

Kishwaukee College District #523

Request for Qualifications – Website Navigation Audit and Mobile Optimization Consultant

Purpose

Kishwaukee College is inviting statements of qualifications from qualified firms to audit the website navigation, revise responsive design stages with a focus on mobile optimization, and provide recommendations for reworking the existing website design. The project must be completed no later than **August 1, 2025**.

Background

Kishwaukee College, located in Malta, Illinois, serves a district population of approximately 100,000. The College offers five transfer degrees and more than 70 occupational degrees and certificates.

Our current website, designed and implemented by 2020, serves as a critical tool for communication, marketing, and student engagement. As mobile usage continues to grow, we aim to enhance user experience, especially on mobile devices, without completely overhauling our existing website design. An audit and optimization are necessary to ensure accessibility, usability, and alignment with modern web design best practices.

Scope of Services

The selected consultant will collaborate with the College to define and execute the scope of work, which is anticipated to include:

- 1. Coordination/Scheduling**
 - Manage the project timeline, scheduling meetings, and maintaining effective communication with College representatives.

- 2. Navigation Audit**
 - Review the website's current navigation structure.
 - Identify usability issues and recommend improvements to simplify user journeys.

- 3. Responsive Design Optimization**
 - Evaluate existing responsive stages, particularly on mobile devices.
 - Provide recommendations for adjustments to improve functionality and user experience.

- 4. Mobile-Focused Revisions**
 - Prioritize improvements for mobile design and usability.
 - Propose enhancements that integrate seamlessly with the existing website design.

5. **Compliance and Best Practices**

- Ensure recommendations comply with accessibility standards (e.g., WCAG).
- Align changes with web design best practices, ensuring compatibility with Modern Campus.

6. **Implementation Plan**

- Develop a detailed implementation plan with itemized costs.
- Provide digital and hard copies of final reports and recommendations for the College's approval.

7. **Stakeholder Presentation**

- Present findings and recommendations to key campus stakeholders.
- Incorporate feedback before finalizing plans.

Statement of Qualifications – Content

Submissions should be 8.5” x 11” and not exceed 35 pages. Include the following:

- **Introduction and Summary of Services:** Describe your firm’s philosophy, unique qualifications, and approach to meeting project goals.
- **Qualifications of Firm:** Highlight expertise in website audits, responsive design, and mobile optimization over the past five years.
- **Key Personnel:** Provide resumes and roles of key team members, highlighting relevant experience. Include information on any sub-consultants.
- **Project Approach:** Outline your methodology, timeline, and strategies for achieving project objectives.
- **Illustrative Materials:** Showcase examples of similar projects completed in the last five years (maximum of eight single-sided pages).
- **References:** Provide five references from similar projects, including contact details and project descriptions, preferably from community colleges.
- **Schedule:** Provide a timeline with key milestones for completing the project by **August 1, 2025**.

Do not include quotes or estimates of fees.

Submit (2) hard copies in a sealed envelope or box and (1) digital copy.

Statement of Qualifications - Due Date

Submissions must be received no later than **12:00 p.m. Central Time on December 19, 2024**. Address submissions to:

Kishwaukee College

21193 Malta Road

Malta, IL 60150

Attn: Christopher Bailey, Business Office

Hand-delivered documents may be submitted to the Kishwaukee College Business Office, C2140. Submittals should be clearly marked “Website Navigation Audit RFQ.”

RFQ Timeline

- **RFQ Issued:** December 6, 2024
- **Last Day for Questions:** December 13, 2024
- **Submissions Due (12:00 p.m.):** December 19, 2024
- **Notification to Short-listed Firms:** December 20, 2024
- **Interviews/Presentations:** January 6, 2025 – January 9, 2025
- **Board of Trustees Approval:** January 15, 2025

Communications

All informal communications regarding this procurement shall cease upon receipt of this RFQ. Formal inquiries or correspondence must be directed to:

Kelly Ness

Director of Marketing
Kishwaukee College
21193 Malta Road
Malta, IL 60150
kness1@kish.edu
815-825-9482

Selection Criteria

The selection committee will evaluate submissions based on the following:

- Familiarity with navigation design and mobile optimization.
- Preferred experience working with Modern Campus platforms.
- Demonstrated ability to perform work within a defined timeline.
- Qualifications of assigned personnel.
- Prior experience in higher education website projects.

Short-listed firms will be invited to present their approach virtually to the College’s selection committee, including a 30-minute presentation and a 15-minute Q&A session.



Addendum No. 1

DATE: December 13, 2024

TO: Prospective Respondents
SUBJECT: Addendum No. 1
PROJECT NAME: Kishwaukee College Website Consulting

This Addendum forms a part of the RFQ Documents and modifies the original RFQ document as posted on the Kishwaukee College website. Acknowledge receipt of this addendum as specified at the bottom of page 2. FAILURE TO DO SO MAY SUBJECT SUBMITTER TO DISQUALIFICATION.

