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: Christoper 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.