

Scope Overview

Bridgewater State University seeks a qualified vendor to design, develop, implement, test, and launch a newly redesigned public-facing website, bridgew.edu, that reflects the institution's identity, supports strategic goals, and meets the diverse needs of its users. This project will be informed by extensive stakeholder input, usability research, and higher education web standards. Vendor should utilize standard project management methods and best practices.

The new website must offer an engaging, intuitive, and mobile-first user experience, prioritizing prospective and current students while also serving parents, alumni, faculty, staff, employers, and community members. Consistent navigation, visual hierarchy, and branding should be applied sitewide, with flexible design elements to accommodate unique sub-branding needs across departments, colleges, and special programs such as Graduate Studies and Continuing Education.

Accessibility is a top priority. The vendor must ensure the website meets or exceeds WCAG 2.2 AA standards, using principles of universal design to achieve compliance with W3C, WAI, and ADA requirements. The site should maintain full functionality across browsers and devices, gracefully degrading when client-side technologies (e.g., JavaScript, CSS) are limited.

The homepage will serve as the university's digital front door and must incorporate multimedia storytelling—images, video, and social integrations—that resonate emotionally with users while maintaining optimal performance and accessibility. The vendor will be expected to recommend homepage features and interactive components that elevate BSU's narrative and brand.

While the site will follow a centralized style and layout system, BSU recognizes the need for tailored design elements that reflect the unique identity and audiences of specific divisions and units. The vendor will propose and develop web templates with intentional variations that allow for personalization without compromising consistency. Graphics, photography, and video must enhance—not distract from—the content and core messaging.

A comprehensive web and content style guide will be provided by BSU. The selected vendor will adapt its visual and technical design in accordance with this guide, incorporating the university's established design system and branding elements to deliver a bright, welcoming, and forward-looking digital experience. Content should reflect BSU's personality but also raise the site's SEO performance.

1. Project Objectives

The redesigned website should:

- Elevate BSU's brand identity and storytelling capabilities
 - Improve the user experience for key audiences, especially prospective students
 - Reflect BSU's diverse programs and community
 - Enhance functionality, accessibility, and content governance
 - Align with enrollment, reputation, and institutional impact goals
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2. Core Audiences

The website should prioritize these groups:

- Prospective students (undergraduate, graduate, transfer, online, post-traditional)
 - Current students
 - Faculty and staff
 - Alumni and donors
 - Parents, employers, and community partners
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3. Key Deliverables

a. Strategy & Discovery

- Stakeholder and user interviews
- Content audit and analytics review
- Competitive and aspirational website analysis
- Information architecture analysis and redesign
- Brand messaging refresh, including:
 - Telling the Bridgewater story throughout the site
 - BSUWorks and career outcomes emphasis
 - Visual storytelling of student experiences

- Reworking the President & Leadership/About Us sections

b. UX & Visual Design

- Redesign of homepage with visual storytelling emphasis (video, dynamic content, emotional resonance)
- Consolidated, clear design across all divisions
- Mobile-first, responsive design
- New visual language adapted from established styles: bright, optimistic, modern, inclusive
- Consistent templates for storytelling (articles), program pages, landing pages, and interior pages
- Stronger integration of:
 - Video modules, including options for vertical video
 - Accessible multimedia galleries
 - Social content (with accessibility compliance)
- Student profile and success story content blocks
- Clear separation of announcement displays (“**Free tuition and mandatory fees** for families earning \$125,000 or less. [Learn about the Bridgewater Commitment »](#)”) vs. emergency notifications (school closures/weather alerts)
- Clarify admissions pathways for undergraduate and continuing studies prospective students
- New visual treatment for events
- A clear vision for BSUWorks section

c. Technical Features

- CMS: Drupal 11
- Integration with key tools and platforms:
 - CRM (Element451)
 - Chatbot (BoltBot)
 - Calendar system (Master Calendar)

- Acalog
- SearchStax
- YouTube (with options for vertical and responsive embeds)

d. Accessibility & Compliance

- Meet or exceed **WCAG 2.2 AA** standards
- Documented and verifiable accessibility testing at all design and development stages
- Incorporate accessibility best practices for video, navigation, and interactive elements

e. Content & Content Strategy

- Complete content audit, governance plan, and updated site taxonomy
- Updated academic program pages with flexible content blocks and integration with Acalog widget
- Story-rich, SEO-optimized, student-centered content
 - Develop content for homepage, landing pages, and top 20 visited pages
 - Refresh photography and video for homepage, landing pages, and top 20 visited pages (if applicable)
- Writers' tools: article templates, image handling cleanup

f. Training & Documentation

- All Drupal modules must have active support, any proposed custom solutions must be pre-approved by BSU technical team
- Documentation for workflows, accessibility, and content governance
- Recommendations for process improvement

g. Post-Launch Support

- 3–6 months of post-launch support
- QA and performance checks after deployment
- Ongoing access to vendor for support or retainer option

h. Source Files

- All files used to create webpages, templates, images, or other elements associated with this project shall be delivered and all copyrights transferred to Bridgewater State prior to project completion. This includes but is not limited to the following types of files: HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, PNG, and JPG.

4. Desired Outcomes

The redesigned BSU site should:

- Increase inquiries, applications, and engagement
- Improve task completion rates (apply, inquire, register)
- Strengthen brand awareness and storytelling impact
- Ensure accessibility and mobile usability
- Provide a strong foundation for future personalization and audience segmentation