Addendum

The following item has been **revised** from the original Proposal Requirements:

Statement of Qualification - Content

Email submission is allowed to busserv@kish.edu. This email will not be opened until 12:00 p.m. Central Time on December 19, 2024.

Questions Received

- 1) Are you currently using any accessibility softwares such as SiteImprove?
The College just completed an accessibility scan from Ally. Additionally, our CMS (Modern Campus) offers accessibility, SEO, link, etc. scores.
- 2) Has the College conducted any recent user research around its website or marketing that would inform this work?
No
- 3) Is it expected that all remediation / implementation of recommendations will be taken on by Modern Campus and/or internal resources?
Yes
- 4) What budget (or range) has been established for this project?
Not set at this time.
- 5) Are you self-hosted or SaaS hosting for Modern Campus?
SaaS

- 6) What analytics and user behavior data do you have/look at and report on?
Analytics from the CMS and Google Analytics are reviewed but have not been incorporated into standard operating procedures regarding web maintenance and enhancements.
- 7) Are you able to provide the data from the chatbot as part of the audit files?
Yes
- 8) In addition to the implementation plan, is the vendor doing the implementation with Modern Campus (PMing it with them) or is the college managing the implementation based on the plan?
The College is looking to bring on a partner that can provide recommendations and support throughout, collaborating with College staff and Modern Campus to implement.
- 9) Usability Testing: Would Kishwaukee College be open to conducting usability testing to supplement the navigation audit and mobile optimization efforts?
Yes
- 10) Mobile/Tablet Breakpoints: Are there specific mobile or tablet breakpoints that Kishwaukee College would like us to evaluate during our review?
Yes
- 11) Comprehensive Experience: While there is an emphasis on mobile optimization, should we also approach this as a comprehensive review of the overall user experience across all device types?
Yes
- 12) Navigation Testing: Would Kishwaukee College be open to user testing specifically around navigation and mobile experience to inform our recommendations?
Yes
- 13) Depth of Navigation Review: How deep into the site's navigation structure does Kishwaukee College expect us to go? Are we reviewing all levels of the navigation, or is the focus on specific levels or pathways?
Top and Main Navigation Items
- 14) Feedback Process: When Kishwaukee College references "Incorporate feedback before finalizing plans," can you clarify if there will be a single point of contact on your end to collect stakeholder feedback, or will the entire stakeholder group be involved directly?
Single point of contact.
- 15) Visual Design Audit: Will the scope include a visual design audit and potential design modifications beyond mobile-specific changes? Given that the site was designed nearly five years ago, it's likely the content and visual needs have evolved beyond the original system's capabilities.
No

- 16) Accessibility Standards: Is Kishwaukee College aiming to meet specific accessibility standards, such as WCAG 2.1, 2.2, or 3.0 (working draft)? Additionally, are you targeting AA, or AAA compliance?
Yes
- 17) Content Audit: Although not explicitly stated in the RFQ, would Kishwaukee College be open to including a content audit as part of this scope? This would enable a deeper analysis of site content in relation to navigation and accessibility.
Yes
- 18) Content Evolution: Since the site's original design, have there been significant changes to content that may require our team to address content structure, tone, or consistency as part of our recommendations?
Yes
- 19) Access to Analytics Tools: Can we obtain access to Kishwaukee College's Google Analytics and Google Tag Manager (GTM) accounts after the Statement of Work (SOW) is signed? This access will enable us to analyze traffic from various devices, identify the most-visited and least-visited pages, and understand user paths through the site.
Yes
- 20) Existing Research/Testing: Has Kishwaukee College conducted any user research, testing, or data analysis that has informed the focus on navigation and responsiveness in this RFQ? If so, can that data be shared with us?
No
- 21) Web Chat Performance: Our initial review shows the web chat tool may be causing performance issues (as indicated by the PageSpeed insights). Are there any analytics or usage data that demonstrate the value or necessity of this tool?
Yes, the analytics show this feature is used often by students.
- 22) Tech Stack Review: Would Kishwaukee College be open to including a technical audit as part of the accessibility review? This would allow us to identify any scripts or modifications that may impact site accessibility.
Yes
- 23) Accessibility Standard: Do you have a specific accessibility standard or compliance level in mind (A, AA, AAA)? Would Kishwaukee College be open to our team making a recommendation on the best approach?
We are currently working with another vendor, Ally, who is completing a site audit for accessibility. Internally, we will be making those recommended changes.
- 24) Clarification on Scope: Can you confirm if this engagement is a "discovery" phase only, with no remediation or implementation included in the scope?
The College is looking to bring on a partner that can provide recommendations and support throughout, collaborating with College staff and Modern Campus to implement.

