



**RFP # 1819-04**  
**NOCE WEBSITE REDESIGN**

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**RFP DUE DATE:**

08/16/2018 @ 2:00 p.m.

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**REQUEST FOR CLARIFICATION:**

08/03/2018 @ 5:00 p.m.

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**REQUEST FOR PROPOSALS – NOCE WEBSITE REDESIGN**

North Orange County Community College District (District) is inviting submittals from qualified firms, partnerships, corporations, associations, or professional organizations to provide website redesign for North Orange Continuing Education.

If you would like to submit a response to this Request for Proposals, please send six (6) hard copies and one (1) electronic copy (thumb drive) of requested materials to:

**North Orange County Community College District  
Purchasing Department  
Attn: Thomas Pham, Buyer  
1830 W. Romneya Drive  
Anaheim, CA 92801**

Questions regarding this RFP may be directed to Jennifer Perez, Director, Campus Communications via email at [jperez@noce.edu](mailto:jperez@noce.edu) copying Thomas Pham, Buyer at [tpham@noccd.edu](mailto:tpham@noccd.edu) . All answers will be provided via addendum.

The District may modify the RFP prior to the deadline for submittals by issuance of an electronic addendum on the district bid website at <https://www.noccd.edu/vendors-and-contractors-289/2422/bid-and-proposal-opportunities> . All addenda will be posted on the bid website and it is the proposer’s responsibility to ensure they have obtained and reviewed all addenda.

**All responses must be received by mail, recognized carrier or hand delivered by**

**08/16/2018, 2:00 P.M.**  
**at**  
**North Orange County Community College District**  
**Purchasing Department**  
**1830 W. Romneya Drive, 8<sup>th</sup> Floor**  
**Anaheim, CA 92801**

## BACKGROUND

A member of the North Orange County Community College District (District), which also includes Cypress College and Fullerton College, North Orange Continuing Education (NOCE) has been cultivating change since 1973 with educational programs and services from high school completion, English-language acquisition, career technical education training, and self-development courses. NOCE serves nearly 30,000 students annually, ranging from preschoolers to seniors, at three Center locations in Anaheim, Cypress, and Wilshire (Fullerton) as well as more than 100 community locations. Accredited by the Western Association of Schools and Colleges and part of the California Community College System, all NOCE courses are approved by the State of California.

The District seeks to enlist a vendor that can assist NOCE with the design and delivery of a comprehensive website redesign that will integrate the requirements outlined in this document.

The current site, [www.noce.edu](http://www.noce.edu), was developed in September 2016, and since then, has not been updated. Therefore, the design is somewhat dated, the content/information is not always correct, people say they cannot find what they're looking for, and there is no search function. The current site is built on the concrete5 (version 5.7.5.8) Content Management System (CMS); however, NOCE is looking to switch to WordPress. The content is static and text-heavy, and there is varying consistency among NOCE pages. The goal is to rebuild the website so that it is visually inviting to students and provides the most current/accurate information they need to find in an easy manner.

Once completed, this project will also have a modern design that supports multiple platforms and gives visitors the ability to quickly find the specific information they need. Several pages will be added to ensure we are supporting the students and community. Resources for internal staff to find information they need will also be searchable and convenient.

Finally, this project should lay the foundation for future projects and give NOCE the option to grow the site and add more functions or features for students and staff.

## GOALS

### » Website Goals

1. To be visually attractive and more user-friendly
2. To implement a CMS that will allow for staff to easily update content that includes text, photos, videos, etc.
3. To utilize responsive design for optimal viewing on mobile and tablet devices
4. To comply with accessibility requirements outlined in [Section 508 of the Rehabilitation Act](#)

### » Business Goals

1. The new NOCE website will serve as a one-stop center for the most current school-wide and program/department information.
2. The new NOCE website will positively showcase NOCE programs, increasing public perception and brand awareness.
3. The new NOCE website will allow for easy, intuitive use, for both visitors to the site as well as NOCE faculty and staff.
4. The new NOCE website will be built using the latest programming languages and will comply with the most current protocols and standards.

5. The new NOCE website will utilize an intuitive and easy-to-use CMS (WordPress) with tiered permissions and page review/approval capability.
6. Code must be written using a common language and should be structured in a manner that can easily support future edits.
7. The vendor must provide extensive documentation, including but not limited to high-level documentation about the website, a training guide for CMS end users, and architecture and code-based documentation
8. The new NOCE website will employ Google Analytics to provide the most effective tracking for data-driven content and site updates.
9. NOCE would like a website that leverages responsive or adaptive design (i.e. adapts to desktop, tablet, and smartphone devices based on screen-size).

## SCOPE OF WORK

### » *Discovery*

- **Target audiences** for the website include internal and external populations:

#### INTERNAL TARGET AUDIENCES

- a. Current students
- b. Faculty
- c. Staff

#### EXTERNAL TARGET AUDIENCES

- a. Potential students
- b. Business and community partners (for example community locations where classes are held, partners who host students for externships, etc.)
- c. Alumni
- d. District and college staff/faculty at Cypress College and Fullerton College

- **Primary competitors/peer institutions** would include colleges within the District (Cypress College and Fullerton College), colleges within the California Community College (CCC) system, other CCC noncredit programs, K12 adult education programs, and other types of continuing education programs such as ROPs and extension courses at local universities.
- **Institutional-defined brand guidelines that need to be applied to the website**, at this point, would include our NOCE logo and defined colors. Our recent brand launch has given us an established logo, and style guide which NOCE wish to integrate into the new website.
- **Access to stakeholders** is possible. NOCE can provide access to stakeholders to participate in focus groups and stakeholder interviews. The stakeholders would include, but not be limited to: students, prospective students, faculty, staff, alumni, community partners, etc.
- **Research already completed on the website. Surveys and Focus Groups.** NOCE gathered some initial research on the website with staff and faculty focus groups as well as student focus groups. In addition, an online survey was open to staff, faculty, and students. During the 2014 Fall Term, the Campus Communications department collected feedback on the NOCE website from approximately 50 staff and faculty members and 120 students. The surveys asked open-ended and simple questions to establish a baseline for website engagement. Questions included “what do you like about the NOCE website?”, “what would you like to see changed/added to the NOCE website?”, and “top links/pages visited on the NOCE website.” Additional questions were also asked to establish a baseline for the web redesign project, such as “how easy is it to navigate and find information on the

NOCE website?" A full report with details can be made available (*SEE Exhibit F - NOCE Survey and Focus Group Report – December 2014*).

Student responses indicated:

- 42 % focus on website content (written content, links, program pages, content features, photos/videos, class schedule, entertainment)
- 31 % focus on website function (function, navigation, search feature, integration, access, online chat)
- 27 % focus on website aesthetics (layout, customization, photos/content)
- Top pages/links visited by students: Moodle (now Canvas) course management software (41%), class schedule/catalog (26%), myGateway student/staff portal (12%), registration, program pages, student services/resources, scholarships, directory, announcements

Faculty and staff member responses indicated:

- 37 % focus on website content (written content, program pages, class schedule, directories/maps, calendar, links, photos/videos)
- 33 % focus on website function (access, navigation, function, search, integration, online chat)
- 30 % focus on website aesthetics (layout, photos/content, customization)
- Top pages/links visited by staff and faculty: iTendance (software to record attendance) (23%), class schedule/catalog (15%), myGateway student/staff portal (15%), directory, e-mail, resources (forms, policies), program pages, registration, student services, registration, Moodle (course management software), IT helpdesk, transcripts, graduation, Admissions and Registration blog, photo gallery, calendar

- **Analytics.** The current NOCE website currently uses Google Analytics. The new NOCE website must have a robust analytics engine (Google Analytics or something comparable) integrated into the site to allow for data-driven decision making for future updates.
- **Research already completed on the website (Continued).** Visionpoint Marketing Website Strategy Report. Visionpoint Marketing gathered some information for NOCE in regards to the website in December 2015. In this report, they conducted a competitor analysis, review of current materials found on the NOCE website, and conducted stakeholder interviews. A full report with details can be made available (*SEE Exhibit H - NOCE Visionpoint Marketing Website Strategy – December 2015*).

**Analysis Findings:**

- **Bounce Rate** – Bounce Rate is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page).
  - 71.67 % bounce rate since January 2015
  - Average of 1.53 pages viewed per session since January 2015
  - Average session duration of 1 minute 15 seconds since January 2015
- **Device Usage** – January 1, 2015 through December 4, 2015 saw a total of 15,397 website sessions. Breakdown by device:
  - **Desktop:** 9,445 total website sessions (61.34%)
  - **Mobile:** 4,705 total website sessions (30.56%)
  - **Tablet:** 1,247 total website sessions (8.1%)

### **Stakeholder Findings – Website-Specific Themes (Challenges)**

- **Archaic**, outdated look and content.
- Needs not just to inform but to **appeal** to students (current and prospective), to **make a case** for the value and relevance of NOCE.
- Disconnect between the web experience and the NOCE experience.
- Difficult to **navigate** and not user friendly.
- Poor **search** capabilities.
- Lots of missing **content** and broken links.
- Not always easy to **access information and resources** like logins and portals.
- Only in **English**.
- No CMS + No Web Governance Plan = No quality control, accuracy, consistency.
- Need a **responsive design** to facilitate tablet / phone use.
- Needs to be **accessible**.
- Want access to resources like current and future **schedules, calendar, committee information, offerings and FAQs**.
- Relative lack of a **web culture**.

#### **» Information Architecture**

- Users continually cannot find what they're looking for on the site. There is a current CMS, but NOCE would like to change it to WordPress. In addition, NOCE would like to add web governance structure, permission levels/ approvals, etc. NOCE needs to reorganize the site to a user-friendly, intuitive model that is streamlined into a user-centric structure.
- NOCE has also created an initial listing of all of the pages that NOCE would like to include on a new site which include many types of content such as news, events calendar, faculty and staff directory, course listings as well as microsites for individual departments within the institution (*SEE Exhibit G-Information Architecture – DRAFT list of pages for new website*). This is just a base list and can be modified based on the final goals of the project set by NOCE and the vendor.

#### **» Content**

- **Writing:** NOCE will develop new written content for the website. Most of the current content is outdated and needs to be revised. Almost all content will be written in-house with the option to have the vendor/consultant provide insight/tips for best practices on website content.
- **Photography:** NOCE does have an existing library of visual assets (i.e. original photography) that can be used for the website and the visual design. NOCE would like the vendor's professional input regarding photo optimization for the web.
- **Migration:** NOCE would like to discuss with the vendor the options of both content migration as well as new content written that will be a joint task shared by the vendor and NOCE.

#### **» Visual Design**

- Because NOCE is a sub-brand of a larger entity (e.g. a school within a District), NOCE would like to leverage the brand of the District, but not be restricted by their definition either.
- NOCE would like a website that leverages responsive or adaptive design (i.e. adapts to desktop, tablet, and smartphone devices based on screen-size).
- NOCE requires typography that is inviting and professional, preferably one that is named in NOCE's brand style guide.
- NOCE would like the vendor to suggest options for creating and integrating HTML5 video.

- The vendor will need to adhere to the guidelines and elements outlined in the NOCE brand style guide.

## DEVELOPMENT

### » Content Management System

- NOCE currently has a Content Management System (CMS), but will need to switch to WordPress. The new NOCE website will utilize an intuitive and easy-to-use CMS with tiered permissions and page review/ approval capability.
- NOCE would like to maintain the rights to code/template at the end of this project.
- NOCE would prefer to use a WYSIWYG technology for the CMS; vendor suggestions are welcome.
- NOCE is currently utilizing Concrete5 technology for its CMS. However, NOCE is looking to switch to WordPress.
- NOCE designed special CTE program pages as part of a regional branding project, built in WordPress. NOCE would like to implement some of the design elements found on these pages. NOCE wish for the new website and the CTE pages to be cohesive to ensure our brand is consistent. However, the entire redesign does not need to be based on these CTE pages.
- The website can be hosted by the same third-party vendor which hosts our CTE program pages.

