



Website Design

Web design and implementation.

Released	8/14/2025 3:00 PM CDT	Type	Request for Proposal
Open	8/15/2025 10:00 AM CDT	Number	SFA-RFP-00002
Close	9/5/2025 5:00 PM CDT	Currency	US Dollar

Sealed Until 9/8/2025 8:30 AM CDT

Contacts

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Commodity Codes

None Added

Description

1.1 SCOPE OF PROPOSAL

Stephen F. Austin State University, a Member of the University of Texas System, hereafter referred to as “SFA” or “the University”, is accepting proposals for a qualified web design consultant or agency with demonstrated experience in Drupal-based development and higher education website strategy that is in accordance with the terms, conditions, and requirements set forth in this Request for Proposal. The specifications outlined in this document meet the minimum requirements for the proposed services.

1.2 CONTRACT TERM

This contract will begin after award as mutually agreed and upon executed agreement. The expected term of this agreement is to start approximately September 2025 for a period of 3-6 months. Future contract extensions may be negotiable as mutually agreed upon between contractor and SFA.

1.3 SFA INFORMATION

Stephen F. Austin State University, the newest member of The University of Texas System, began a century ago as a teachers' college in Texas' oldest town, Nacogdoches. Today, it has grown into a regional institution comprising six colleges — business, education, fine arts, forestry and agriculture, liberal and applied arts, and sciences and mathematics. Accredited by the Southern Association of Colleges and Schools, SFA enrolls approximately 11,000 students while providing the academic breadth of a state university with the personalized attention of a private school. The main campus encompasses 421 acres that include 36 academic facilities, nine residence halls, and 68 acres of recreational trails that wind through its six gardens. The university offers more than 80 bachelor's degrees, more than 40 master's degrees and four doctoral degrees covering more than 120 areas of study. Learn more at <https://www.sfasu.edu/>

1.4 OPEN RECORDS

SFA anticipates that the review of the proposals will be completed and awarded in June 2025. Due to the nature of the proposals, the parties understand the information exchanged in the negotiation process is confidential to the fullest extent permitted by law, and neither party will disclose such information to anyone other than representatives of the negotiating parties except as required by Texas law. Final awards and agreements, after all negotiations are completed, may be subject to open records request. Additionally, state law requires each contract for the purchase of goods or services to be posted on the University's website. By entering into a contract with the University, the firm acknowledges and accepts the University will comply with all applicable laws regarding the public posting of contracts.

1.5 GROUP PURCHASING AUTHORITY

Texas law authorizes institutions of higher education (defined by Section 61.003, Education Code) to use the group purchasing procurement method (ref. Section 51.9335, Education Code). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer under this RFP.

1.6 RIGHT TO MODIFY

Stephen F. Austin State University reserves the rights to modify, revoke, or cancel this RFP in whole or in part at any time prior to the date on which SFA executes a Contract with the selected Respondent(s).

1.7 ADDITIONAL TERMS AND CONDITIONS

<https://www.sfasu.edu/docs/procurement-business-services/purchase-order-general-terms-conditions.pdf>

2.1 SCOPE OF WORK

The SFA University Marketing and Communications Department is seeking proposal for a qualified web design consultant or agency with demonstrated experience in Drupal-based development and higher education website strategy. This project involves a visual and structural redesign of SFA's website, development of a flexible Drupal template system, and build-out of the university's top 20 high-priority public-facing pages.

Respondents are encouraged to provide an offering that presents the maximum benefit to SFA in terms of (1) total overall cost, and (2) project management expertise. Applicability of educational, state, and local government, and any other available discounts should be strongly considered.

