

Purchase Request #11
Regular Board Meeting August 8, 2022
Consideration of Approval to Contract for Website Redesign Services

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract with iFactory for website redesign services for the marketing and public relations department.

BACKGROUND

The College website is the virtual front door to the College, which means it needs to perform optimally by serving up the right content in a visually appealing design. The College website content has expanded to thousands of pages which overwhelms the brand, drowns out our message, and makes content harder to find. The College is also in the process of implementing a student/staff portal and customer relationship management solution, that both impact the website as content is streamlined and incorporated into these different platforms.

Request for proposals #22-36 was issued on May 24, 2022 to procure website redesign services. Eighteen responses were received and evaluated by a team comprised of representatives from marketing, public relations, and outreach and recruitment departments. The proposal submitted by iFactory was determined to provide the best value to the College.

IMPACT OF THIS ACTION

Approval of this contract will provide redesign services of the sanjac.edu website for the College. The new website design will be built from the ground up, creating a vastly improved user experience. A new website will help prospective students more easily access content for admissions, advising, enrollment, orientation, financial aid, etc. The goal is to ensure users can efficiently accomplish their tasks by providing a seamless experience. As more students are choosing to take courses online, it's even more vital to have a modern, highly functioning website that can aid in meeting enrollment goals.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated expenditure for redesign services is \$500,000 inclusive of the base proposal and additional services as needed and will be funded from the HEERF grant.

MONITORING AND REPORTING TIMELINE

The initial term for redesign services will commence on August 9, 2022, with renewal options for website maintenance services of four one-year terms.

ATTACHMENTS

Attachment 1 – Tabulation

RESOURCE PERSONNEL

Janet Cowey	281-991-2603	janet.cowey@sjcd.edu
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**RFP 22-36 Website Redesign
Attachment 1 – Tabulation**

QUALIFICATIONS SUMMARY

#	Vendor	Points (Max 60)	Shortlist
1	iFactory	48.73	Yes
2	Stamats Inc	44.97	Yes
3	Solar Jet Productions, LLC	42.40	Yes
4	Yoodle LLC	40.57	Yes
5	Speak Creative	40.23	Yes
6	Strategies 360	39.50	No
7	Alpha Company Marketing & Media	38.93	No
8	Expert WSI eMarketing	37.93	No
9	Neumeric Technologies Corporat	37.67	No
10	Whole Wheat Creative	35.00	No
11	Kaeppl Consulting LLC	34.13	No
12	Coolsoft LLC	33.83	No
13	Tasty Studio	32.33	No
14	KWALL	32.07	No
15	Avacend Corporation	30.60	No
16	Liam Crest	28.33	No
17	True North Government Services	25.70	No
18	Mobikasa LLC	25.20	No

PRESENTATIONS SUMMARY

#	Vendor	Points (Max 80)
1	iFactory	69.00
2	Stamats Inc	62.00
3	Solar Jet Productions, LLC	52.33
4	Yoodle LLC	51.00
5	Speak Creative	44.00

PRICING SUMMARY

#	Vendor	Points (Max 60)	Base Price
1	Yoodle LLC	40.77	\$ 136,575
2	Speak Creative	31.29	\$ 225,000
3	Solar Jet Productions, LLC	29.29	\$ 331,350
4	iFactory	28.46	\$ 394,700
5	Stamats Inc	24.93	\$ 537,300

FINAL RANKING

#	Vendor	Final Score (Max 200)
1	iFactory	146.19
2	Yoodle LLC	132.34
3	Stamats Inc	131.90
4	Solar Jet Productions, LLC	124.02
5	Speak Creative	115.52