

Request for Quotation for CSUMB.EDU Redesign

Scope of Project

California State University, Monterey Bay (CSUMB) seeks a professional firm to develop the graphic and information design for its university website templates using Drupal themes consistent with the university's branding. Templates will include the CSUMB.EDU homepage and key landing and content pages. Unlike many projects in the .edu arena, CSUMB has a single website which encompasses all departments and online campaigns, offering a unique experience for firms interested in working on an entire university's web presence. The design should help bring the university's web presence up to modern standards for usability and accessibility, while enhancing the end users' experience through an interface design that streamlines the online business processes and communicates the university's brand. The university already retains staff knowledgeable in managing a Drupal content management system, so implementation, migration, and backend development are not required.

Timeline for Review and Design Implementation

Bids Due: April 22, 2010

Finalist Presentations: April 26-May 4, 2010

Vendor selected and project begins: May 6, 2010

Phase 1: Design

Using an agreed-upon information architecture, design templates for key page types of the university's website

Deadline: June 24, 2010

Phase 2: Design Implementation

After the design has been completed, and depending on the working style of the firm, implement the agreed-upon design as a Drupal theme

Deadline: July 22, 2010

Overall Specifications

- Producing multiple design ideas for the university to initially choose from.
- Producing a clean and modern design for a website redesign with input from university staff.
- Applying the design to several page and content types as defined in this document.
- Implementing the design as a Drupal theme.

Baseline Specifications

These specifications include some overall ideas Web Services in Information Technology and Strategic Communications in University Advancement wish to see in a new website, which should be incorporated into the design work, but do not currently exist on the university website.

- **Drupal CMS:** The university is moving to Drupal as a content management system from another vendor-based solution. Implementation of recommended changes will be made by university staff.
- **Multiple Sites:** The university website contains approximately 100 sites, each with their own subdomain but within the same CMS - a practice which will be continued in the new site. Designs should be made with multiple-site implementation in mind. The design should also allow content to be distributed across sites.
- **Accessibility:** The recommended design should adhere to Section 508 standards for accessibility, and preferably to WCAG 2.0 standards.
- **University Branding:** Designs should adhere to existing and well-documented standards for university branding and colors (see CSUMB.EDU/identity and CSUMB.EDU/colors). Audience-based Micro-sites: Based on where a user clicks, we could assume they belong to a target audience (e.g. students, staff, parents) and specific content (e.g. links, short descriptions) would dynamically appear from multiple content contributors, who have tagged their content for aggregation elsewhere. Information design considerations should include the appearance of such content in an existing template.
- **Cross-Browser Compatibility:** Any design elements which use standards-based layout should degrade gracefully when being viewed with legacy (read: IE6) browsers.
- **Scalability and Performance:** The final design should implement good performance design practice such as CSS sprites, where appropriate.

Design Specifications

The design work should include not only a generic template which can be applied to all pages on the campus website, but also page or content-specific pages:

- **Basic Page:** A basic content page for generic nodes
- **Landing Page:** A basic landing page which will include a paneled display. This page should include not only generic page elements but also panel elements (panes, columns, rows) which must be flexible.
- **Front Page:** A robust, interactive and dynamic CSUMB.EDU front page design
- **Audience Landing Page:** A landing page for audience microsites (students, applicants, staff, parents, donors, alumni, potential students)
- **News Page:** A generic news page
- **Blog Page:** Blog page which highlights biographical information about the author
- **How-To Page:** A page which includes multiple steps for technical or business process documentation
- **Listing/Views Page:** A views page with teasers that may be paginated
- **Profile Page:** A user's profile, which could include dynamic content from other legacy systems

The designs should be made with various Drupal-specific features, including:

- **Subthemes:** Each site owner might want to skin their site differently. The theme should have several subthemes which don't drastically alter layout or navigation but might alter CSS for a different color palette.
- **Contexts & Spaces:** The context module will be used to set a user's space (for example, a news context while viewing news, a blog context, etc.)
- **Panels:** Content authors will be using panels for many kinds of landing pages and panel elements should be included in the design
- **Node Elements:** Basic Drupal node elements like title, submit line, teasers, comments, and links.
- **Site-wide elements:** Common Drupal page elements like tabs, menus, hierarchical menus, etc.