### » Functional Requirements and Website Features (please include an itemized cost for each item)

NOCE would like the website to feature the following items:

- Development of flat and flip out design layout options.
- Template(s) for pages: department pages, news page, etc.
- An events calendar that is managed within the CMS or alternatively using a third-party events application recommended by the vendor.
- The ability to translate the NOCE website different languages.
- NOCE would like the vendor to create “how-to” videos for registration, applying, assessment, etc. to integrate into the website.
- The ability to link to the NOCE/District portal and other internal and external sites used by NOCE.
- Ability to have the website dynamically display directory information (e.g. a faculty/staff directory) from Active Directory.
- Integrating a map and/or a virtual tour application(s)
- Multiple user groups/permission levels. Perhaps four layers: staff content editor, second level approver, site administrator, and a super user. Vendor suggestions are welcome.
- Incorporating a simple contact form that would include name, phone, email but not any additional personal information.
- Social media integration (e.g. dynamically displaying tweets or a Facebook feed on the homepage). Social media channels would include Facebook, Twitter, Instagram, and YouTube.
- The website will need to comply with government mandated accessibility rules (Section 508c).
- Implementation of Google Analytics for the new website.
- Development of key videos for the website: welcome video, registration, etc.
- Development of key infographics, including an outline of the benefits of education
- Porting of template to a new NOCE blog.
- NOCE would like to incorporate a “News Center” site. This would link to our main webpage but have its own specific website to post newsletters, student profiles, announcements, etc. [*View the Fullerton College webpage for an example (news.fullcoll.edu)*]

## TRAINING

- The NOCE Campus Communications Department will manage the content of the website moving forward. The NOCE Instructional Technology Services Department will be involved with managing the technical aspects of the website moving forward and will serve as the point of contact to the third-party web host.
- The NOCE Campus Communications Department, the NOCE Instructional Technology Services Department and key department managers and staff will require training on the CMS.
- The NOCE internal team prefers training sessions to be conducted in person.
- Written training guides and documentation of the code-base will be provided by the vendor.
- NOCE has the right to contract with a vendor for post-launch website support/updates.

## SUBMITTAL INFORMATION AND SUBMITTAL SCHEDULE

All submittals shall be in the form and formatted as specified in this RFP. Submittals which do not include all of the elements as specified, or which deviate from the proposed format and content as specified, may be deemed “non-responsive” by the evaluation committee and eliminated from further consideration.

Time is of the essence. Submitting firms will be expected to adhere to the required dates and times.

Submittal questions must be in writing and be directed to Jennifer Perez, Director, Campus Communication, via email at [jperez@noce.edu](mailto:jperez@noce.edu) copying [tpham@nocccd.edu](mailto:tpham@nocccd.edu) with the subject line indicating “Question(s) for RFP# 1819-04, NOCE Website Redesign.” If questions are submitted after the deadline, they will not be answered and firms must provide a submittal using the information in the RFP and any addenda provided. All answers will be provided via addendum.

### Request for Qualification & Proposals Submittal Schedule

Proposal sent out to vendors	07/26/2018
Deadline for written questions	08/03/2018 by 5:00 P.M.
Addendum	08/08/2018
<b>RFP Due</b>	<b>08/16/2018 by 2:00 P.M.</b>
Interviews	TBD
Contract Negotiation	TBD
Board Meeting - Approval	TBD
Contract Execution	TBD

During the review of the submittals, District will not report apparent errors or request submittal clarification. Submittals will be interpreted as presented. Firms are responsible to proof documents to avoid errors.

The delivery package must be clearly marked with the RFP title, Firm’s name and address, contact name, email and phone number.

**Submittals may be withdrawn at any time before the deadline by written request of person signing the Certification.**

**Late submittals will be returned to the firm without evaluation and firm will not qualify for consideration.** It is the firm's responsibility to ensure submittals are received on or before the deadline and at the identified location. A postmark will not be accepted as meeting the delivery requirement. Third party carriers are routed through the mailroom and may experience delay from carriers stated delivery timeframe. Hand delivery should include time allowances for limited parking, the possibility of elevator failure (eighth floor delivery) or other potential obstacles to reaching the delivery location in a timely manner.

## **INSTRUCTIONS FOR SUBMITTING PROPOSALS**

Firms shall submit six (6) hard copies and one electronic copy (thumb drive). Hard copies shall be formatted on standard 8 ½ x 11 white paper with each page clearly numbered on the bottom. Each section, 1 – 12 listed below, shall be tabbed. The original copy shall be marked "Original" and must be wet signed by person authorized to bind the firm.

All submittals shall be in the form and formatted as specified in this RFP. **Submittals which do not include all of the elements as specified, or which deviate from the proposed format and content as specified, may be deemed "non-responsive" by the evaluation committee and eliminated from further consideration.**

Statement of Qualifications and Proposals should minimally include the following information:

1. **Cover Letter.** A maximum one-page, dated **Introductory Letter** must be submitted including the date, legal name of the respondent, address, telephone and fax numbers, and the name, title, and signature of the person(s) authorized to submit the proposal on behalf of the firm.
2. **Table of Contents.** A **Table of Contents** of the material contained in the proposal should follow the Cover Letter.
3. **Executive Summary.** The **Executive Summary** should contain an outline of your general plan and a brief summary of approach and qualifications to engage in a professional relationship with North Orange County Community College District. (two page maximum)
  - a. **Note:** Exhibit E, the Qualification Matrix, is placed in this section behind the executive summary. This form will be used as part of the review process.
4. **Experience.** Provide any professional registration, certifications and affiliations for the firm. Describe your experience with website design and more particularly community college projects. Include the scope of work performed within the last five years. Specify which Projects were performed by the personnel recommended for this Work. Provide contact names and phone numbers for each listed project.

**Financial Standing** - Provide a current annual report or audited profit and loss statement and the amounts and carriers of both general and professional liability insurance.

Evidence that the Firm is legally certified to conduct business in the State of California for the services offered and experience with college and university educational facilities and other institutional services.

The Firm must have an acceptable history of working proactively to avoid litigation. Provide specific information on termination for default, litigation settled or judgments entered within the last five (5) years.

If the Firm utilizes resources from more than one office, indicate office locations and how work would be coordinated. (One page for summary and up to five additional to highlight project specific information if appropriate)

- 5. Personnel.** This section of the proposal should establish the ability of the firm to satisfactorily perform the required services as demonstrated by its representation of staff availability. Information shall further specifically include:
- a. Number of qualified staff
  - b. Identification of any services noted in the Agreement(s) not provided in-house
  - c. Identification of proposed sub consultants
  - d. All personnel assigned to District projects, employees, sub-consultants or subcontractors must:
    - i. Possess the minimum qualification to perform the services provided
    - ii. Have knowledge and understanding of major services and activities required to perform services provided
    - iii. Have a minimum of three years of directly related experience
  - e. Include resumes of proposed personnel, including any proposed sub-consultants who would likely be assigned to projects. Provide name and professional qualifications of proposed personnel. Specifically define the role of each person and outline his or her individual experience. Identify any certifications or licenses held (No more than one page per person).
  - f. Firms must provide a statement that all proposed participants will meet or exceed the minimum qualifications specified herein
- 6. Scope of Work.** The Scope of Work provided describes the expected effort of the firm; however, the firm may recommend refinements, suggestions or brief restatements of the scope of work in this section. (Three pages maximum)
- 7. Services.** Define which services will be provided in-house and those for which the firm will hire consultants. Define the number of years the firm has worked with each consultant proposed as part of potential project teams. (One page maximum)
- 8. Professional Fees.** Provide with the firm proposal one copy of a total not to exceed amount and time and materials cost (hourly rate + estimated total hours) in a **sealed envelope**. The evaluation

committee will make their recommendation based on qualifications and will then enter contract negotiations including fee-based discussions.

A Time and Materials, Not to Exceed proposal will be based on fully-loaded hourly billing rates for each classification. When providing costs, proposal shall include costs for all required overhead expenses including insurance. Travel cost from the firm's place of business including time, overhead and related expenditures shall be incorporated into the unit prices for each line item and are not to be identified as separate costs. Firms are expected to perform services at the rate amount in the fee proposal regardless of the possibility that staff is drawn from a variety of office locations.

The Not to Exceed amount provided in this submittal will be used as the basis for contract negotiations. The final all-inclusive rate shall be negotiated after the evaluation process. Any increases must be approved in writing by the District prior to the performance of service. Agreements will be based on a lump sum basis.

No separate payment will be made for any other costs of performance or out of pocket expenses, including, without limitation, mileage or time required for dispatching personnel to District locations, subsistence, lodging, fuel charge, vehicle use, transmitting reports, administrative charges, or other similar activities necessary for performance of the services except for personnel that are required to perform services at a destination that is more than 50 miles from District. If this circumstance occurs, firm shall first obtain written approval and will be reimbursed at the rate for mileage (for such mileage over 50 miles) set forth by the United States Internal Revenue Services and for per diem travel as set forth by the US General Services Administration.

Proposers shall specifically include hourly rates for full time services in their proposals for the following:

- Principal
- Lead – Project Manager/Evaluator
- Associates
- Clerical staff
- Overtime and Weekend Rates for the above
- Proposer may choose to provide an itemized fee schedule for extra or additional services that are not within Scope of Services
- Include fee schedules for consultants if used

Identify any constraints or assumptions that affect the proposed fee. Services that are not specifically included in RFP exhibits may be provided as supplementary information. **Be thorough and specific as this will form the basis of any contract negotiations for services.**

9. **Client References.** This section of the proposal permits firms to demonstrate their ability and competence to satisfactorily perform the required services by using similar services recently

completed for other clients. Information should be furnished for both the firm and any sub consultants included in the proposal and shall include:

- a. Project name, location and description
- b. Client contact name
- c. Telephone number
- d. Email address

This section may also include letters of recommendation or testimonials

**10. Agreement Review.** Review and comment on any proposed modifications to the attached draft Agreement(s). Recommend additional work scope if appropriate to allow for improved outcome for the District. Requested contract modifications will be evaluated prior to and in preparation for contract negotiation.

**11. Certification.** Complete, provide authorized signature, and date the CERTIFICATION - REQUEST FOR QUALIFICATION & PROPOSALS enclosed with this RFP

Responses to the RFP should be complete and be prepared to provide an insightful, straightforward, and **concise** overview of the capabilities of your company. **Deviation from the defined content, order and format prescribed in this RFP may result a non-responsive evaluation. Submittals received after the due date and time will not be considered or reviewed. The emphasis of your submittal should be on completeness and clarity of content.**

The District reserves the right to waive any immaterial deviation in a submittal. The decisions to provide a waiver shall in no way modify or compromise the overall purpose of the submittal, nor excuse the firm from full compliance with all requirements if awarded an Agreement.

The sample standard agreement (Exhibit B) is NOT to be included with the Firm's submittal.

## BASIS OF AWARD

The evaluation of the website redesign will be a three-stage process.

1. The first stage will be based on analysis principally focusing on specific experience and qualifications.
2. The second stage will include short-listed firms invited for an interview to present full understanding of, and responsiveness to, this RFP and specific experience and approach.
3. The third and final stage is successful contract negotiations.

At the conclusion of the second stage, firm will be selected on the basis of criteria regarding qualifications, experience, demonstrated competence as well as the best interests of the District as determined by the committee, including consideration of fair and reasonable pricing.

Prior to presenting a recommendation to the Board of Trustees (if deemed necessary), District staff will engage in contract negotiations with selected firm. If negotiations with the first team selected are

unsuccessful, negotiations will commence with the second team and so on until an agreement has been successfully negotiated or District rejects all proposals.

**Note: By virtue of submission, the proposing firm declares that all information provided in the proposal is true and correct.**

## MISCELLANEOUS

1. All District Guidelines must be followed:
  - i. Social Media Guidelines: [https://www.nocccd.edu/files/social-media-guidelines-01-25-16-dcc-approved\\_13356.pdf](https://www.nocccd.edu/files/social-media-guidelines-01-25-16-dcc-approved_13356.pdf)
  - ii. Website Guidelines: [https://www.nocccd.edu/files/website-guidelines-dcc-approved-9-26-16\\_00667.pdf](https://www.nocccd.edu/files/website-guidelines-dcc-approved-9-26-16_00667.pdf)
  - iii. If the website solution will be housed in the cloud, the Cloud Solution Security Measures Guidelines will also need to be followed: [https://www.nocccd.edu/files/cloud-solution-security-measure-guidelines-tcc-approved-10-17-17\\_57777.pdf](https://www.nocccd.edu/files/cloud-solution-security-measure-guidelines-tcc-approved-10-17-17_57777.pdf)
2. All submittals shall remain active and valid for ninety days following closing date for receipt. The District reserves the right to negotiate the scope and cost of any submittal.
3. Evaluation may be made solely on the basis of the submittal review or the evaluation committee may deem it necessary to interview applicants as part of the evaluation process.
4. The proceedings of the evaluation committee are confidential. Members are not to be contacted by the proposers. All communication between proposers and the District shall be through the contact information provided above for submitting RFP materials.
5. All materials submitted in response to this RFP shall become the property of District and shall be considered a part of Public Record. The District reserves the option to retain or dispose of all submittals whether selected or rejected.
6. Only written changes to the RFP will be valid. Verbal representations will not be binding on either party. Proposers are responsible to monitor the district bid page for addenda information.
7. District reserves the right to reject any or all responses to this RFP. Any and all costs incurred in preparing and submitting a response to this RFP is the sole responsibility of the proposer. This request does not constitute an offer of employment or a contract for services.

