

GAVILAN JOINT COMMUNITY COLLEGE DISTRICT



Request for Proposals GC25-008

Website Redesign and Content Management System

**Gavilan Joint Community College District
5055 Santa Teresa Blvd.
Gilroy, CA 95020**

Gavilan Joint Community College District
Request for Proposals – GC25-008
Website Redesign and Content Management System

Purpose

Gavilan Joint Community College District is soliciting proposals from qualified and experienced firms to conduct a comprehensive Website Redesign of the current college website and provide a new or improved Content Management system. The goal is to create a modern, user-centric, and accessible digital platform that enhances the experience for all stakeholders.

RFP SCHEDULE (Subject to Change)

RFP Activity	Date & Time
RFP Advertisement and issue	July 25 and August 1, 2025
Deadline for Questions	August 8, 2025, by 5:00 PM PDT
Issue of Addendum –Responses to vendor questions	August 15, 2025, by 5:00 PM PDT
Deadline to submit proposals	August 22, 2025, by 5:00 PM PDT
Preliminary review of Proposal	August 29, 2025
Vendor presentations to selection workgroup and final vendor selection	September 1-3, 2025
Board of Trustees Meeting – approval of Vendor and Award of Contract	September 9, 2025
Finalize contract	September 30, 2025
Work begins	Week of October 6, 2025

Submission Format:

Responses to this request should be submitted through the electronic bid portal:

<https://vendors.planetbids.com/portal/40920/bo/bo-detail/132212> . No emailed, faxed or hard copy proposals will be accepted. A full copy in PDF format of the vendor proposal **must be attached in the section designated in the electronic bid.**

All written inquiries or requests for changes or information must be received no later than the scheduled deadline date for question submission. All Respondent inquiries or requests and the responses will be provided to all prospective Respondents.

Questions concerning this solicitation shall be directed to jalamdari@gavilan.edu – Purchasing Agent by the question submission deadline on August 8, 2025, by 5:00 PM PDT.

I. INTRODUCTION

Gavilan Joint Community College District is a dynamic and multifaceted institution of higher education featuring four campuses strategically located in Gilroy, Hollister, San Martin and south San Jose, California, educating the diverse population of the South Valley region. The institution serves over 11,000 students offering various degree and certificate programs. Students, faculty, and staff enjoy easy access to the arts, sports, recreation and cultural history while living in the beautiful climate along California's northern and central coast.

Gavilan Joint Community College District is reshaping its future by setting in place strategies that will ensure the institution's long-term success. Financial efforts are currently focused on planning, strategies, budgetary policies, compensation practices, capital improvements, and strategic resource reallocations. This website redesign is a critical component of these strategic initiatives, aiming to modernize our digital presence and improve engagement with our community.

II. PROJECT OVERVIEW

The Gavilan Joint Community College District is seeking a qualified and experienced web development company to redesign its website: gavilan.edu to be fully mobile friendly and ADA compliant and provide a content management system that is intuitive for end-users.

This project requires the selected vendor to deliver a redesign of the website with all users in mind – students, prospective students, faculty, staff, administrators, and community members.

Purpose and Goals for the redesign and new or improved CMS (content management system)

The goal of this project is to redesign Gavilan College's website to provide all stakeholders with a user-friendly interface, where searches yield quicker results, all pages transfer well to all forms of mobile devices, and all departments are empowered to edit their pages efficiently. Additionally, the website needs to help improve Gavilan College's branding and brand identity.

a) Project Objectives:

- Achieve section 508/W3C/WCAG 2.0 Accessibility Compliance and responsive design.
- All images on the website must have alt text attached.

- The selected vendor is expected to provide a design in HTML and CSS format (instead of PDF/images). HTML needs to be converted to whatever format works with the recommended CMS.
- Website should be optimized for video content.
- Website should be enrollment and student focused.
- Website should include workflows for content review and approval before it is published.
- Website should be user-friendly with mobile-friendly navigation including fully responsive design for viewing on devices and displays of various resolutions and sizes and navigation elements and links adaptable to device view (i.e., mobile, desktop, tablet) .
- Upgrade or implement a new user-friendly Content Management System (CMS). *Currently Gavilan uses Hannon Hill CMS.*
- Reorganize the taxonomy of the website to optimize the user experience, rather than the current navigation design based on organizational chart.
- Rename and/or reorganize pages to make search and discovery simpler.
- Add custom snippets, accordions, sortable tables (e.g. data tables), photo gallery w/ captions and alt text, portrait photo (e.g. mug shot) with caption and text wrap around, larger photo with caption and text wrap around.
- Add Call to Action, emergency alert banner to work with RAVE Alert System.

b) Key stakeholders, their role and requirements.

