



C A R L
SANDBURG
C O L L E G E

Galesburg, Illinois

Request for proposals

to provide

**Brand revitalization
and website redesign**

Solicited by:

The Marketing and Public Relations Office
2400 Tom L. Wilson Blvd.
Galesburg, IL 61401

May 24, 2023

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I. Proposal overview

A. Sandburg background

Carl Sandburg College is dedicated to serving the educational needs of western and central Illinois. With the fourth largest community college district in square miles, the college has served all or part of a 10-county area for more than 55 years. Students planning to transfer to a four-year university or enter the skilled workforce can select one of more than 40 programs the college offers. The college had more than 2,000 full- or part-time students enrolled for the 2022-2023 academic year. The main campus, located in Galesburg, IL, has an additional location in downtown Galesburg and a branch campus in Carthage, IL.

Vision statement

Where dreams come to life, and lives come to change.

Mission statement

The mission of Carl Sandburg College is to provide all students with opportunities for success

B. Objectives

- Increase enrollment and serve the community.
- Streamline the overall content and navigation to clearly and efficiently allow users to access the information they need quickly and effectively in an intuitive and accessible manner.
- Demonstrate relevancy through a modern digital presence and user experience across all platforms (e.g., mobile, tablet, laptop, desktop).
- Elevate the college's profile to clarify and accurately reflect Carl Sandburg College in style, tone, content and imagery to resonate with our target audience of future, prospective and current students, faculty and staff, as well as community members, alumni, and potential and current donors.

C. Scope of services

1. **Brand revitalization:** Refresh and revitalize the current Carl Sandburg College brand (~11 years old), including materials, logos, subbrands.
 - **Brand discovery** — Including competitive assessment compare/contrast
 - **Materials review & assessment** — Followed by recommendations
 - **Discussion groups**
 - **Brand narrative and messaging**
 - **Style guide** — Creation of new brand style guide including fonts, color palette, photography styles, AP style rules (high-level), stylistic guidelines, tone, brand personality, etc., including web-specific and print-specific versions.
 - **Trademarking/registering logos** — Assistance in identifying resources to register and trademark new logos

2. **Website redesign:** Perform a complete redesign of the sandburg.edu website.
- **Website discovery** – Including competitive assessment compare/contrast
 - **Site architecture** – Develop new streamlined site map and enhanced user navigation considering input from discovery, content and functional priorities, and user-experience best practices. Provide a visual representation of the initial site map/nav.
 - **Site design** – Agency to create three design concepts for the homepage and subpages from which the college can choose.
 - **Copywriting** – Agency to write marketing copy for the site optimized for SEO, with class- and functional-specific copy provided by the college. Carl Sandburg College will review, proof and provide requested edits to comply with AP style and college style/tone guidelines back to the agency for implementation.
 - **Search engine optimization (SEO)** – Agency will implement SEO best practices for website pages. This includes foundational on-page optimization elements such as page titles, META descriptions and keywords, appropriate headings and a search-engine-friendly URL structure.
 - **Site development** – Agency will develop an https-secure site with best practices in mind, including WCAG 2.0 AA, W3C, ADA Section 508 compliance, and backend configuration and fronted layout and testing included. Agency will assist in migrating existing assets, as needed/defined. Agency will work with Carl Sandburg College IT (and other groups as defined) to ensure compatibility with existing systems and applications interface requirements.
 - **Functionality** — Develop a service-related chatbot to enable quick questions/searches for users to access key info quickly and effectively.
 - **Testing** – Cross-browser, platform and device testing should occur periodically throughout development to avoid any issues prior to launch, with final comprehensive cross-browser/platform/device testing and any compatibility revisions performed upon approval of overall site by the college.
 - **Launch** – Agency to work with Carl Sandburg College IT staff to determine needs for launch and hosting.
- Note: The current website launched in 2016, with Hannon Hill and their content management system Cascade. While we're satisfied with our current CMS, we are open to using another service, if it better meets the needs of the college. To be discussed with Marketing, IT and the agency during discovery.

II. RFP schedule of events

Event	Date and time
Issue request for proposal (RFP)	May 26, 2023
Pre-bid meeting	June 22, 2023 @ 2 p.m. CT
Proposal submittals due	June 29, 2023 @ 2:30 p.m. CT
Proposal evaluation period	July 5, 2023 through July 14, 2023
Award RFP to selected agency	July 28, 2023
Kick-off project with selected agency	August 2, 2023

Schedule notes: The above dates are subject to change at the discretion of Sandburg.

III. Selection criteria

Carl Sandburg College is seeking to partner with a *full-service* creative agency who:

1. Has demonstrated expertise and experience in branding (in-house; not third-party use).
2. Has robust web development expertise and experience (in-house; not third-party use) for institutions of higher education.
3. Will be a natural fit and extension of the Carl Sandburg College Marketing & Public Relations and IT teams in terms of personalities and expertise to ensure excellent and seamless collaboration and partnership from kick-off through completion.

Proposals will be evaluated based on the most competitive offer — taking into consideration the quality of services offered, fit with Marketing & Public Relations' philosophies and work styles, and how well the proposal meets the RFP requirements, above selection criteria and college needs. This RFP identifies the minimum requirements of the project. Prospective bidders are encouraged to submit proposals that both adhere to industry best practices as well as leverage the agency's successful prior in-house experiences with similar branding and web development initiatives at other higher-education institutions.

IV. General requirements

Sealed bids will be received by Carl Sandburg College, hereafter known as 'owner,' for the **brand revitalization and website redesign** project, pursuant to specifications.

A. Receipt of bids

Vendors shall submit three paper copies of proposals for the **brand revitalization and website redesign** project before 2:30 p.m. CT, June 29, 2023, addressed to:

Administrative Assistant to the Vice President of Administrative Services
Carl Sandburg College
2400 Tom L. Wilson Blvd.
Galesburg, IL 61401

Bids will be publicly opened in Board Meeting Room E-200, read aloud and recorded. Bids shall be held good and not withdrawn for 60 calendar days from the date of bid opening.

The owner reserves the right to waive any irregularities and to accept any or reject all bids when in the opinion of the owner, such action will serve the best interest of the owner.

Bids on all work of this contract shall be subject to the provisions of the Illinois Prevailing Wage Act, 820 IL CS 130/0.01 et seq., the Equal Employment Opportunity Clause — rules of the Illinois Human Rights Commission, the Illinois Drug-Free Workplace Act, and all other applicable and governing laws and ordinances.

Correspondence and questions shall be directed to the office of:

Laura Maly (lmaly@sandburg.edu | o: 309.342.5221 | c: 224.627.8205)
Executive Director of Marketing & Public Relations
Carl Sandburg College
2400 Tom L. Wilson Blvd.
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