The District may modify the RFP prior to the deadline for submittals by issuance of an electronic addendum on the District bid website. All addenda will be posted on the bid website and it is the proposer's responsibility to ensure they have obtained and reviewed all addenda.

### **Specific Inclusions**

1. Exhibit A: Certification – Request for Qualifications
2. Exhibit B: Sample Agreement for CTE Branding Consulting Services.
3. Exhibit C: Sample fee schedule for extra work
4. Exhibit D: Non-Collusion Affidavit
5. Exhibit E: Qualification Matrix
6. Exhibit F: NOCE Survey and Focus Group Report – December 2014
7. Exhibit G: Information Architecture – DRAFT list of pages for new website
8. Exhibit H: Visionpoint Report

**Exhibit A**

**CERTIFICATION – REQUEST FOR QUALIFICATIONS & PROPOSALS**

**CERTIFICATION - REQUEST FOR QUALIFICATIONS**

The undersigned hereby proposes and agrees to furnish any and all required labor, equipment, material, transportation, insurance, and incidentals necessary to provide quality services pertaining to this solicitation in accordance with the terms and conditions of the RFP; declares that the only persons or parties interested in this submittal as principals are those named herein; that this submittal is made without collusion with any other person, firm or corporation; that the undersigned will contract with District to provide these services to the District in the manner prescribed herein.

I certify that I have read the attached **RFP #1819-04, NOCE Website Redesign** and the instructions for submitting an RFP. I further certify that I am authorized to bind the firm noted in this submittal contractually, know that I must provide six hard copies and one electronic copy of the Firm’s submittal in response to this request and that I am authorized to commit the Firm to the submittal.

**I acknowledge the following addenda(s)** \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Typed or Printed Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Phone**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**Email**

**Provide Seal here, if Corporation**

## Exhibit B

### SAMPLE AGREEMENT FOR CONSULTANT SERVICES

This AGREEMENT is made and entered into this **DATE** day of **MONTH** in the year of \_\_\_\_\_, by and between the **NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT**, hereinafter referred to as “DISTRICT”, and hereinafter **NAME**, referred to as “CONSULTANT”. The DISTRICT and the CONSULTANT are sometimes referred to herein as a “PARTY” and collectively as the “PARTIES”. This AGREEMENT is made with reference to the following facts:

WHEREAS, DISTRICT desires to obtain consultant services to help in the following: **PROJECT** hereinafter referred to as “PROJECT”, and more fully set in the Proposal attached hereto as Exhibit “A”; and

**WHEREAS**, CONSULTANT possesses the necessary expert knowledge, experience, and ability to perform services not available through DISTRICT personnel; and

**WHEREAS**, CONSULTANT is fully licensed, if required, to provide such special consultant services in conformity with the laws of the State of California; and

**WHEREAS**, CONSULTANT has indicated its willingness and commitment to provide its specialized services and/or advice to the DISTRICT on the terms hereafter set forth in this AGREEMENT.

**NOW, THEREFORE**, the PARTIES hereto agree that the above recitals are true and correct, and further agree as follows:

#### **ARTICLE I** **CONSULTANT’S SERVICES AND RESPONSIBILITIES**

1. CONSULTANT’s services shall consist of those services performed by CONSULTANT, CONSULTANT’s employees and subcontractors as enumerated in this AGREEMENT and Exhibit “A”. Consultant shall commence providing services under this agreement on **DATE** and will diligently perform as required and complete performance by **DATE**.

2. CONSULTANT’s services shall be performed in a manner that is consistent with professional skill and care and the orderly progress of the work. CONSULTANT represents that he/she will follow the standards of his/her profession in performing all services under this AGREEMENT.

3. CONSULTANT makes the following certifications, representations, and warranties for the benefit of the DISTRICT, and CONSULTANT acknowledges and agrees that the DISTRICT, in deciding to engage CONSULTANT pursuant to this AGREEMENT, is relying upon the truth and validity of the following certifications, representations and warranties and their effectiveness throughout the term of this AGREEMENT and the course of CONSULTANT’s engagement hereunder:

a. CONSULTANT is qualified in all respects to provide to the DISTRICT all of the services contemplated by this AGREEMENT and, to the extent required by any applicable laws, CONSULTANT has all such licenses and/or governmental approvals as would be required to carry out and perform for the benefit of the DISTRICT, such services as are called for hereunder.

b. CONSULTANT, in providing the services and in otherwise carrying out its obligations to the DISTRICT under this AGREEMENT, shall, at all times, comply with all applicable federal, state, and local laws, rules, regulations, and ordinances, including worker’s compensation and equal protection and non-discrimination laws.

4. CONSULTANT, upon notice to proceed from the DISTRICT, shall provide the DISTRICT

certain special services and advice relating to the PROJECT. The nature of such special services and advice is more particularly set forth in Exhibit "A" attached hereto and incorporated herein by this reference. CONSULTANT and DISTRICT both agree to be bound by all of the terms and conditions set forth in said Exhibit "A". Any discrepancies or inconsistencies between this AGREEMENT and Exhibit "A" shall be interpreted and governed by the terms and conditions of this AGREEMENT. Pursuant to Education Code section 81644, the total term of this AGREEMENT shall not exceed a total of five years.

## **ARTICLE II** **TERMINATION**

1. This AGREEMENT may be terminated by either PARTY upon fourteen (14) days written notice to the other PARTY in the event of a substantial failure of performance by such other PARTY, including insolvency of CONSULTANT; or if the DISTRICT should decide to abandon or indefinitely postpone the PROJECT.

2. In the event of a termination based upon abandonment or postponement by DISTRICT, the DISTRICT shall pay to the CONSULTANT for all services performed and all expenses incurred under this AGREEMENT supported by documentary evidence, including payroll records, and expense reports up until the date of the abandonment or postponement plus any sums due the CONSULTANT for Board approved extra services. In ascertaining the services actually rendered hereunder up to the date of termination of this AGREEMENT, consideration shall be given to both completed work and work in process of completion and to complete and incomplete reports, studies and other documents whether delivered to the DISTRICT or in the possession of the CONSULTANT. In the event termination is for a substantial failure of performance, all damages and costs associated with the termination, including increased consultant and replacement consultant costs shall be deducted from payments to CONSULTANT.

3. In the event a termination for cause is determined to have been made wrongfully or without cause, then the termination shall be treated as a termination for convenience in accordance with Article III, Paragraph 4 below, and CONSULTANT shall have no greater rights than it would have had if a termination for convenience had been effected in the first instance. No other loss, cost, damage, expense or liability may be claimed, requested or recovered by CONSULTANT.

4. This AGREEMENT may be terminated without cause by DISTRICT upon fourteen (14) days written notice to the CONSULTANT. In the event of a termination without cause, the DISTRICT shall pay to the CONSULTANT for all services performed and all expenses incurred under this AGREEMENT supported by documentary evidence, including payroll records, and expense reports up until the date of notice of termination plus any sums due the CONSULTANT for Board approved extra services. In ascertaining the services actually rendered hereunder up to the date of termination of this AGREEMENT, consideration shall be given to both completed work and work in process of completion and to other documents whether delivered to the DISTRICT or in the possession of the CONSULTANT. In addition, CONSULTANT will be reimbursed for reasonable termination costs through the payment of no more than 3% beyond the sum due the CONSULTANT under this Paragraph through 50% completion of CONSULTANT's portion of the project and if 50% completion is reached, payment of up to 3% of the unpaid balance of the contract to CONSULTANT as termination cost upon provision of substantiating justification documents. This payment is agreed to compensate CONSULTANT for the unpaid profit CONSULTANT would have made under the project on the date of termination and is consideration for entry into this termination for convenience clause.

5. In the event of a dispute between the PARTIES as to performance of the work or the interpretation of this AGREEMENT, or payment or nonpayment for work performed or not performed, the PARTIES shall attempt to resolve the dispute. Pending resolution of this dispute, CONSULTANT agrees to continue the work diligently to completion. If the dispute is not resolved, CONSULTANT agrees it will neither rescind the AGREEMENT nor stop the progress of the work, but CONSULTANT's sole remedy shall be to submit such controversy to determination by a court having competent jurisdiction of the dispute, after the PROJECT has been completed, and not before.

**ARTICLE III**  
**CONSULTANT’S REPORTS/ DOCUMENTS**

The reports and/or other documents that are prepared, reproduced, maintained and/or managed by the CONSULTANT or CONSULTANT’s subcontractors in accordance with this AGREEMENT, shall be and remain the property of the DISTRICT (hereinafter “PROPERTY”). The DISTRICT may provide the CONSULTANT with a written request for the return of its PROPERTY at any time. Upon CONSULTANT’s receipt of the DISTRICT’s written request, CONSULTANT shall return the requested PROPERTY to the DISTRICT within five (5) calendar days.

**ARTICLE IV**  
**ACCOUNTING RECORDS OF CONSULTANT**

Records of the CONSULTANT’s direct personnel and reimbursable expenses pertaining to any extra services provided by the CONSULTANT, which are in addition to those services already required by this AGREEMENT, and any records of accounts between the DISTRICT and CONSULTANT shall be kept on a generally recognized accounting basis and shall be available to the DISTRICT or DISTRICT’s authorized representative at mutually convenient times.

**ARTICLE V**  
**COMPENSATION TO CONSULTANT**

1. The DISTRICT shall compensate CONSULTANT as follows:
  - a. The DISTRICT agrees to pay the CONSULTANT an amount not to exceed **\$000000.00**.
  - b. CONSULTANT shall invoice the District as follows: **Terms**. All costs must be supported by an invoice, receipt, or other acceptable documentation as determined by the DISTRICT.
  - c. Except as expressly provided herein, CONSULTANT agrees that no other compensation, fringe benefits, or other remuneration is due to CONSULTANT by the DISTRICT for services rendered under this AGREEMENT. CONSULTANT shall not apply for or receive statutory benefits available to employees of the DISTRICT because CONSULTANT is not an employee of the DISTRICT.

**ARTICLE VI**  
**ADDITIONAL SERVICES**

1. CONSULTANT shall notify the DISTRICT in writing of the need for additional services required due to circumstances beyond the CONSULTANT’s control. CONSULTANT shall obtain written authorization from the DISTRICT before rendering such services. The DISTRICT may require CONSULTANT to perform additional services which are, in the DISTRICT’s discretion, necessary. Compensation for such services shall be negotiated and approved in writing by the DISTRICT. Such services shall include:
  - a. Making material revisions in reports or other documents when such revisions are required by the enactment or revision of laws, rules or regulations subsequent to the preparation and completion of such documents.
  - b. Preparing reports and other documentation and supporting data, and providing other services in connection with project modifications required by causes beyond the control of the CONSULTANT which are not the result of the direct or indirect negligence, errors or omissions on the part of CONSULTANT.
  - c. Providing any other services not otherwise included in this AGREEMENT or not

customarily furnished in accordance with the generally accepted practice in the CONSULTANT's industry.

**ARTICLE VII**  
**REIMBURSABLE EXPENSES**

1. The DISTRICT shall compensate CONSULTANT as follows:

a. The DISTRICT agrees to pay the CONSULTANT in accordance with Exhibit "A" attached hereto and incorporated herein by reference.

b. CONSULTANT shall invoice costs monthly, or another periodic basis approved by the DISTRICT, for the services provided pursuant to this AGREEMENT from the time the CONSULTANT begins work on the PROJECT. All costs must be supported by an invoice, receipt, or other acceptable documentation as determined by the DISTRICT.

c. Except as expressly provided herein, CONSULTANT agrees that no other compensation, fringe benefits, or other remuneration is due to CONSULTANT by the DISTRICT for services rendered under this AGREEMENT. CONSULTANT shall not apply for or receive statutory benefits available to employees of the DISTRICT because CONSULTANT is not an employee of the DISTRICT.

