

# LAKE LAND COLLEGE

5001 Lake Land Boulevard ♦ Mattoon, IL 61938-9366 ♦ 217-234-5434 ♦ lakelandcollege.edu

## Request for Proposal Website Design and Development Proposals accepted through Noon, July 24, 2023

### Overview

Lake Land College, Mattoon, Illinois, requests proposals from qualified web design and development companies to partner with the Lake Land College Web and Marketing teams on a website redesign process. Our objective is work with a company that has extensive higher education experience to redesign the website to increase engagement through ease of use, quality communication, and brand recognition.

We will continue to use WordPress and PHP. Lake Land College will host the site.

We are seeking consulting services to manage the scope of the project from a higher education perspective. The ideal candidate will provide expertise that combines both marketing and web development perspectives while exceeding industry standards.

The consultant will provide high-level guidance and share body-of-knowledge expertise and best practices with the team on guidelines, governance, taxonomy and processes for higher education website development. The consultant will provide tools and resources to the team to accomplish the redesign as well as sustain and grow in the future. We are looking for a long-term partner that will continue beyond the length of this specific contract.

The project is to begin mid-August 2023 and the cost of services is not to exceed \$50,000.

### Scope of Work

**Selected candidate will work collaboratively with the Lake Land teams, providing services in:**

- Project Management
- Creation of Taxonomy/Governance Best Practices
- SEO Recommendations
- Accessibility best practices
- Sustainable processes and practices

### Proposal/Selection Criteria

**Printed proposals** must be delivered no later than 12 p.m. (noon), Monday, July 24, 2023 to the office of the Vice President for Business Services, Board and Administration Building, Lake Land College, 5001 Lake Land Blvd., Mattoon, IL 61938. **Electronic proposals will NOT be accepted.**

Proposals and will be considered based upon the following requirements:

1. Description of the approach that will be taken to accomplish the goals.

2. Timeline including progress reports.
3. The consultant's qualifications and experiences in performing work directly related to the scope of work outlined in this request.
4. Examples and results of previous work completed in higher education.
5. Total cost for work with budget for each component.
6. Summary of why company is a good fit for this project.
7. Opportunity to host recurring in-person meetings either on campus or at vendor's site. Company's costs for travel will not be incurred by the college.
8. Three higher education references.

Lake Land College reserves the right to accept or reject any proposal. Proposals will be reviewed by the Web and Marketing Teams with a final recommendation to the college's Board of Trustees. Review will be completed and all consultants who submit a proposal notified by Thursday, July 27.

**To submit a proposal or request additional information, contact**

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Email: tsharp1@lakelandcollege.edu

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