

## 1 Overview:

Bethel University is looking to partner with a recognized firm to redesign our web presence. We'd like to blend our team's skills with the time and talents of an experienced firm to roll out a world class website that reflects our institution's identity and supports the needs of our audiences.

If you have questions about this Request for Proposal, please contact:

Mark Erickson, Director of Web Communications  
Web Services

Bethel University  
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## 2 RFP Timeline:

RFP issue date: 11/14/08  
Submit questions specific to the RFP by: 11/21/08  
Response to questions by: 11/24/08  
Notification of intention to bid by: 12/01/08  
Proposals due by: 12/12/08  
Finalist notification by: 12/16/08  
Finalist interviews begin week of: 01/12/09  
Proposal award date: 01/22/09

## 3 Definitions of Terms:

Here are a few definitions of terms we use in the RFP to ensure that our needs are properly communicated.

Web presence – includes all websites, webpages, and web applications maintained, purchased, or sanctioned for use by Bethel University.

Top Level – top level pages or top level content refers to the most visible 50 pages across the domains mentioned below.

### 3 Definitions of Terms: (continued)

Website – references to the Bethel website includes all bethel.edu domains and webpages there under:

- www.bethel.edu
- cas.bethel.edu
- caps.bethel.edu
- gs.bethel.edu
- seminary.bethel.edu
- bsa.bethel.edu
- library.bethel.edu
- bethelnet.bethel.edu (internal)
- blink.bethel.edu (internal)

### 4 Background:

#### 4.1 About Bethel

Bethel University is a Christian higher education institution based in St. Paul, Minn., with additional seminary locations on both coasts, serving 6,200 students from across the country and world. Bethel offers undergraduate, graduate, seminary, and adult education programs taught by renowned faculty within a distinctly evangelical Christian framework. The learning environment at Bethel brings together faith, leadership, scholarship, and service to prepare students to live out biblical truth, transform culture, and advance to gospel.

A common set of core values shapes the atmosphere and community for Bethel students, faculty, staff, alumni, donors, and friends of the institution:

- **We are Christ-followers** - rooted in the authority of scripture
- **We are character-builders** - concerned with developing the whole person
- **We are truth-seekers**- recognizing that God is the source of all truth
- **We are learners** - committed to academic excellence and a broader understanding of God's world
- **We are reconcilers** - honoring the worth and dignity of all people
- **We are salt and light** - reflecting the love of Christ to a broken world
- **We are world-changer** - shaping the world through leadership

For more information, visit: <http://www.bethel.edu/about-bu/>

## 4 Background: (continued)

### **4.2 About Bethel's Web Presence**

In 2004 Bethel College and Seminary became Bethel University due to growing graduate and adult education opportunities. At that time the website underwent a redesign with little input from various stakeholders. We've been living in that template with little change since the time of implementation.

Our top-level pages currently rely heavily on news. Until now print materials drive our top-level page content. In general, the site structure and content is reflective of our internal organization. Little to no evaluation of the needs of our various web audiences has been conducted.

#### **CMS**

In 2003, our lead web developer introduced a content management system to the university. Our CMS, called Silva, is an open-source system developed by Netherlands-based Infrae. As sites moved into the CMS, we distributed maintenance responsibility to most of our offices and departments. Today nearly all of our internal and external web content is contained and maintained in this CMS.

Learn more about Infrae and Silva: <http://www.infrae.com/products/silva>

#### **LMS**

In 1998, Bethel purchased Blackboard as our learning management system. We currently have Blackboard Enterprise 8.0.307.14 with over 5000 active courses. Blackboard is used strictly as our learning management solution.

#### **ERP**

In 2006, Bethel started the implementation of Banner as our new ERP. We currently are in the final stages of implementation. Along with Banner, we purchased Luminis, our university portal. Luminis was implemented in 2007 with 18 separate roles and a robust set of content. We developed Silva to populate Luminis content to minimize training and create efficient sharing of internal and external content.

## 4 Background: (continued)

### 4.3 About Bethel's Web Services Staffing

For the past 10 years, Bethel has outsourced web design, development, and maintenance to a small external firm. Web development was also performed in-house by our information technology services team. There wasn't a high degree of collaboration between these two groups.