**ARTICLE VIII**  
**INDEMNITY AND INSURANCE**

1. To the fullest extent permitted by law, CONSULTANT agrees to indemnify, defend and hold DISTRICT entirely harmless from all liability arising out of:

a. Workers' Compensation and Employers Liability: Any and all claims under Workers' Compensation acts and other employee benefit acts with respect to CONSULTANT's employees or CONSULTANT's subcontractor's employees arising out of CONSULTANT's work under this AGREEMENT; and

b. General Liability: Liability for damages for (1) death or bodily injury to person; (2) injury to, loss or theft of property; (3) any failure or alleged failure to comply with any provision of law or (4) any other loss, damage or expense arising under either (1), (2), or (3) above, sustained by the CONSULTANT or the DISTRICT, or any person, firm or corporation employed by the CONSULTANT or the DISTRICT upon or in connection with the PROJECT, except for liability resulting from the sole or active negligence, or willful misconduct of the DISTRICT, its officers, employees, agents or independent consultants who are directly employed by the DISTRICT;

c. Professional Liability: Any loss, injury to or death of persons or damage to property caused by any act, neglect, default or omission of the CONSULTANT, or any person, firm or corporation employed by the CONSULTANT, either directly or by independent contract, including all damages due to loss or theft, sustained by any person, firm or corporation including the DISTRICT, arising out of, or in any way connected with the PROJECT, including injury or damage either on or off DISTRICT property; but not for any loss, injury, death or damages caused by the sole or active negligence, or willful misconduct of the DISTRICT.

d. CONSULTANT, at its own expense, cost, and risk, shall defend any and all claims, actions, suits, or other proceedings that may be brought or instituted against the DISTRICT, its officers, agents or employees, on any such claim or liability, and shall pay or satisfy any judgment that may be rendered against the DISTRICT, its officers, agents or employees in any action, suit or other proceedings as a result of CONSULTANT's work under this AGREEMENT.

e. The PARTIES understand and agree that Article VIII, Paragraph 1 of this AGREEMENT shall be the sole indemnity, as defined by California Civil Code section 2772, governing this AGREEMENT. Any other indemnity that is attached to this AGREEMENT or referenced elsewhere shall be void and unenforceable between the PARTIES.

2. CONSULTANT shall purchase and maintain policies of insurance with an insurer or insurers, qualified to do business in the State of California and acceptable to DISTRICT which will protect CONSULTANT and DISTRICT from claims which may arise out of or result from CONSULTANT's actions or inactions relating to the AGREEMENT, whether such actions or inactions be by themselves or by any subcontractor or anyone directly or indirectly employed by any of them, or by anyone for whose acts any of them may be liable. The aforementioned insurance shall include coverage for:

a. Workers' Compensation and Employers Liability Insurance in accordance with the laws of the State of California, however, such amount shall not be less than One Million Dollars (\$1,000,000).

b. Comprehensive general and auto liability insurance with limits of not less than One Million Dollars (\$1,000,000) combined single limit, bodily injury and property damage liability per occurrence, and Three Million Dollars (\$3,000,000.00) aggregate, including:

1. Owned, non-owned and hired vehicles;
2. Blanket contractual;
3. Broad form property damage;
4. Products/completed operations; and
5. Personal injury.

c. Professional liability insurance, including contractual liability, with limits of One Million Dollars (\$1,000,000), per claim and Three Million Dollars (\$3,000,000.00) aggregate. Such insurance shall be maintained during the term of this Agreement and renewed for a period of time at least five (5) years thereafter and/or at rates consistent with the time of execution of this Agreement adjusted for inflation. In the event that Consultant subcontracts any portion of Consultant's duties, Consultant shall require any such subcontractor to purchase and maintain insurance coverage as provided in this Paragraph. Failure to maintain professional liability insurance is a material breach of this Agreement and grounds for immediate termination.

d. Automobile Liability Insurance shall be at least as broad as Insurance Services Office Form Number CA 0001 covering Automobile Liability, Code 1 (any auto). One Million Dollars (\$1,000,000) for bodily injury and property damage each accident limit and Three Million Dollars (\$3,000,000.00) aggregate;

e. Each policy of insurance required in in this Article VIII shall name District and its officers, agents and employees as additional insured; shall state that, with respect to the operations of Consultant hereunder, such policy is primary and any insurance carried by District is excess and non-contributory with such primary insurance; written notice shall be given to District prior to cancellation; and, shall waive all rights of subrogation. Consultant shall notify District in the event of material change in, or failure to renew, each policy. Before starting work, Consultant shall deliver to District the certificates and endorsements of the insurance as evidence of compliance with the requirements herein. In the event Consultant fails to secure or maintain any policy of insurance required hereby, District may, at its sole discretion, secure such policy of insurance in the name of and for the account of Consultant, and in such event Consultant shall reimburse District upon demand for the cost thereof.

**ARTICLE IX**  
**MISCELLANEOUS**

1. CONSULTANT, in the performance of this AGREEMENT, shall be and act as an independent contractor. CONSULTANT understands and agrees that CONSULTANT and all of CONSULTANT's employees shall not be considered officers, employees or agents of the DISTRICT, and are not entitled to benefits of any kind or nature normally provided employees of the DISTRICT and/or to which DISTRICT's employees are normally entitled, including, but not limited to, State Unemployment

Compensation or Worker's Compensation. CONSULTANT assumes the full responsibility for the acts and/or omissions of CONSULTANT's employees or agents as they relate to the services to be provided under this AGREEMENT. CONSULTANT shall assume full responsibility for payment of any applicable prevailing wages and all federal, state and local taxes or contributions, including unemployment insurance, social security and income taxes for the respective CONSULTANT's employees.

4. Nothing contained in this AGREEMENT shall create a contractual relationship with or a cause of action in favor of any third party against either the DISTRICT or CONSULTANT.

5. The DISTRICT and CONSULTANT, respectively, bind themselves, their partners, officers, successors, assigns and legal representatives to the other PARTY to this AGREEMENT with respect to the terms of this AGREEMENT. CONSULTANT shall not assign this AGREEMENT.

6. This AGREEMENT shall be governed by the laws of the State of California.

7. This AGREEMENT represents the entire AGREEMENT between the DISTRICT and CONSULTANT and supersedes all prior negotiations, representations or agreements, either written or oral. This AGREEMENT may be amended or modified only by an agreement in writing signed by both the DISTRICT and CONSULTANT.

8. The PARTIES have had the opportunity to, and have to the extent each deemed appropriate, obtained legal counsel concerning the content and meaning of this AGREEMENT. Each of the PARTIES agrees and represents that no promise, inducement or agreement not herein expressed has been made to effectuate this AGREEMENT.

9. The rule of construction that any ambiguities are to be resolved against the drafting PARTY shall not be employed in the interpretation of this AGREEMENT. It is expressly understood and agreed that the PARTIES to this AGREEMENT have participated equally, or have had equal opportunity to participate, in the drafting hereof.

10. Time is of the essence with respect to all provisions of this AGREEMENT.

11. If either PARTY becomes involved in litigation arising out of this AGREEMENT or the performance thereof, each PARTY shall bear its own litigation costs and expenses, including reasonable attorney's fees.

12. This AGREEMENT is not valid or an enforceable obligation against the DISTRICT until approved or ratified by motion of the Governing Board of the DISTRICT duly passed and adopted.

The PARTIES, through their authorized representatives, have executed this AGREEMENT as of the day and year first written above.

**DISTRICT**

**CONTRACTOR**

**North Orange County Community  
College District**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

## Exhibit C

### **SAMPLE: CRITERIA AND BILLING FOR EXTRA WORK**

The following rates which include overhead, administrative cost and profit shall be utilized in arriving at the fee for extra services. The hourly rates reflected below shall be effective by date of execution of this Contract.

<u>CONSULTANT Services</u> <i>Titles are likely to change</i>	<u>Fee Per Hour</u>
Principal	\$XXX
Associate	\$XXX
Project Manager	\$XXX
Special Services: CEO/Principal Consultant	\$XXX
Clerical	\$ XXX

**EXHIBIT D**

**NON-COLLUSION DECLARATION**

The undersigned declares:

I am the \_\_\_\_\_ [Title] of \_\_\_\_\_ [Name of Company], the party making the foregoing bid.

The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The bid is genuine and not collusive or sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid. The bidder has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or to refrain from bidding. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder. All statements contained in the bid are true. The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof, to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the bidder.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on \_\_\_\_\_ [Date], at \_\_\_\_\_ [City], \_\_\_\_\_ [State].

Signed: \_\_\_\_\_

Typed Name: \_\_\_\_\_

**Exhibit E: Qualification Matrix**

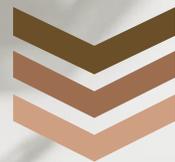
**Firm** \_\_\_\_\_

Location (City/State) \_\_\_\_\_

NOTE: Firm to validate quantities listed on this sheet with supporting documentation in appropriate proposal tab sections.

<b>TAB</b>	<b>Description</b>	
<b>1 Cover Letter</b>		
	1 Page - Professional/Format/Signed	
<b>2 Table of Contents</b>		
	Correct & Professional	
<b>3 Executive Summary</b>		
	2 Page Maximum (plus Exhibit E) - Professional - coherent - relevant - concise	
<b>4 Experience</b>		
4a	Years in business (minimum 3)	
4b	Sample projects by firm in past 5 years	
4c	Legally certified to conduct business in California	
4d	Location(s) to execute work for NOCCCD	
<b>5 Personnel</b>		
5a	Number of in-house staff	
5b	Resumes - personnel qualifications	
5c	Statement that all participants will meet or exceed min. state qualifications.	
<b>6 Scope of Work / Scope of Services</b>		
	Demonstrated understanding of desired services	
<b>7 Services</b>		
	2 Pages Maximum - Services Provided - Firm Philosophy - Process	
<b>8 Professional Fees-Remain in sealed envelop for proposal review</b>		
<b>9 Client References/Recommendations</b>		
	Number of References with phone numbers	
	Number of Written Recommendations from past clients and/or testimonials	
	Phone interview results	
<b>10 Agreement Review</b>		
	Review and comments attached	
<b>11 Certification</b>		
	Signed & correct # of addenda noted	

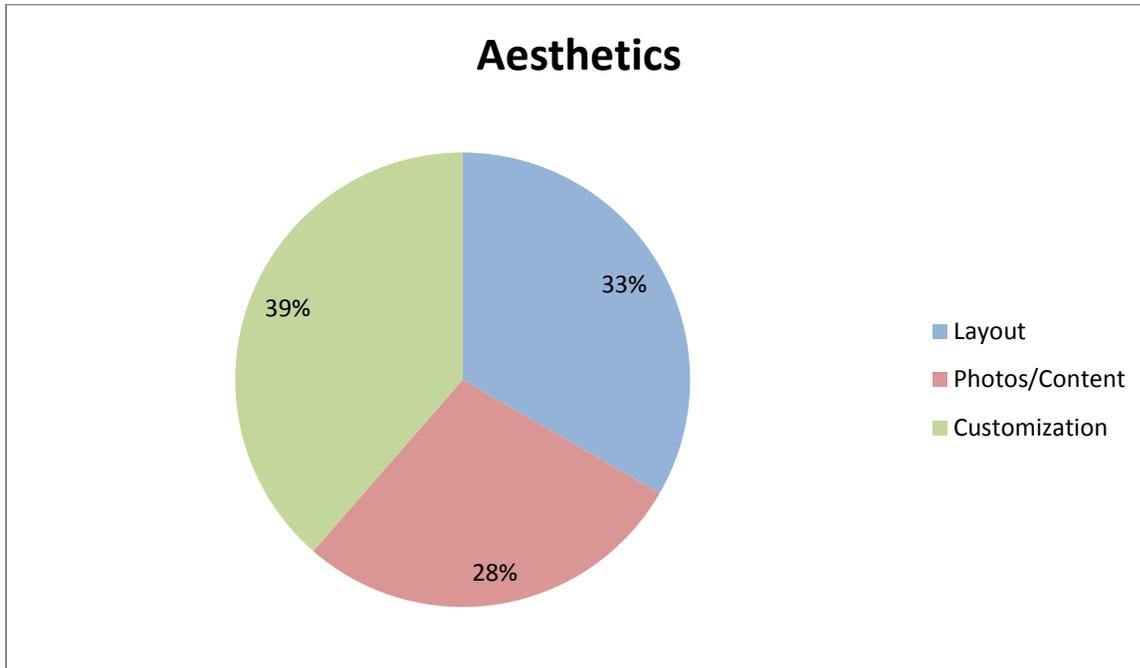
# 2014 SCE Website Redesign Feedback Report



During the fall term of 2014, the Campus Communications department collected feedback on the SCE website from approximately 50 faculty/staff members and 120 students. Faculty/staff member responses indicated a 30% focus on website aesthetics, 33% focus on website function, and 37% focus on website content. Student responses indicated a 27% focus on website aesthetics, 31% focus on website function, and 42% focus on website content. This report analyzes and explains the data collected.