2.2 PROJECT OVERVIEW AND OBJECTIVES

Project Scope Includes:

1. Discovery and Analysis
 - a. Kickoff meeting with stakeholders
 - b. Review of existing SFA website architecture, analytics, user behavior, and branding
 - c. Comprehensive comparative site analysis of SFA's five primary competitors (to be defined in collaboration with SFA) including:
 - i. Visual design
 - ii. Information architecture
 - iii. User experience
 - iv. Navigation structures
 - v. Content strategy highlights
2. Strategy & Planning
 - a. Development of a UX strategy tailored to prospective students, current students, faculty, staff, and other key audiences
 - b. Recommendations for information architecture, content hierarchy, and navigation
 - c. Accessibility and mobile-first design standards (WCAG 2.1 compliance minimum)
3. Visual Design & Branding
 - a. New website design concepts that reflect SFA's brand identity
 - b. Design of a modern, scalable, and cohesive look and feel
 - c. Design mockups for homepage and 5+ key templates (e.g., academic program, department landing page, news article/blog post, general content page.)
4. Drupal Theming & Template Development
 - a. Build out of custom Drupal theme and page templates
 - b. Development of reusable, modular components that support flexibility and scalability
 - c. Implementation of best practices for performance, accessibility, and SEO

- d. Integration support for existing SFA systems (e.g., Slate, calendar systems, newsfeeds, etc.)
- 5. Hosting Environments setup and Deployment Process
 - a. Advise and assist IT staff in configuring the existing on-campus Rancher platform for deployment to:
 - i. Test environment
 - ii. Production environment
 - b. Create processes, workflows, pipelines, etc. for reliable and automated deployment from source control
- 6. Analytics Platform Integration and Reporting
 - a. Integrate and configure Google Analytics to capture user behavior and website usage metrics
 - i. Key events
 - ii. Conversions
 - iii. Goals
 - b. Assist in the generation of reports created by Google Analytics
- 7. Top 20 Page Development
 - a. Full design and buildout of SFA's top 20 public-facing pages (e.g., homepage, admissions overview, financial aid, student life, etc.)
 - b. Content migration, optimization, and formatting in collaboration with SFA teams
- 8. Training & Documentation
 - a. Provide training for internal web staff on use of templates, components, and CMS best practices
 - b. Written documentation for all the custom templates and components
- 9. Optional/recommended Services:
 - a. SEO audit and baseline strategy
 - b. Governance and workflow recommendations
 - c. Content strategy support
 - d. User testing or stakeholder validation sessions

2.3 TIMELINE

Respondents should include a proposed project timeline.

2.4 EVALUATION CRITERIA

Criteria	Points
Demonstrated experience with Drupal and higher ed websites	35
Quality of portfolio and relevant past projects	20

Proposed methodology and project plan	15
Qualifications and experience of project team	10
Cost proposal and value for budget	10
References or client testimonials from similar institutions	10

Prerequisites

There are no Prerequisites added to this event.

Buyer Attachments

There are no Buyer Attachments added to this event.

Questions

★ Required Questions

Group 1:

Instructions:

- | | | |
|------|--|---|
| 1.1 | Provide overview of experience with Drupal and higher ed websites. | ★ |
| 1.2 | Provide examples (links or images) of 3-5 portfolios/past projects similar in size and scope. | ★ |
| 1.3 | Proposed methodology and project plan (timeline) for successful design and implementation. | ★ |
| 1.4 | Qualifications and experience of project team. | ★ |
| 1.5 | Provide a minimum of three (3) client references. The services provided should be similar to services requested in this RFP. At a minimum, include entity name, contact name, address, telephone number and email address, description of services provided, and time period of service. | ★ |
| 1.6 | Are any partners or employees of your firm also employees of Stephen F. Austin State University (SFA) or are their immediate family members of your firm's partners or employees who are active, paid employees of SFA? | ★ |
| 1.7 | Please list the names of the individuals. | |
| 1.8 | Provide a history of your company, including how long your company has been in business under its present name and any structural changes contemplated in the next year. | |
| 1.9 | Are you a State of Texas certified HUB? | ★ |
| 1.10 | Attach HUB Subcontracting Plan | ★ |
| 1.11 | Complete the Attached Execution of Offer and upload your response. | ★ |

Product Line Items

★ Product Line Items

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#	Item Name, Commodity Code, Description	Allow Alternates	Qty.	UOM	Requested Delivery
P1	Website Design See Scope of Work	★	1	LS - Lump Sum	1/31/2026

There are no Items added to this event.