In June, Bethel sanctioned a team of individuals from the Information Technology Services and Communications and Marketing departments to serve as a virtual Web Services team to address the institution's web needs. Web Services is co-directed by Mark Erickson and Michael Vedders.

This team is now responsible for website structure, governance, guidelines, templates, applications, support, content, and redesign.

Web Services Team members include:

- Michael Vedders, Director of Web Technology
- Andy Altepeter, Lead Web Developer
- Rod Larson, Web Developer
- Chris Corbin, Web Applications Specialist
  
- Mark Erickson, Director of Web Communications
- Kelsey Lundberg, Web Communications Specialist
- Tim Hammer, Portal Coordinator
- Note: We plan to add a Web Design Specialist in the near future

## 5 Project Description:

### 5.1 Goals

Our team has highlighted two overarching goals for the redesign project and is looking for a firm who will make these goals their own:

- To create a world class website that reflects our institution's values and mission.
- To create an online environment that supports internal and external constituent needs.

## 5 Project Description: (continued)

### 5.2 Deliverables

Our team is searching for a firm to collaboratively lead the website redesign process in the following ways:

1. Project Management
  - Provide assistance with research, planning, timelines, presentations, and change management.
2. Strategic Marketing
  - Provide a clearly defined style guide and brand management strategy.
  - Collaborate on the development of top level content.
3. Design
  - Provide templates, storyboards, creative treatments, and color palettes for a university portal, a public facing website, and various web applications within our current content management system.
  - Provide the above using original artistic elements. These elements include, but are not limited to: colors, graphics, icons, logos, fonts, and images.
4. Organization
  - Develop a plan for scalable information architecture that supports information, services, and strategic messaging.
5. Research and Testing
  - Develop a collaborative research plan and assist with implementation. (Including primary and secondary research, usability testing, focus groups, stakeholder feedback, etc...)
  - Perform a SWOT analysis of our existing online presence and content management system.
  - Provide templates and assistance with stakeholder functionality testing. Does it do what we created it to do?
  - Provide templates and assistance with content creator functionality testing. Can a person maintain content easily?
  - Identify best practice for distributive content authoring, maintenance, and continued web operations.

## 5 Project Description: (continued)

### 5.3 Additional Project Information

We have outlined a few additional items about the project and our relationship with an external firm:

- Bethel Web Services will provide overall direction and make major project decisions.
- Bethel Web Services and the firm will work in true partnership to produce effective results.
- The firm must be committed to a spirit of teamwork and genuine appreciation for fellow teammates.
- Bethel Web Services expects to have regular contact with and access to the firm's team members assigned to the project.
- Bethel Web Services is committed to using our current CMS and developing the system to meet the needs of the project.
- Anticipated schedule/implementation timeline: 6-12 months

## 6 What to Submit:

Here is a listing of items we'd like to see delivered in your proposal:

### A. Executive Summary

- The name of your agency/firm and a description of services
- A narrative reflecting your firm's expertise in the major areas of the project (project management, strategic marketing, design, information architecture, and research)
- Brief description of your firm's culture and character

### B. Technical

- Define processes and proposed timelines relating to: discovery, participating in stakeholder meetings, research (primary/secondary), establishing information architecture, wireframing, useability testing, design, CSS and template creation, implementation within CMS, content creation of top 40 pgs (copy/visual assets)
- Address any important technology information and specifications to be used in your solution

## 6 What to Submit: (continued)

### C. Management

- Organizational structure, including point of contact and project manager
- Include biographies and/or resumes of team members who would be assigned to the project.
- Define a service level agreement outlining the frequency and availability of face-to-face and virtual collaboration.
- Provide relevant case histories and professional references

### D. Budget

- Break down costs by processes and/or deliverables
- Define project phases, if applicable
- Other charge areas: Please ID whether there will be other expenses, (e.g. travel/lodging fees, etc.) to complete this project.
- Proposed payment schedule

## 7 Submission Instructions:

Proposals are to be delivered electronically or by mail by 12/12/08 to:

Mark Erickson, Director of Web Communications  
Web Services

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3900 Bethel Drive  
St. Paul, MN 55112-6999  
Email: [m-erickson@bethel.edu](mailto:m-erickson@bethel.edu)  
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Mobile: 651.485.8484

All proposals must include a statement of authorization to bid signed by a principle of the agency/firm.