# Faculty/Staff Feedback

## Faculty/Staff Feedback



### Layout (18)

- Modern, clean layout with up-to-date information (streamlined)
- Less information on homepage (avoid scrolling)
- Clearly marked tabs
- Consistent pages

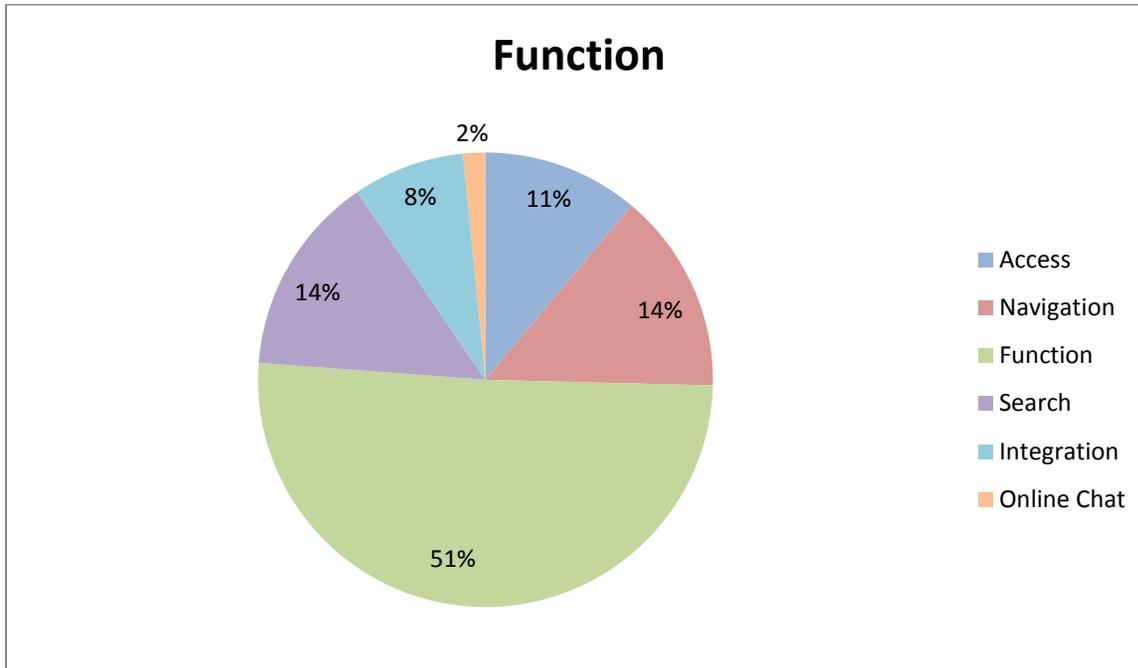
### Photos/Content (16)

- Branding SCE as a “friendly” place via photos & content
- Rolling photos/content on homepage
- Reflective of school, programs, and students

### Customization (22)

- Visually appealing/inviting
- Dynamic with movement, sound, etc.
- Customizable colors and font (ability to change font size)

## Faculty/Staff Feedback



### Access (7)

- Universal design (accessible, ADA 508 compliant) \*consider all students, including non-English speaking, low literacy, and blind
- Responsive to all forms of technology (laptop, tablet, mobile, etc.)
- Browser adaptable

### Navigation (9)

- Simple, consistent navigation
- Easy-to-find information

### Function (32)

- User-friendly, approachable menu with clickable tabs/icons
- Direct, working links that open in new windows vs. multiple channels (links for parents, students, alumni, community members/links for program pages)
- Functional program pages that can be monitored and easily updated
- Easy access to homepage

## 2014 SCE Website Redesign Feedback

### Search (9)

- Website search function with keywords and autofill

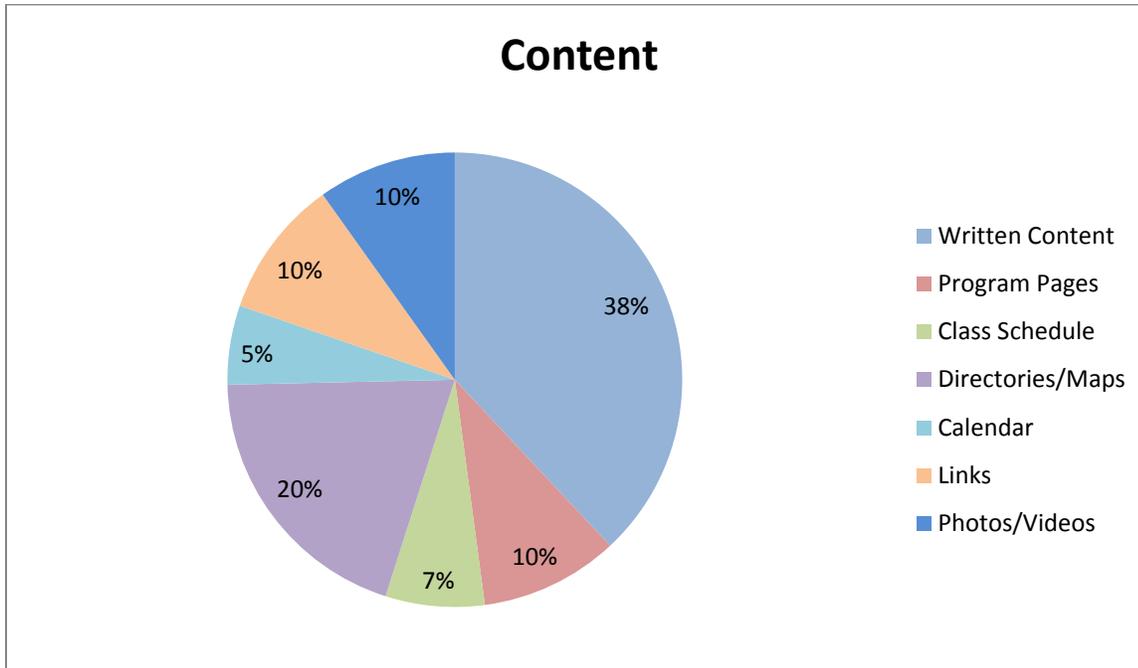
### Integration (5)

- Integration between website and databases/e-mail
- Integration of social media posts/updates

### Online Chat (1)

- Active, working online chat with staff to answer questions and direct users

## Faculty/Staff Feedback



### Written Content (27)

- Up-to-date, current information
- Less jargon, text that speaks
- Audience specific funneled content (parents, students, alumni, faculty/staff, community)
- Student success stories and faculty/staff personal profiles/spotlights
- Program highlights on homepage
- FAQs for homepage and program pages

### Program Pages (7)

- Individual program pages with consistent layouts and information provided
- Drop down menus indicating location, hours, and contact information

### Class Schedule (5)

- Accessible, user-friendly class schedule with course descriptions and important information (updates as last minute course adjustments are made)

## 2014 SCE Website Redesign Feedback

### Directories/Maps (14)

- Departmental/program directory (more general)
- Faculty/staff directory with photos, phone number, e-mail, and office location (more specific)
- Improved campus locations page with campus maps and contact information

### Calendar (4)

- Permanent calendar highlighting important dates (holidays, events, etc.)

### Links (7)

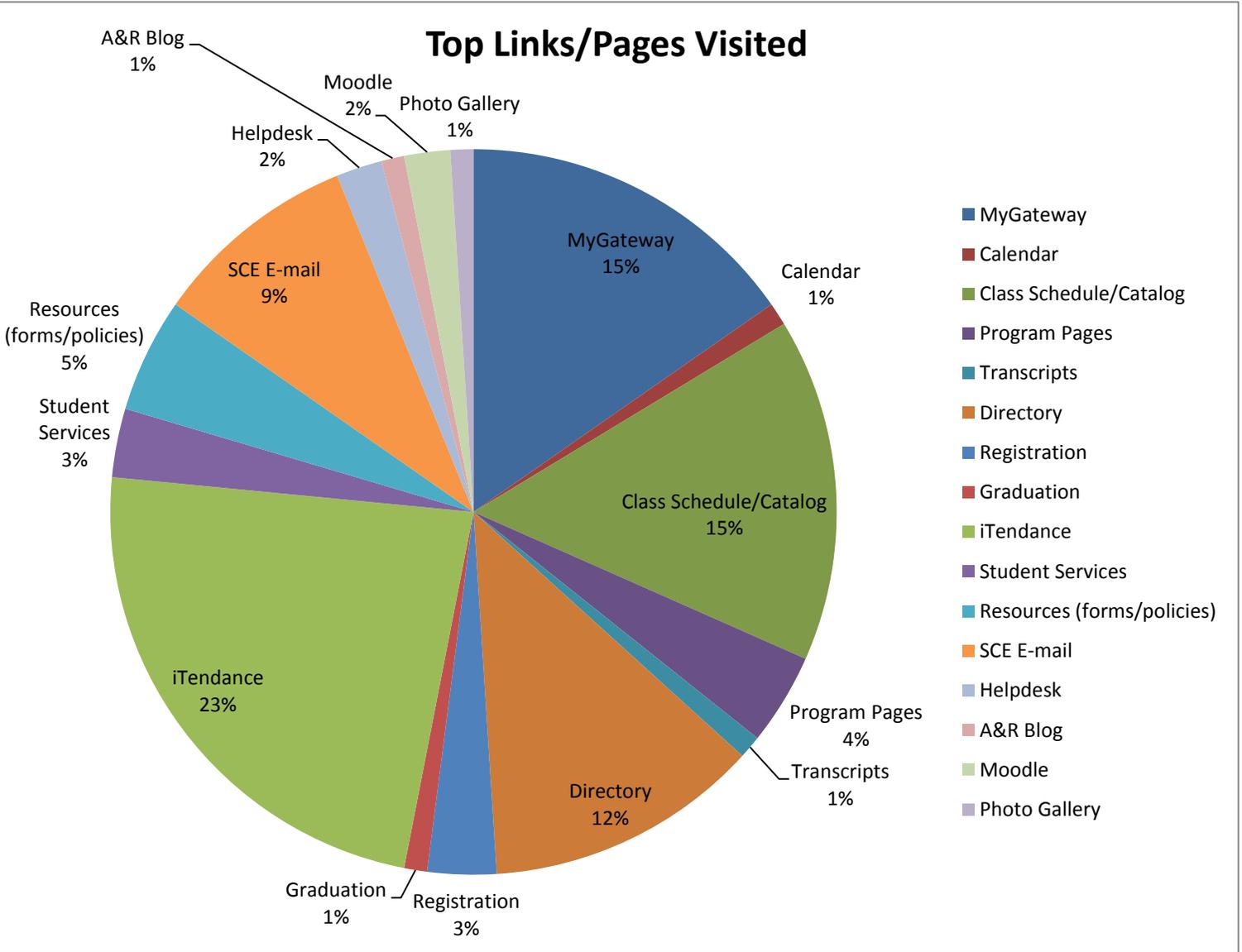
- Links to student registration (“Getting Started” – Banner ID and intake appointment)
- Links to student services (counseling, tutoring, computer lab, etc.)
- Links to “college and career bound” resources at Cypress College and Fullerton College (admission, financial aid, class schedule, counseling, assessments, etc.)
- Links to staff resources (iTendance, Helpdesk)
- Links to community resources (211 service, WIB information)

### Photos/Videos (7)

- Photos of faculty, students, three campuses, events, etc.
- Short video clips on homepage overviewing SCE programs

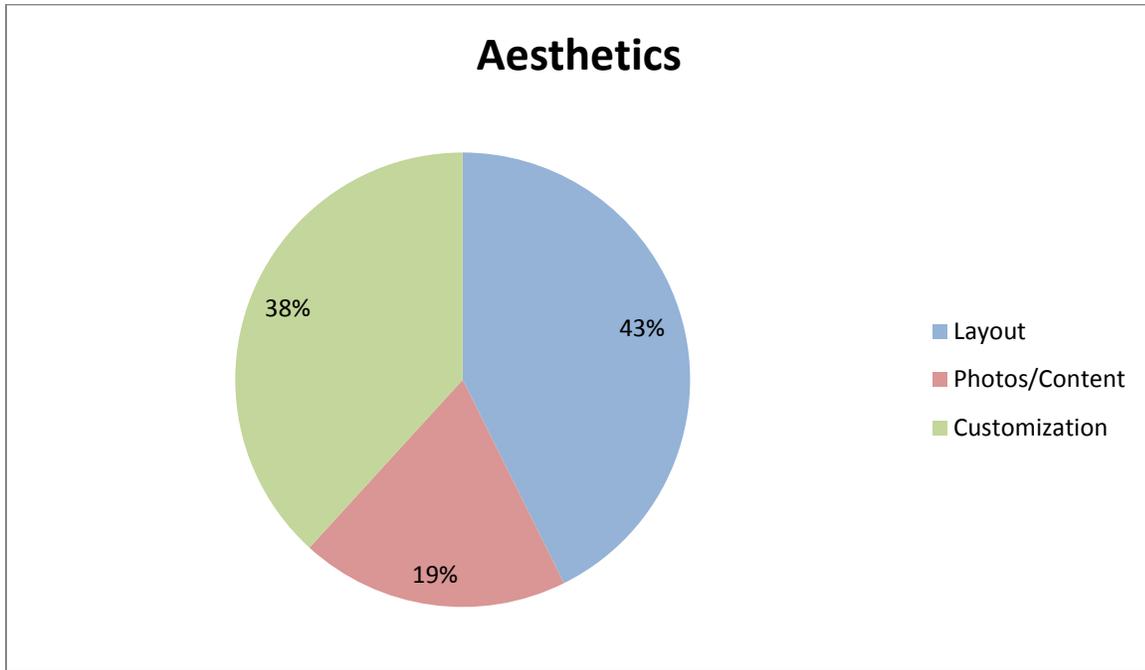
## Faculty/Staff Feedback

### Top Links/Pages Visited



# Student Feedback

## Student Feedback



### Layout (29)

- Consistent, organized layout with lively, up-to-date information
- Best use of space with wider content range (avoid scrolling)
- More readable