- STUDENTS: Need to be able to quickly get information from the website that will answer their questions or lead them to the appropriate department for further communication. They need easy access to course catalogs, registration, financial aid, and academic support resources.
- FUTURE STUDENTS: Need to “see themselves” at Gavilan College. Need access to easily access information on how to become a student and the class offerings and support services available at the college. The website should serve as a compelling recruitment tool, highlighting academic programs, campus life, and student success stories.
- FACULTY: Need to be able to quickly access all sorts of information on institutional dates, timelines, student services, and information to refer and assist students in their classrooms. They also require easy access to internal resources, academic calendars, and departmental information.
- STAFF: Need an easy way to navigate pages to assist students. They require efficient tools (CMS) for updating content and managing programs, services, and departmental information.
- ADMINISTRATORS: Need to quickly access critical information to make decisions.
- COMMUNITY MEMBERS: Need to see the value and quality of the College. They should easily find information on community events, continuing education, and partnerships.

c) Current Website Status

The current website is outdated and has approximately 2,903 pages.
 The main page sliders do not transfer well to mobile devices.
 Searching for items and arriving at the appropriate page is cumbersome.

d) Pain points

- Too many clicks to get information.
- There are old links students find with outdated information when they "search" for information.
- We need a web-based calendar system to ensure all campus events are accurately reflected on our website with the ability to filter the different types of events.

e) Areas for Improvement

- Website needs to be mobile compliant and meet ADA requirements.
- We need the ability to quickly push emergency notifications on the home page. We use RAVE as our emergency notification system.
- The website needs a global navigation/hamburger menu that is well organized and allows all types of users to quickly find information.
- Our current "Quick Links" set up is confusing. There are too many things listed on each page of Quick Links, they get drowned out, it's hard to find what you're looking for.
- Need a page with all majors offered at Gavilan College that is easily accessible.
- Pages need consistency (hours of operation, contact information, etc. Should all be the same for all pages) - Example: gavilan.edu/finaid vs gavilan.edu/admit vs gavilan.edu/library pages have a very different design.
- Provide documentation with instructions/guidelines and training and website standards for website editors to follow.
- User friendly with built-in page templates/block/module options.
- Need a web calendar that can be updated with all the college events and serve as the college's central repository of events. This calendar should be easily searchable and filterable.

III. SCOPE OF WORK

a) Research and Discover:

- Conduct a thorough analysis of the current website's performance, user behavior, and content.
- Gather insights from staff/user surveys, interviews, and website analytics.
- Conduct in-person focus groups with each of the stakeholder groups (students, classified staff, students, and administrators) to hear the needs of each stakeholder group.
- Create user personas and map out user journeys.

b) Content Audit and strategy:

- Evaluate existing content for relevance, accuracy, and alignment with the college's brand.

- Develop a content strategy, including content removal, creation, migration, and organization.
 - Plan for SEO optimization.
- c) Design and user experience (UX)
- Create wireframes and mockups for the new website.
 - Focus on responsive design, accessibility, and intuitive navigation.
 - Incorporate the college's branding elements and ensure brand consistency across all pages.
- d) Development and technology Stack:
- Choose the appropriate technology stack (e.g., CMS, front-end frameworks).
 - Develop any custom features (e.g., event calendars, forms, widgets).
 - Ensure cross-browser compatibility and mobile responsiveness.
 - Conduct thorough testing of all functionalities (forms, links, interactive elements).
 - Address any "bugs" or issues.
 - Test performance (load times, server response).
- e) Content Migration and Launch:
- Migrate existing content to the new website.
 - Set up redirects for old URLs.
 - Plan a smooth transition from the old site to the new one.
- f) Training and Documentation:
- Train college staff in managing the new website (content updates, workflows, publishing), as well as editors and publishers on new CMS.
 - Documentation for ongoing maintenance and content governance.
 - Provide standard length and quantity of training and/or costs for any additional training or technical support.
- g) Post Launch Support and Maintenance:
- Monitor website performance and user feedback.
 - Address any post-launch issues promptly.
 - Regularly address content and security patches.
- h) Timeline and Milestones
- Set milestones for design approval, development, testing and launch.
 - Define a realistic timeline with each milestone identified.
 - Proposers should include a detailed project plan with estimated hours for each phase.