Proposal Specifications

Interested firms should provide a detailed description of how they will meet the project criteria, a description of projected costs, and a statement of their qualifications as they apply to the project. Finalists may be asked to present their proposal and a portfolio of past work to the project team in person.

Meeting Criteria

The firm should illustrate that they understand the scope of the project, and provide a summary and detailed analysis of how they will meet the requirements of this RFQ. Proposals will be rated on a rubric that includes Drupal expertise, previous experience working on websites for higher education, depth and quality of portfolio, ability to meet ADA section 508 standards, and cost.

Projected Cost

Detail costs for both the design phase and design implementation phase of the project should be included in the proposal.

Qualifications

Applicants should include a description of previous projects which encompassed at least some of the scope of this project, along with a statement about experience working with Drupal. Participation within, and contributions to, the larger Drupal community will be considered concrete proof of a firm's experience and value of the Drupal CMS.

Proposal Submission

Submit all questions and an electronic copy of proposals to:

Liz MacDonald (marketing@csumb.edu)

100 Campus Center

CSU Monterey Bay

Seaside CA 93955-8001

University Background

Committed to the success of every student, CSU Monterey Bay takes advantage of its intimate overall enrollment of 4,000, small class sizes, and talented teaching faculty to help students achieve big things.

The faculty includes an American Book Award winner, seven Fulbright Scholars, and numerous other grant and award winners. More importantly, because CSUMB emphasizes excellence in instruction, faculty members dedicate themselves to mentoring students. As reported in USA Today, national researchers have recognized CSUMB for 'an unshakable focus on student learning...'

CSUMB has produced academy award winners, thriving entrepreneurs, committed nonprofit and government leaders, and dedicated teachers. Given the university's commitment to creating access to quality higher education for underserved populations, many of these successful alumni represent the first generation in their families to graduate from college.

Founded in 1994 on 1,387 acres of the former Fort Ord, CSUMB offers sophisticated technologies and spacious, modern facilities. The Chapman Science Academic Center opened in 2003 with state-of-the-art science and computer labs, and the new signature building-the \$64-million Tanimura & Antle Family Memorial Library-opened in December 2008.

CSUMB has become a highly valued community partner, contributing outstanding events, youth programs, learning resources, jobs, and other economic stimuli to the region. Moreover, the White House honored CSUMB with one of three Presidential Awards recognizing national service leadership as part of the first Higher Education Community Service Honor Roll.

For more information, please visit the CSUMB.EDU website.

University Website Background

CSUMB's website is unique among many similar institutions as it has a centralized IT department, and with it, a centralized web presence. With a few exceptions, every department uses the same vendor-based CMS the university has used since 2003. While this relationship at the time enabled a great increase in productivity and quality of the entire university's presence, the concepts and restrictions of the current CMS have failed to keep up with the changing web.

The university has two high-profile sites using Drupal — an internal portal called MyCSUMB and the university's online catalog — and this experience has informed choosing Drupal as a CMS for the new university site.

Future of CSUMB Website

The project team has already identified a general technical architecture using the Pressflow distribution of Drupal, a Varnish front-end, and heavy use of the Domain Access system (to host multiple domains on the same site). Already in development, this system will provide:

- A method of maintaining static pages in a hierarchy per domain
- Using custom panel content types, a simplified UI to panels for users to build custom landing pages
- A 'news distribution' service where news content types are distributed to all domains, to be picked and highlighted on a per-domain basis (i.e. an article about a sociology student written by the news team could also be highlighted by the Social and Behavioral Sciences department on their site)
- Blogs for faculty and administrators
- A way to infer a user's audience by their navigation through the site and allowing us to change the site-wide context based on that audience. For example, if a user clicks 'Prospective Students,' their context changes to prospective and an 'Apply Now' link would be applied throughout the site.
- Email gateways to allow users to post content through email
- A notification system which ties with the MyCSUMB portal to allow elevated news items to be 'pushed' to users in MyCSUMB from the campus website after being moved through an audience-based workflow

Project Team

Members of the project team include:

- Chip Lenno - Chief Information Officer
- Scott Faust - Executive Director, Strategic Communications
- Greg Pool - Lead Staff, Web Services and Project Lead
- Liz MacDonald - Senior Editor, Strategic Communications
- Kevin Miller - Web Programming Specialist, Web Services
- Joan Iguban, Graphic Designer, Strategic Communications
- Kevin Garcia, Graphic Designer, Strategic Communications