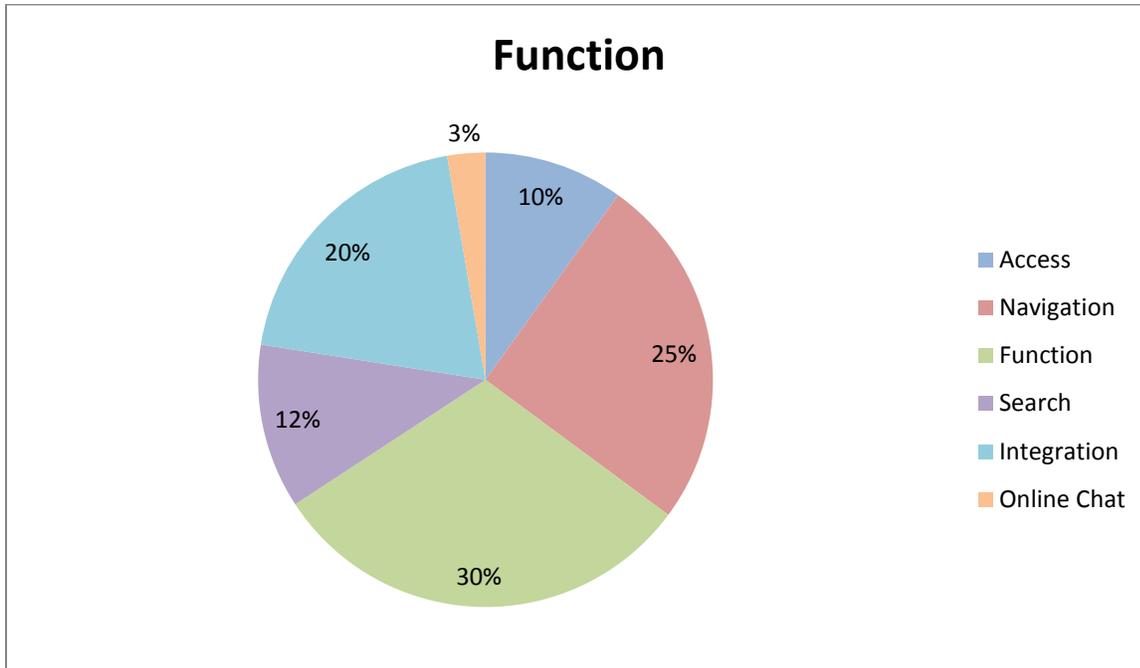
### Photos/Content (13)

- Clickable, rolling photos/content on homepage
- Links vs. full articles on homepage
- More photos

### Customization (26)

- Visually appealing/inviting
- Dynamic with movement, sound, etc.
- Customizable colors and fonts (user ability to change font size)
- More prominent logo
- Homepage banner that changes monthly

## Student Feedback



### Access (11)

- Universal design (bilingual conscious)
- Responsive to all forms of technology (laptop, tablet, mobile, etc.)
- Browser adaptable

### Navigation (28)

- Seamless navigation
- Easy-to-find information

### Function (34)

- User-friendly, functional menu with clickable tabs/icons
- Direct, working links
- CMS to keep pages consistent and up to date
- Clickable images on homepage (i.e. class schedule)

## 2014 SCE Website Redesign Feedback

### Search (13)

- Website search function with keywords and autofill

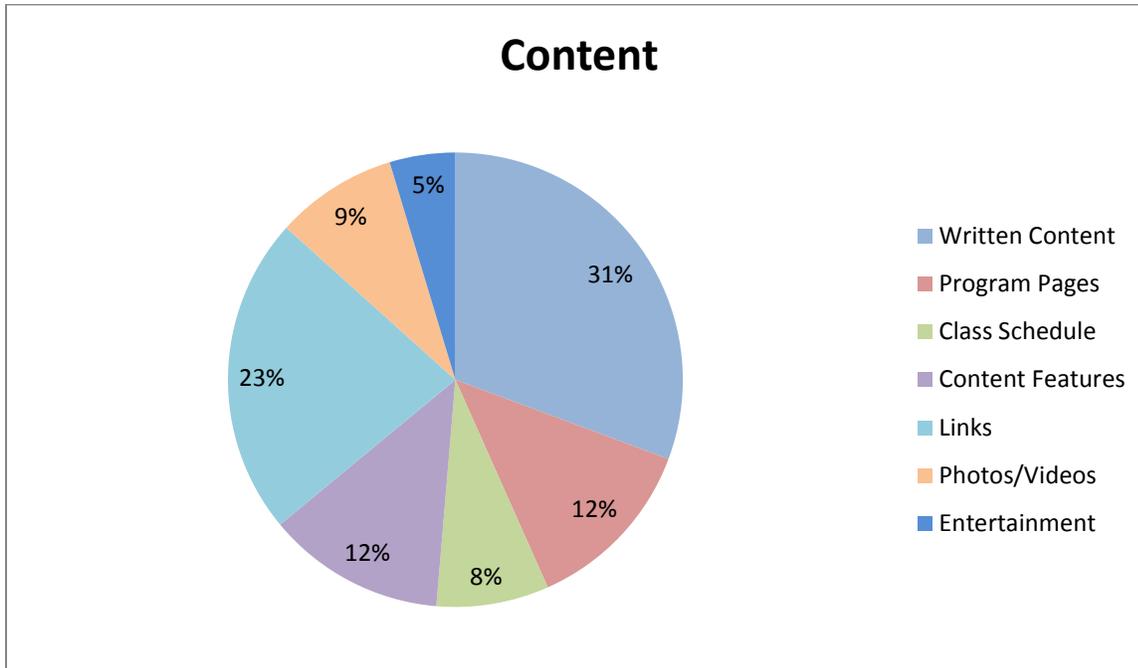
### Integration (22)

- Easy access student login to MyGateway, **Moodle**, registration, and e-mail (icons)
- Integration of social media posts/updates
- Student and faculty/staff interaction

### Online Chat (3)

- Active, working online chat with staff to answer questions and direct users

## Student Feedback



### Written Content (46)

- Up-to-date, current information
- Feature announcements, current events, "how to register," and registration desk hours on homepage
- FAQs page with section for student feedback and surveys
- Overview of SCE, funding information
- Student success stories and inspirational stories from instructors to students

### Program Pages (19)

- Individual program pages with consistent layouts and information provided
- Each program page should include class descriptions with prerequisites, instructor contact information, program length, program office phone number, location and hours, and internship/externship/job opportunities

## 2014 SCE Website Redesign Feedback

### Class Schedule (12)

- Easy-to-use class schedule/catalog with course descriptions, required books, and instructor contact information (updates as last minute course adjustments are made)

### Content Features (19)

- Contact information (departmental/program directory, faculty/staff directory)
- Detailed campus map highlighting student services, restrooms, and fire exits
- School calendar highlighting important dates (registration, holidays, seminars/workshops, and events)
- Clock

### Links (34)

- Links to student services (self-study resources, tutoring information, library/bookstore hours, scholarship opportunities, transcripts, etc.)
- Links to SCE events (graduation, student success event, seminars/workshops, etc.)
- Links to “college and career bound” resources at Cypress College and Fullerton College (list of major programs and requirements, registration, campus maps, events, etc.)
- Links to community resources (211, community events, public transportation, internship/job opportunities, labor market data, discount/coupon books, local eateries, public libraries, local police department, etc.)

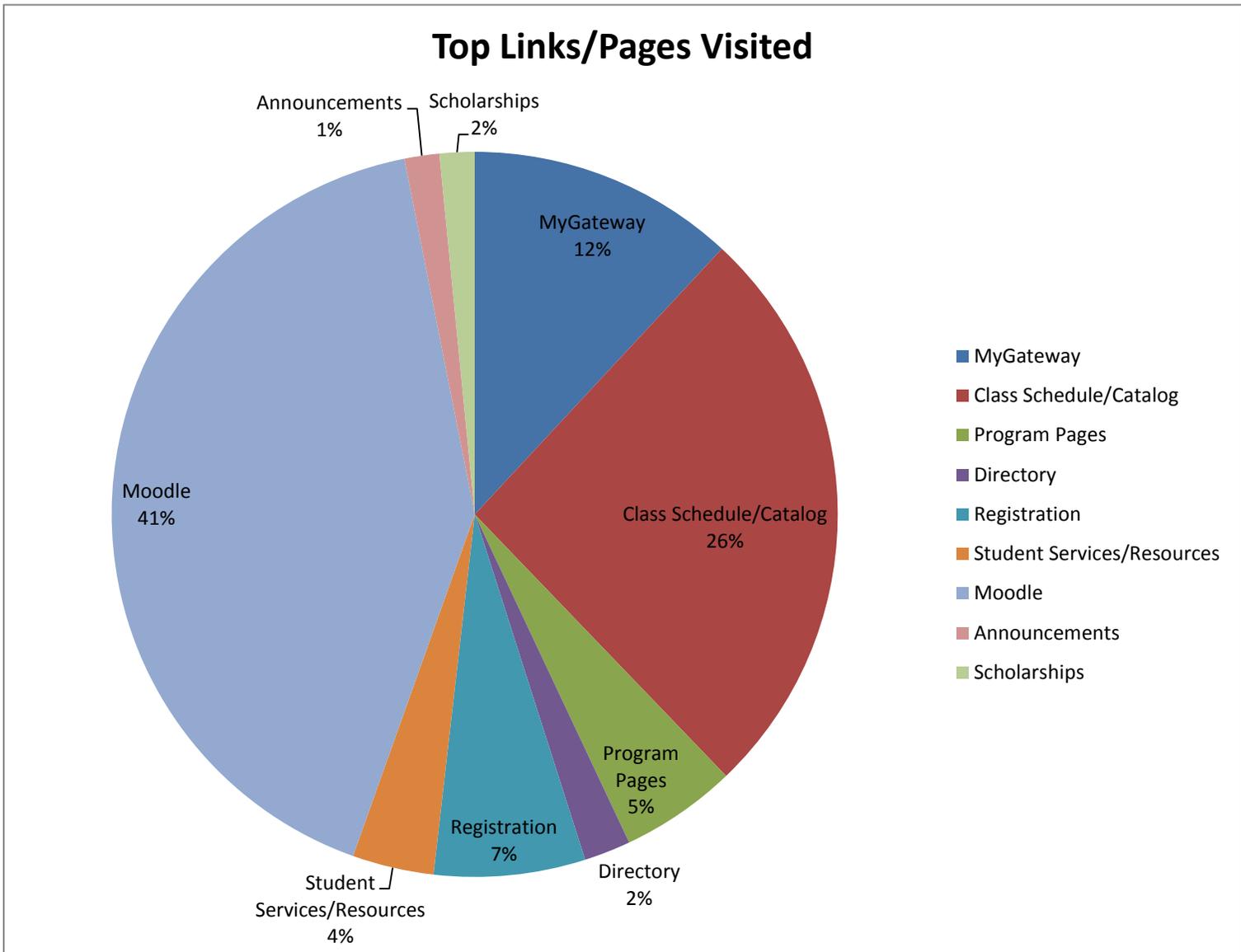
### Photos/Videos (13)

- Photos of campuses/classes in session, students, faculty/staff (written content more important than photos)
- Videos promoting or recapping seminars, workshops, and events