25) URL Confirmation: Just to confirm, is the main website URL we're auditing
<https://kish.edu/>?
Correct.

26) Clarification on Deliverables: Are there any specific "wish list" deliverables
Kishwaukee College would prefer beyond the navigation audit?
Redesign of mobile stage.

End of Addendum # 1

Please acknowledge receipt of these addenda by including the following page in your proposal package. Failure to do so could result in disqualification of your proposal.

Addendum No. 1
Acknowledgement

(To be included with proposal package)

Issued by:
Christopher M Bailey
Manager, Business Services
Kishwaukee College
815-825-9592

I acknowledge receipt of Addendum #1.

Company Name

Printed Name

Title

Signature



Addendum No. 2

DATE: December 16, 2024

TO: Prospective Respondents
SUBJECT: Addendum No. 2
PROJECT NAME: Kishwaukee College Website Consulting

This Addendum forms a part of the RFQ Documents and modifies the original RFQ document as posted on the Kishwaukee College website. Acknowledge receipt of this addendum as specified at the bottom of page 2. FAILURE TO DO SO MAY SUBJECT SUBMITTER TO DISQUALIFICATION.

Addendum

The following item has been **revised** from the original Proposal Requirements:

Questions Received (Part 2) Questions 1 – 26 are in Addendum 1

- 27) Could you elaborate on the primary objectives of the website navigation audit? Are there specific pain points you aim to address?
The primary goal of the navigation audit is to ensure the site is user-friendly and easy to navigate. We aim to identify and address pain points like unclear menus or complex pathways to create a seamless, efficient user experience.
- 28) How would you describe the target audience of your website? Do their demographics influence your usability goals?
High school students, Kishwaukee College students, parents/guardians and community members.
- 29) Are there particular pages or sections on the current website that receive high traffic and must be prioritized during optimization?
Yes, the current main navigation.
- 30) Are there specific examples of other educational institutions' websites you consider as benchmarks?
No.

- 31) How does the College envision success for this project? What metrics will you use to measure the project's impact?
Success is defined by positive feedback from students, community members, and stakeholders, along with increased enrollment measured through surveys and data.
- 32) What is your process for incorporating feedback from internal stakeholders (faculty, staff, students, etc.)?
Surveys and focus groups.
- 33) Do you anticipate this project requiring revisions to align with branding guidelines? If so, can these be shared with us?
No. Our website matches our brand currently.
- 34) Are there other simultaneous projects or initiatives that could impact or need integration with this project?
No.
- 35) How will the findings and recommendations from this project be used by the College after the project concludes?
By implementing the changes recommended.
- 36) How frequently would you prefer updates, and what communication methods work best for your team?
Email and zoom meetings. Monthly.
- 37) Can you provide access to the current website analytics to understand user behavior and bottlenecks in navigation?
Yes.
- 38) Is the current website developed on a specific CMS platform? If so, what version are you using?
Modern Campus CMS 2024.3.
- 39) Are there existing mobile responsiveness issues or reported complaints that we should be aware of?
No.
- 40) Will we have access to existing content repositories or will we need to gather content directly from College departments?
No, it will be provided.
- 41) Are there any third-party integrations (e.g., CRM, LMS) in the current website that may require attention during optimization?
No.
- 42) Are there specific mobile devices or browsers where you experience more issues that need targeted solutions?
No.

- 43) Are there expectations for SEO improvements during this optimization? If yes, are there specific search terms or phrases important to the College?
No.
- 44) Do you anticipate any hosting limitations or requirements we should consider during the responsive design optimization?
No.
- 45) Under Scope of Services, Responsive Design Optimization, is the final deliverable you are seeking a recommendations report? Or are you also looking for your vendor partner to carry forward and implement the recommended optimizations? If the latter, how far are you expecting the vendor to go? Design + front-end only, or also to include Omni implementation?
Recommendations, design and partnering implementation.
- 46) Same questions for Mobile-Focused Revisions and Compliance and Best Practices.
Recommendations, design and partnering implementation.
- 47) Project completion by August 1 means that the recommendations are finalized by then. Or that all of the associated recommendations have been reflected on the website by then?
All recommendations complete by August 1, 2025.
- 48) Process question, you are not looking for any quotes or fees at this time? Or you want quotes/fees, but just not included in the sealed envelope?
We are looking at qualifications at this time.

End of Addendum # 2

Please acknowledge receipt of these addenda by including the following page in your proposal package. Failure to do so could result in disqualification of your proposal.

Addendum No. 2
Acknowledgement

(To be included with proposal package)

Issued by:
Christopher M Bailey
Manager, Business Services
Kishwaukee College
815-825-9592

I acknowledge receipt of Addendum #2.

Company Name

Printed Name

Title

Signature