Web Redesign RFP 101

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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
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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