### Entertainment (7)

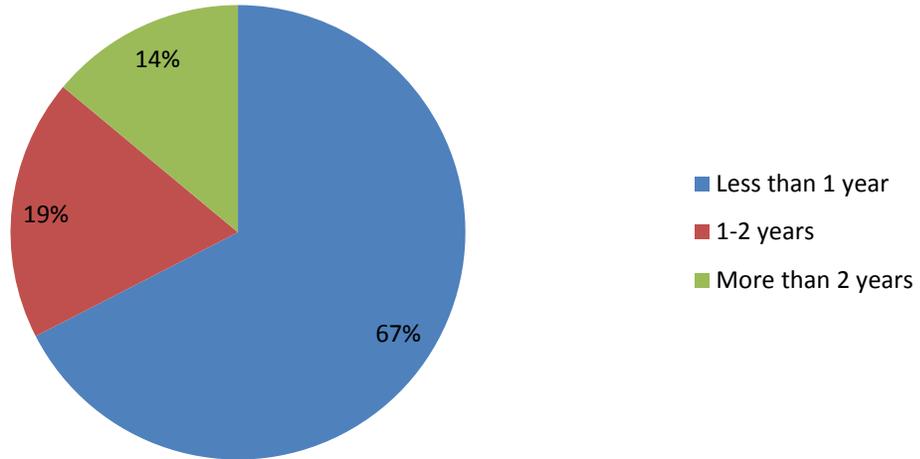
- Poll/photo of the day
- Student activities/games
- Quotes, memes, and art

## Student Feedback

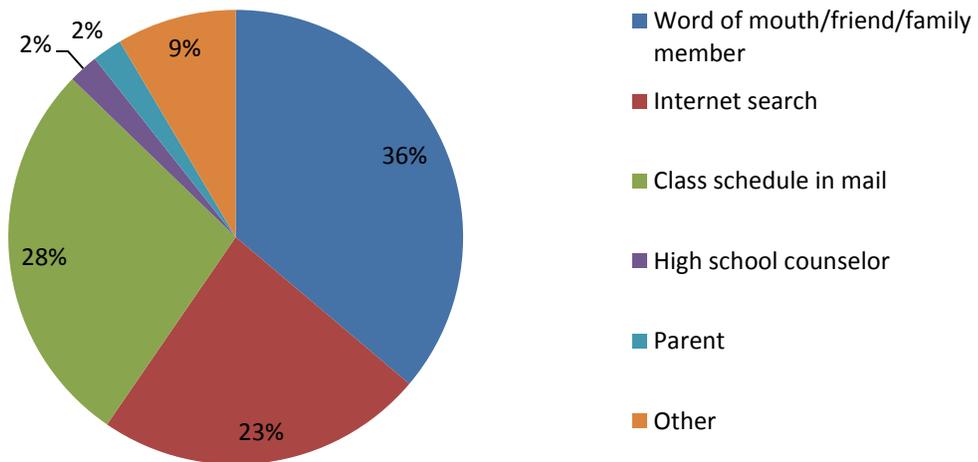


## Additional Student Information

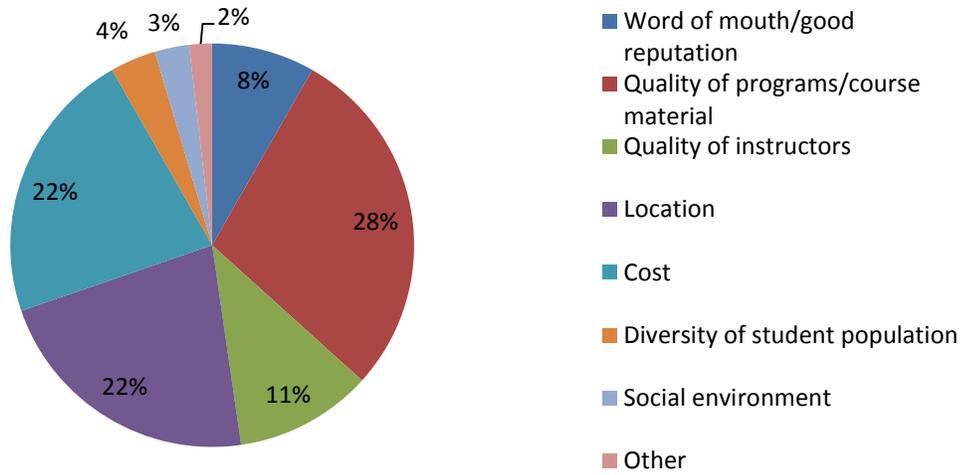
### How long have you been studying at SCE?



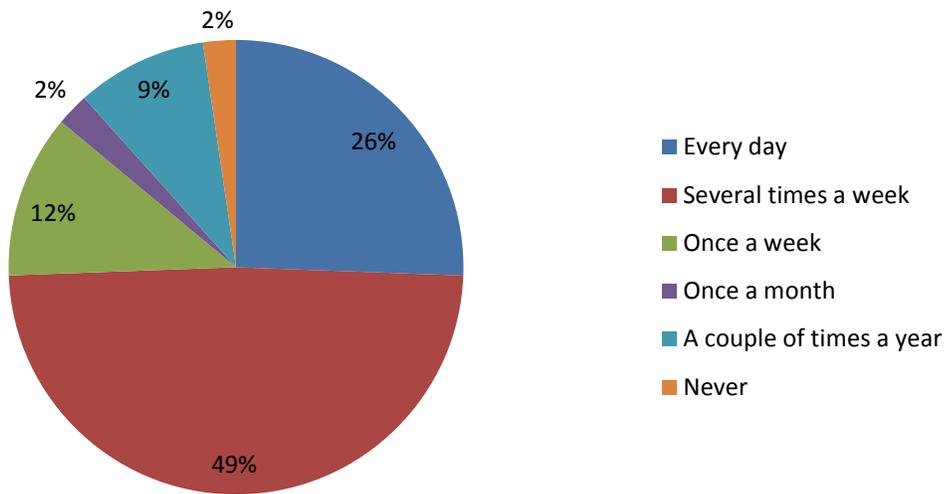
### How did you hear about SCE?



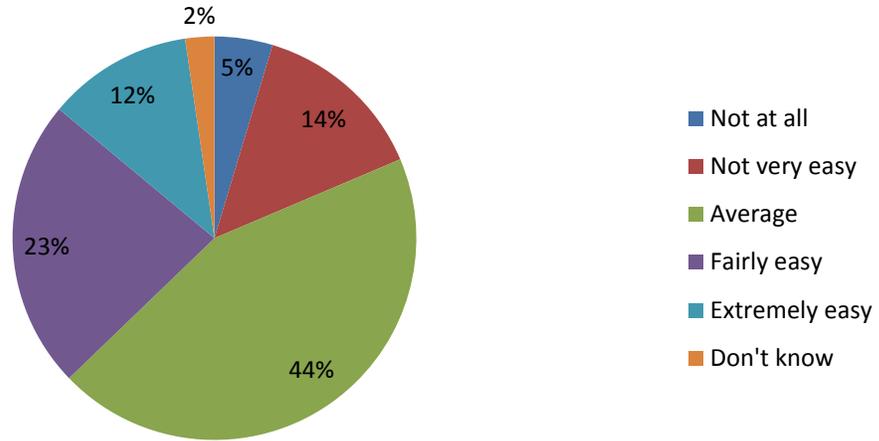
### Why did you choose to study at SCE versus another education institution?



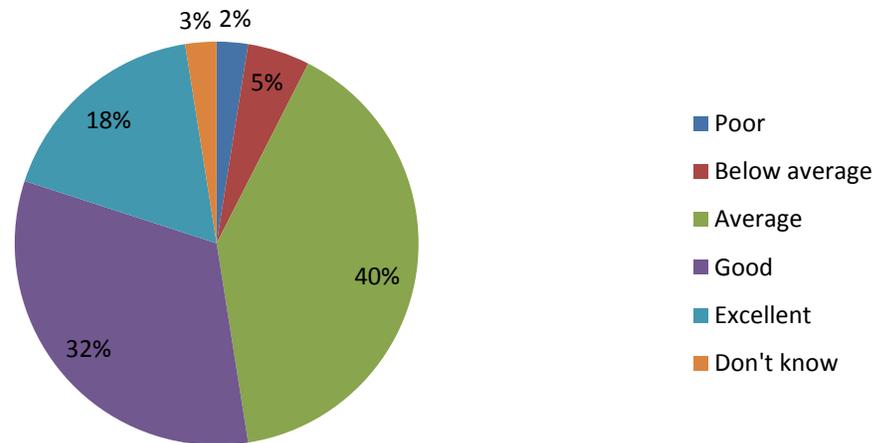
### How often do you use the SCE website?



### How easy is it to navigate and find information on the SCE website?



### How would you rate the quality of information on the SCE website?



## **APPENDIX 3 – New Website DRAFT Outline Heirarch – 3/1/14**

### **About SCE**

- What is SCE?
- How does SCE incorporate noncredit, continuing education, and community services?
- WASC Accreditation
- Mission Vision Values
- Programs/ Departments
- Provost's Message
- Staff Directory
- Student Success Score Card
- Annual Report
- Institutional Effectiveness Report
- NOCCCD Links
  - NOCCCD
  - Fullerton College
  - Cypress College

### **Future Students**

- Provost's Message
- How To Apply
- Registration
- SCE Centers and Locations/Maps
- Ask a Question (Chat Feature)
- Class Schedule
- Programs/ Departments
- SCE Video (?)
- FAQ
  - something about student fees here

### **Current Students**

- myGateway Student Portal
- Moodle
- Class Schedule
- Catalog
- Programs/Departments
- Scholarships
- FAQ / General Information
  - Parking

- Campus Maps

## **Employees (Faculty/Staff)**

- Email
- Staff Directory
- Forms
- Faculty Handbook
- Resources:
  - myGateway
  - Curricunet
  - SLO resources
  - SCE Helpdesk
  - Argos
  - iTendance
  - Transpoint
- NOCCCD Links
  - NOCCCD
  - Fullerton College
  - Cypress College
- Professional Development
- Program Review
- Academic Senate

## **Business/Community Partners**

- Alumni (How To Connect as an Alumni)
- Donors (How to Donate/ Scholarships)
- Community
- Business relationships (TDI, Facilities Rental, Etc)
- NOCCCD Employment Opportunities
- Press and Media
- Workforce Development (or Business and Industry Resources): Training, Development, Innovation Business and Industry Resource Center
  - OCDMC
  - EHS2
  - CACT
  - Website and Mobile App Design Certificate Program

## **Student Services**

- Student Activities/ Orgs (?)
  - ACCT
  - Student Leadership/Representatives

- Counseling
- Career Center
- Orientations
- myGateway
- Registration
- Moodle
- Book Stores
- Campus Safety
- Parking
- Academic Calendar
- Graduation Ceremony
- Scholarships
- Request a Transcript
- Request an Enrollment Verification
- LGBTQ Resources
- DSPS Resources
- Volunteers
- Free Speech Info
- Disabled Students Services and Programs
- Salary Surfer (CCC Chancellor's Office)
- Voter Registration and Information

## **Academic Programs**

- English as a Second Language and Citizenship Program
- Disabled Students Program and Services
  - DSPS Special Classes
  - College to Career
  - Mobility Training
  - Workability III (Job Development and Training)
- Career Technical Education Program
  - Administrative Assistant Certificate Program
  - Business Education and Computers Program
  - Early Childhood Education Certificate Program
  - Electrical Program
  - Health Care Medical Interpreter Training
  - Management Program
  - Medical Assistant Certificate Program
  - Medical Devices
  - Pharmacy Technician Certificate Program
  - Project Management Certificate Program

- Website and Mobile App Design Certificate Program
- High School Diploma Program
- GED Preparation Program
- Basic Skills Program / Learning Centers
- Online Classes
- Lifeskills Education Advancement Program
  - Kids' College & Teen Program
    - Kids
    - Teens
  - Older Adults Program
  - Parenting Program
  - Mature Driver Program
  - Community Education
    - Fine Arts
    - Fashion
    - Music
    - Physical Fitness, Dance, Martial Arts
    - Business
    - English and Communication
    - Health Care Medical Interpreter Training

## **Administrative Departments**

- Office of the Provost
- Campus Communications
- Budget and Accounting
- Admissions and Registration
- Professional Development
- Student Success and Support Program
  - Counseling
  - Career Center
- Academic Senate
- Registrar and Student Records
- Facilities
- SCE Technology Services
- Research Office

## **Events/Calendar**

- SCE Master Calendar (or Calendaring Program (like "events" function on FB) )
- Academic Calendar
- Important Dates (List of Dates like in class schedule and other communication)

## **News**

- Stories
- Press Releases

## **myGateway Student Portal**

### **Accountability**

- Accreditation
- Student Success Scorecard
- Annual Report
- Institutional Effectiveness Report
- Strategic Plan
- Program Review
- Student Learning Outcomes
- Student Leadership/Representatives

### **Transition**

- Fullerton College Link
- Cypress College Link
- CCC Chancellor's Office
- Adult College and Career Transitions
- Building Connections
- Scholarships
- Financial Aid for College

### **Student Success**

- Student Success Profiles
- Alumni (How To Connect as an Alumni)

### **Connect**

- Social Media Links:
  - Facebook
  - Flickr
  - UStream
  - YouTube
  - Twitter / Instagram / Pinterest / LinkedIn

