



August 23, 2023

[www.meridiantech.edu](http://www.meridiantech.edu)

Request For Proposal: Meridian Technology Center SEO Optimized, Responsive Website

### **Overview**

Meridian Technology Center is currently accepting proposals for the design and development of an SEO optimized, responsive website that complies with ADA for [www.meridiantech.edu](http://www.meridiantech.edu). We want to focus on simplification, student storytelling, and a smoother experience for users. All proposals must be received by 5 p.m. on October 4th. Any proposals received after the due date and time will not be considered.

### **Timeline**

- August 23, 2023– RFP sent out for bid
- September 22, 2023 at 5 pm –Vendor Questions Deadline. Proposal informational conference calls or meetings may be arranged to allow the opportunity to ask questions with regard to the RFP.
- October 4th at 5 pm – RFP Response Deadline

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### **Meridian's Background**

Meridian Technology Center is a career and technology training school located in Stillwater, Oklahoma. Meridian is part of Oklahoma's CareerTech system, which is comprised of 29 technology centers statewide. The school serves 10 partner school districts/communities. The school offers services in 4 major areas that all lead toward workforce and economic development:

- Full-time programs in over 25 areas of study
- Short Courses on Main Campus, South Campus and local locations
- Workforce and Economic Development to provide a tailored approach to staff training and development
- Business and Entrepreneurial Services to grow startups and small businesses

## Section 1 | Project Objectives

### 1.1 Content Management Requirements

This project will require the development of a responsive site on an open source CMS that allows Meridian to add, edit and remove pages and content for the site through a web based, secure administrative area, with full administrative access to assign roles for content management. The current site operates on WordPress, but we are open to utilizing other open source platforms. Meridian will host, own and operate the final site. Source code must be fully annotated. Site architecture must be fully documented.

The visual layout of the site must align with Meridian's design and brand standards. A usability test of the final site should be conducted with people unfamiliar with Meridian to ensure they are able to locate appropriate information.

### 1.2 Function Requirements

- Responsive design with mobile in mind
- Simplified, clean, modern look that focuses on imagery and common language
- Complies with ADA requirements
- Focuses on student storytelling and a smoother experience for users.
- Search engine optimized site
- Migrate much of the existing content
- User friendly interface for CMS content and photo updates
- Ability to create Web forms
- Ability to embed our digital catalog file and other videos from a variety of video sources
- Our short courses are currently linked on the website and searched through our student information system. If possible, we would like to improve this integration so that short course content could be searched directly through the website for a better user experience.
- Ability to archive news stories and In the News stories; migrate existing content
- Current events feature
- Calendar
- RSS feed capabilities
- Update our job board, [meridiantech.edu/careers](http://meridiantech.edu/careers), to improve application process
- Blog
- Other applications as recommended during site discovery

**1.3 Resources** Meridian's Communications and Marketing team is comprised of an Executive Director, two graphic designers and two writers who can assist in the development, functionality and usability of the site build.

## **Section 2 | Vendor Background and Qualifications**

**2.1 Specific Expertise and Examples** Describe your general capabilities and what separates you from others in your industry. Please provide at least three examples of prior website design and deployment that demonstrates your ability to successfully design and implement Meridian's new website. Similarities between previous projects and Meridian's proposed project should be addressed, as well as scope, timelines and costs. Share with us experience you have working with other schools.

**2.2 References** Provide a list of at least three clients that you have completed projects for in the recent past that we can contact.

**2.3 Design and Approach** Discuss your general approach to design and layout for the web, including a description of your in house capabilities.

**2.4 Project Management** Briefly describe your company's project management process. Include the organizational communication structure and any tools used to communicate with Meridian to keep the project on track. Describe what information your company will be responsible for and what information Meridian will be responsible for, using Meridian's marketing team as a resource.

**2.5 Key Personnel** Describe what type of team will be assigned to our project.

## **Section 3 | Investment and Timeline**

**3.1 – Project Investment Breakdown** List the specific products and services you are proposing for this project and include pricing for each. Indicate if there is a difference in price if all items are purchased as a package versus certain items being selected individually. Provide an hourly rate for ongoing services that your company may recommend or that Meridian may need after the project concludes that haven't been included in this RFP. Describe what services and rates will be like post launch and what process there will be. Will there be a 90 day follow up for analysis? How will edits or new needs be handled post launch?

**3.2 – Proposed Timeline** Provide a timeline for the proposed project by breaking the development into milestones and then listed time ranges for each to be completed. The work plan should address initial planning and collaboration, design, development, implementation, usability testing, administrative training and public launch of the website, in addition to any other items you may propose.

**3.3 – Contract Terms and Conditions** Provide the terms and conditions included with the contract for the project as you have proposed it.

**3.4 – Payment/Final Payment** Please note Meridian is unable to pay until work is completed. Work may be completed and billed in phases. Site must be launched and live with minimal errors for two weeks before final payment is processed. Invoices are submitted to the Board of Education and are approved on a monthly basis, which may affect payment turnaround time.

**Assumptions and Agreements**

- Your firm can implement all planning, interface and design as required.
- Finalists may be asked to discuss their proposals with a review panel at the Meridian campus in Stillwater.
- All costs associated with the preparation and presentation of the proposal will be borne by the participating vendors.
- The quoted prices should be inclusive. If your quote excludes various fees, you should provide a detailed list of the excluded fees with an explanation of those fees.
- Upon completion of the developed site, Meridian Technology Center will assume full responsibility for the content maintenance and administration. All content, coding and graphics will become the sole property of Meridian.

**Submission Information**

Please submit your proposal via email or mail to:

Emily James, Executive Director of Communications and Marketing  
Meridian Technology Center  
1312 South Sangre Road  
Stillwater, OK 74074  
emilyj@meridiantech.edu  
405.377.3333 ext. 264

*Meridian reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at its sole discretion. Submission of a response to this request for proposal does not bind Meridian Technology Center to engage the vendor to provide the requested service. Meridian Technology Center reserves the right to reject any and all proposals; accept and contract for a portion of the proposal it deems to be in the best interest of the organization; waive any informalities in proposals submitted; and waive any minor irregularities or discrepancies in proposal procedures. Meridian Technology Center reserves the right to retain a copy of your submission after selection has been made. All elements of the final site, including but not limited to images, coding and design, must be free of any copyright restrictions or liabilities.*