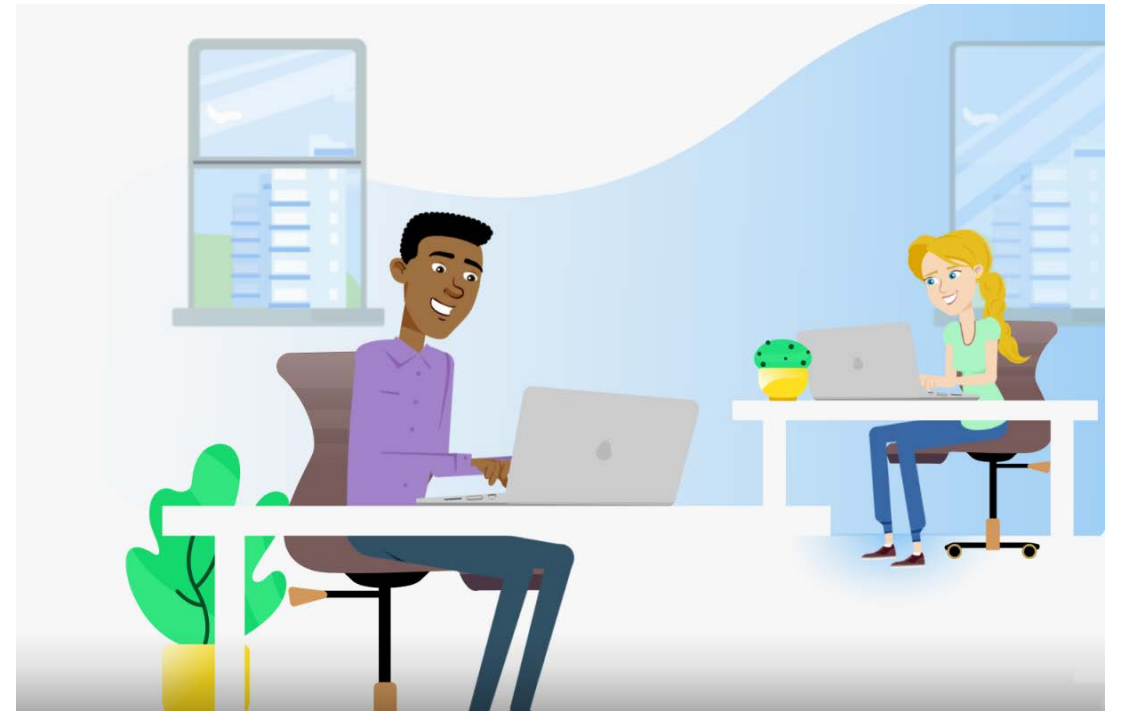
Harford Community College

# RFP Specifics

## Content Management System



## Consulting Firm



# Key Points

- A strong RFP has specific language.
- Assemble diverse constituencies for a team-based approach.
- Rubrics are key to separating the good from the “looks good on paper”.

# Harford Community College By the Numbers

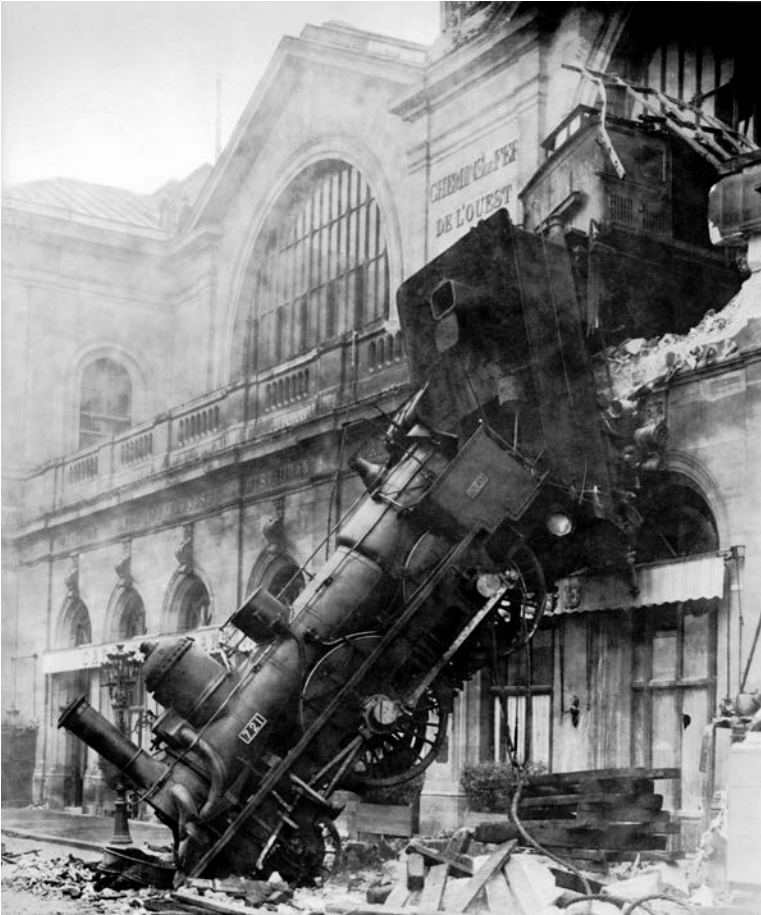
- Founded in 1957
- 100 FT Faculty
- 335 FT Employees
- 600 PT Employees
- 8,225 credit students
- 10,234 non-credit students
- 372,525 assignable square feet



# What was the need for a redesign?



# Original RFP Process



# New RFP Process



# Overcoming Barriers

HARFORD  
COMMUNITY  
COLLEGE



**HARFORD**  
COMMUNITY COLLEGE



# Writing a Strong RFP

1. Use direct language.
2. Use *sneaky* language.
3. **CMS has built-in checker. Important for a site with multiple content creators.**

# Assembling a Team

- Different constituencies:
  - Serve different populations
  - Deliver different content
  - Have different perspectives
- Opportunity to educate
- Library
- Disability Support Services
- Registration
- Office of Communications
- Workforce Development
- Academic Affairs

# Scoring the RFP

- Categorize
- Educate
- Don't kill your team

# Talking to the finalists

- Who can talk the talk?
- Actual personal experience
- Your gut

# Deciding Who to Pick: CMS

- CMS had built in checker
  - Omni Update
- Company demonstrated competency
  - Omni Update

# Deciding Who to Pick: Consultant

- First and second place both used OmniUpdate
- \$90K difference in price (we're still not sure why)
- Chose Ruffalo Noel Levitz / Converge Consulting
  - Liked examples of their other sites

# As of Today

- Reviewing wireframes
- Deciding how much time to invest in fixing current problems
- Expected date to go live is in late Fall 2020

# Keep In Touch

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