IV. PROPOSAL SUBMISSION REQUIREMENTS

The proposal shall include all requirements as described in the RFP. The submitted proposals must be organized and indexed in a format as outlined below, ensuring District staff can easily review to effectively evaluate the submitted proposal. In order for the vendor's proposal to be considered responsive, all items listed in this section must be addressed. Note any exceptions to these criteria in your response.

The Proposal document must be no more than 30 pages (excluding appendices for resumes, references, and sample agreements) and will include the following information in the order described below:

1. Company Qualifications and Experience

- a) Executive summary including a narrative describing Respondent's unique qualifications working for a higher education organization as they pertain to this RFP and their understanding of the scope of work and requirements stated in this RFP.
- b) Name and title of company principals. List of key personnel with resumes and certifications for staff who will be assigned to this project.
- c) Company legal name, address, e-mail contact, phone number, company webpage, Federal tax ID number. Date company established under name given for this proposal.
- d) Number of years of experience (with the current company name/organization) providing services equal to those requested in this RFP.
- e) References: Provide a total of three (3) relevant and verifiable higher education client references, including contact information, where the company has recently performed similar services requested in this RFP by providing reference contact information in this RFP.
- f) Quality of Service/Quality Plan. Provide a detailed quality control plan for the Web Redesign to guarantee GAVILAN JOINT COMMUNITY COLLEGE DISTRICT will receive satisfactory delivery of services and ensure the System receives the best value.
- g) Provide Cyber-Risk Insurance requirement for new web design delivered to the college. Cyber Liability Insurance, with limits not less than \$2,000,000 per occurrence or claim, \$2,000,000 aggregate. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by Vendor in this agreement and shall include, but not be limited to, claims involving security breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic

information. The policy shall provide coverage for breach of response costs, regulatory fines and penalties as well as credit monitoring expenses.

- h) Disclose any relationship or work performed for the District within the past five (5) years if any. Please describe the relationship/work performed.
- i) Completion of HECVAT 3.X Tool

2. Project Plan and Approach

Submit a narrative which clearly addresses the Proposer's project plan and approach to develop, design, and implement the proposed Website Redesign and CMS solution. Identify the following in your narrative.

- a) **Methodology**
Discuss the methodology that will be used to complete the project tasks and deliverables, including the method for monitoring and controlling the Project.
- b) **Workplan**
Submit a comprehensive work plan that clearly breaks the project into specific tasks or activities, milestones, and deliverables necessary to accomplish the scope of work of the project defined in this RFP. It should be clear what work will be performed by the Proposers and what will be performed by each of the subcontractors, if applicable.
- c) **Project Schedule**
Submit a preliminary project schedule that the Proposer believes is most appropriate to complete the scope of work. The schedule for each task and timing of each deliverable should be based upon the number of calendar days or weeks needed to complete the project.
- d) **CMS Technical and Functional Requirements**
Include technical and functional requirements necessary to complete project and encompassed in Section III - Scope of Work. Use this section to provide detailed discussion of the following in order for the District to fully understand your proposed CMS solution:
 - Describe in detail the proposed CMS solution, such as what differentiates it from its competitors and how it will work to create a solution that meets the District's requirements.
 - The approval process for website contributors to make updates and workflow. Please provide a full overview of the workflow that includes, at a minimum, how to customize an approval flow, publish approved content, and extend workflow capabilities.
 - Describe how the CMS integrates social media.
 - Describe how the CMS and associated templates improve the return of relevant search results. How would your search tool delineate content types and date ranges for meaningful results?

- The District requires a secure environment for the external hosting of the Internet website. Discuss your firm's security threat mitigation techniques include side redundancy, resiliency, escalation process and response plan.
- Provide detailed information concerning your firm's customer support.
- Include your firm's positions/policy if it is sold or goes out of business and how Gavilan College would gain access to the web-based solution and support services.
- Describe how your proposed CMS solution would ensure that the website is compliant with 508/W3C/WCAG 2.0 Accessibility Compliance.

3. Cost Proposal

The cost proposal will be included in the proposal document and shall be inclusive of all requirements listed in this RFP, including but not limited to configurations, licensing fees, implementation and training, annual hosting and maintenance fees.

Provide a detailed breakdown of cost for:

- Website redesign – all inclusive
- Annual cost for content management Services. The district intends to award an initial one-year contract, with (2) annual renewals. Please explain your contract renewal structure and provide a sample license agreement.
- Include any other costs associated with the project.

The vendor will also submit within their proposal a cost proposal sheet signed by the authorized company representative, detailing the components of the proposed costs.