### **More Information**

- Accessibility Options
- Contact Webmaster
- Translate
- Campus Safety
- Nondiscrimination
- FERPA
- LGBTQ
- A-Z Index
- NOCCCD Employment Link
- Search box

### **DRAFT – Program/Department Template Page – information to include**

- Program information
- Contact info
- Hours, location
- Faculty, staff listing
- Transition opportunities (upon completion of program...)
- Class schedule
- Photos
- Off-site Class Locations
- Student Success Stories
- News and Events → Per Department
- Instructor Resources → myGateway
- Program Community Links

Exhibit H



North Orange County CC District  
School of Continuing Education

Website Strategy & Goals Presentation  
December 7, 2015



# Analytics Review



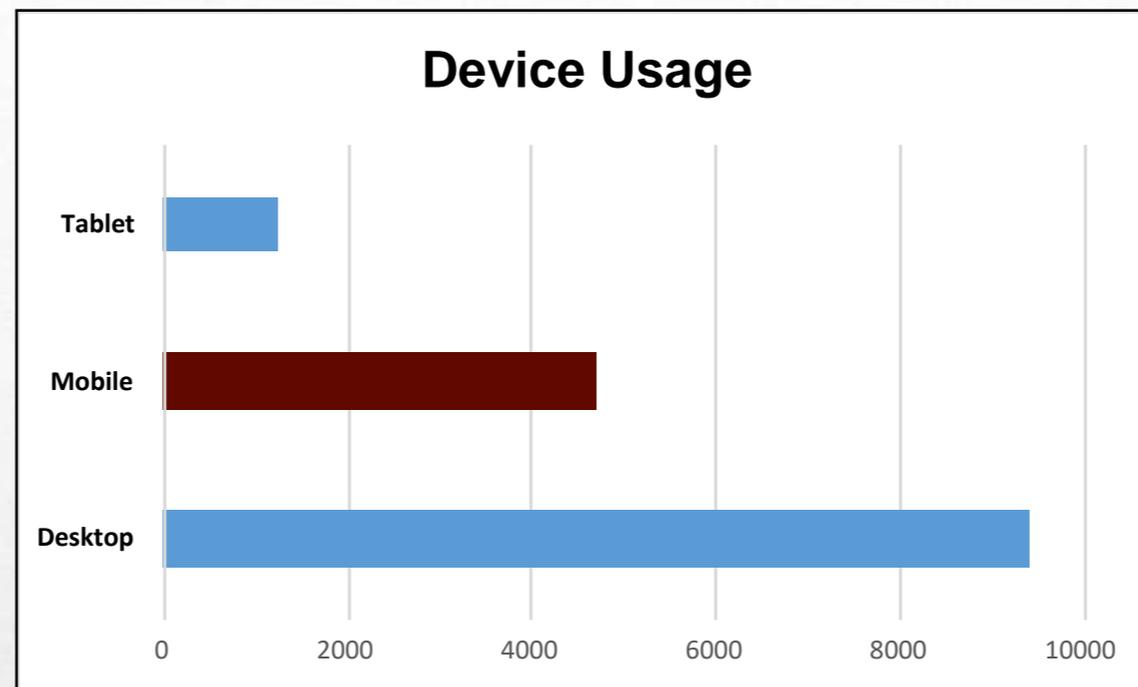
# Bounce Rate

- > Bounce Rate is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page).
  - > 71.67% bounce rate since January 2015
  - > Average of 1.53 pages viewed per session since January 2015
  - > Average session duration of 1 minute 15 seconds since January 2015



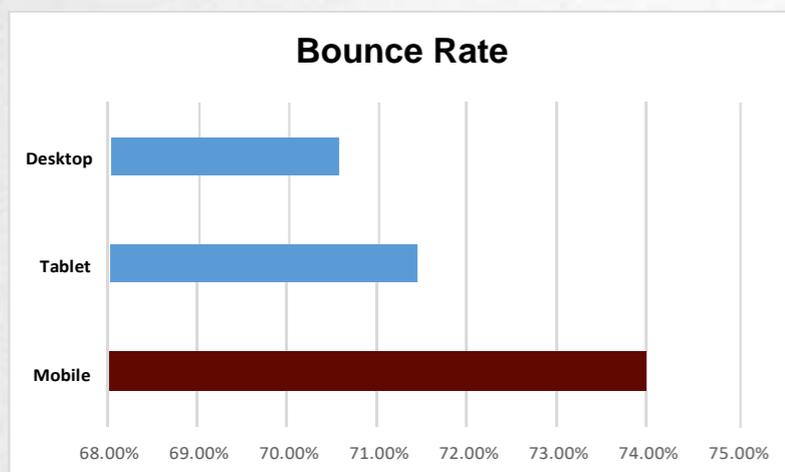
# Device Usage

- > January 1, 2015 through December 4, 2015 saw a total of 15,397 website sessions. Breakdown by device:
  - > Desktop: 9,445 total website sessions (61.34%)
  - > Mobile: 4,705 total website sessions (30.56%)
  - > Tablet: 1,247 total website sessions (8.1%)

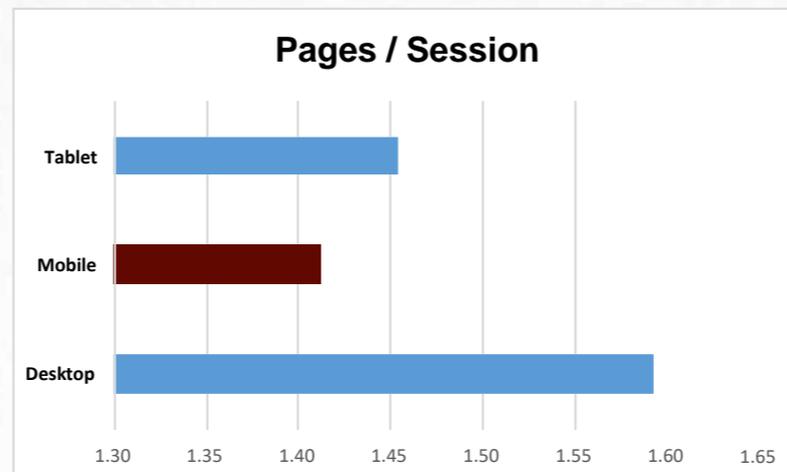




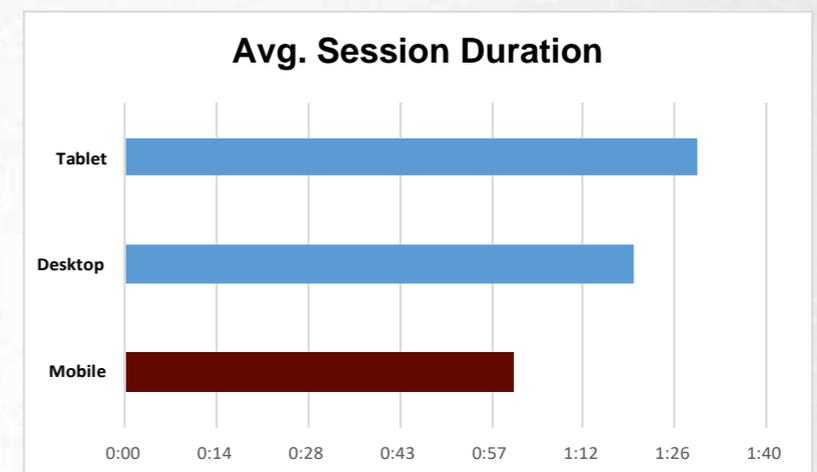
# Usage by Device



Bounce Rate is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page).



The Pages/Session (Average Page Depth) metric displays the average number of pages viewed per session. Repeated views of a single page are counted in this calculation.



Average session duration is: total duration of all sessions (in seconds) / number of sessions.



# Stakeholder Interviews



# Interview Participants

Students

Provost's Staff

Provost's Cabinet

Admissions & Registration Staff

Community Relations Teams

SCE Faculty

District Representatives

Business Partners

Board Members

AEBC Executives

Community Members

# Aggregate Themes



# Aggregate Themes - Strengths & Opportunities

- > **Passion and enthusiasm** for the mission and purpose are **infectious**.
  - > Respect for the **dignity and inherent worth** of those who might have been displaced, marginalized, overlooked, forgotten or who have otherwise experienced adversity.
  - > Excellent faculty and staff who **inspire** and are inspired by students.
  - > Strong, supportive and **engaged senior leadership**.
- > Tremendous **breadth, variety and quality** of offerings.
- > Commitment to **accessible delivery**.
  - > Welcoming, **non-threatening** atmosphere.
  - > Relatively **low barriers to entry** for students (low/no cost, 100+ locations, minimal prerequisites, etc.)
- > A **diverse population** and a **multicultural community**.
  - > “We celebrate our diversity.”
- > SCE community is **like a family**.



# Aggregate Themes - Strengths & Opportunities

- > Pathways to a host of educational goals including: credit, career, citizenship, literacy/fluency, independence, etc.
  - > “We’re the first step.”
- > Leadership and advocacy for adult education in California and beyond.
  - > Elite but not elitist.
- > Proven track record of vested engagement in the community.
  - > Growing partnerships with K12, community organizations and sister institutions.
  - > Adult Education Block Grant, I-BEST Courses, Noncredit > Credit.
  - > Nimble, agile, and increasingly “intuitive” - proactive rather than reactive



# Aggregate Themes - Challenges to Overcome

- > Lack of understanding, lingering stigma or misperceptions associated with “continuing education.”
  - > “Continuing Ed used to be **where you go if you *can't* do**. Now it’s where you go **TO do**.”
  - > “We work really hard, but **it’s like it doesn’t count**.”
  - > Free ≠ cheap
- > **Efficiency Challenges** - “If just one more student in every program attended **just one more class**, we’d meet our growth goals.”
- > **Redundancy** inhibiting pathways from noncredit > credit.
- > Limitless opportunity, **limited resources**.
- > Historically, lack of a brand-driven, centralized, well-resourced and **consistent marketing effort** to reach and motivate target audiences.
- > “**What’s in a name?**” - Brand inconsistency and confusion abounds.
  - > “I go to Wilshire.”
  - > “It doesn’t really have a name...right?”
  - > “Well, I start by telling people that there’s a district called the North Orange County Community College District, and that District has...”



# Website-Specific Themes

- > **Archaic**, outdated look and content.
- > Needs not just to inform but to **appeal** to students (current and prospective), to **make a case** for the value and relevance of SCE.
- > Disconnect between the web experience and the SCE experience.
- > Difficult to **navigate** and not user friendly.
- > Poor **search** capabilities.
- > Lots of missing **content** and broken links.
- > Not always easy to **access information and resources** like logins and portals.
- > Only in **English**.
- > No CMS+No Web Governance Plan=**No quality control, accuracy, consistency.**
- > Need a **responsive design** to facilitate tablet / phone use.
- > Needs to be **accessible**.
- > Want access to resources like current and future **schedules, calendar, committee information, offerings** and **FAQs**.
- > Relative lack of a **web culture**.

# Proposed Goals



# Business Goals (as they pertain to the website)

1. Communicate a **clear, compelling brand promise** that increases awareness and enhances the reputation of SCE's identity and offerings.
2. **Attract and retain students** who understand and appreciate SCE's unique brand promise and who are increasingly goal-oriented and driven to completion.
3. **Further develop growing partnerships** within the local and educational communities (surrounding K-12, other higher ed institutions, community organizations, etc.)
4. **Others?**



# User Goals

- > **Prospective students** want to quickly and easily gain access to basic factual information.
  - > offerings, benefits, locations, costs, admissions info, etc.
- > **Prospective students** want a sense of place & culture at SCE. They want to be inspired by what a SCE education can offer them.
  - **Community partners** want access to resources, service opportunities, and programming that will benefit them, as well as a resource to share with their constituents.
- > **Current students, faculty & staff** need to access internally focused information.
  - > Resources, forms, documents, current events and happenings, etc.
- > **Prospective employees** want to understand culture, benefits, opportunities, etc. that pertain to a career at SCE.



## Website-specific Goals

- > Develop a **public-facing website** that is the **central hub** for all communication and outreach efforts.
- > **Clarify and educate** users on the nature and value of Continuing Education and SCE's various offerings.
- > Facilitate a **positive, seamless user experience** on all platforms via effective content, navigation, searchability and design.
- > Facilitate a web experience consistent with **SCE's brand attributes**.
- > Create a website that inspires and empowers users to **take meaningful action**.
- > Meet required **accessibility** standards.
- > Consider a **language translation** option where appropriate.
- > Cultivate a content community by clarifying users' **roles and responsibilities** in creating and maintaining web content.