4. Contract Award and Contract Documents

The contract award will be effective upon board approval and contract execution. The vendor must submit their sample license agreement, warranty details for the solution being proposed. The support and maintenance agreement, as applicable. The term of the contract will be through completion of services.

Vendor Proposals must be submitted electronically via the electronic bid portal: <https://vendors.planetbids.com/portal/40920/bo/bo-detail/132212> no hard copies, faxed or emailed proposals will be accepted. A full copy in PDF format of the vendor proposal must be attached in the section designated in the electronic bid.

V. EVALUATION AND SELECTION

1. PROPOSAL REVIEW

All submittals will be reviewed and scored by a selection committee, made up of Gavilan College staff and other campus stakeholders, according to the criteria and

scoring listed. The top ranked responses (firms/teams) will be short-listed and contacted for interview.

Interview dates, times, and details will be sent to the short-listed firms. Team members presenting at the interview shall be those individuals who contributed and developed the proposal and will be key personnel working on this project, including the Project Manager. After the interviews, finalists will be ranked (separate from the initial scoring) and the highest-ranked firm will be recommended for award of a contract to be presented at the next Board of Trustees meeting.

Proposals will be reviewed for responsiveness to the requirements of this RFP. A committee will review and score the proposals.

2. EVALUATION CRITERIA

SELECTION PROCESS (WRITTEN RESPONSES and INTERVIEWS)

All submittals will be reviewed and scored by a selection committee, made up of Gavilan College staff and other campus stakeholders, according to the criteria and scoring listed. The top ranked responses (firms/teams) will be short-listed and contacted for interview.

Interview dates, times, and details will be sent to the short-listed firms. Team members presenting at the interview shall be those individuals who contributed and developed the proposal and will be key personnel working on this project, including the Project Manager. After the interviews, finalists will be ranked (separate from the initial scoring) and the highest-ranked firm will be recommended for award of a contract to be presented at the next Board of Trustees meeting.

Vendor Proposal Scoring

Company Qualifications and Experience	20 Points
Project Team Experience	20 points
Quality Control Plan	10 Points
Project Plan and Approach	30 Points
Cost	20 Points
Total Score	100 Points

VI. GENERAL PROVISIONS

1. Contact Information

Any questions regarding these specifications must be submitted via email to jalamdari@gavilan.edu from Gavilan College District no later than 5 p.m. (PDT), on August 8, 2025.

The District will provide each respondent the questions and answers no later than August 15, 2025. The questioning respondent will not be identified.

2. Anti-Lobbying Provision

All oral and written inquiries or statements regarding a potential contract with the District must be directed through the Gavilan College District's Purchasing Department. Potential vendors to the District are hereby advised that lobbying any District staff, the District's President, or any member or members of its Board of Trustees is not permitted and will result in disqualification as outlined below.

Lobbying, in this section, is defined as any action taken by an individual, firm, associate, joint venture, partnership, syndicate, corporation, or any other individual or group of individuals who seek(s) to influence a governmental decision regarding the award of business in connection with a competitive solicitation.

Lobbying by any vendor or potential vendor to the District, or any individual or group as defined above acting on behalf of a vendor or potential vendor to the District, regarding a current or impending solicitation advertised or to be advertised by the District, including Requests for Proposals (RFP's), Requests for Qualifications (RFQ's) and Invitation to Bid, will result in the rejection and disqualification of that vendor's offer.

3. Reservation of Rights

Gavilan Joint Community College District reserves the right to reject any or all proposals, waive any proposal informalities, irregularities, or minor omissions or cancel this RFP and reissue a new proposal if it is deemed in the best interest of the District.

4. Contract Payment

The District will make progress payments based upon work completed.

5. Confidentiality

All information provided through this Request for Proposal and ensuing process will be held in confidence and will not be revealed nor discussed with any competitor until final execution of the contract(s). At that time, all documents related to this process become public records, subject to production pursuant to the California Public Information Act, except for those portions of the documents clearly marked by the Firm as being propriety information or trade secrets and which concerns are reasonable. Pricing information shall not be considered proprietary under any circumstances, notwithstanding such an assertion by the Firm in its submittals. Furthermore, all materials submitted shall become the property of Gavilan Joint Community College

6. Equal Employment Opportunity

Gavilan Joint Community College District is an Equal Opportunity Employer and as such requires the following: The contractors, in submitting proposals and/or filling a purchase order, agree not to discriminate against any employee or applicant for employment with respect to hiring and tenure, terms, conditions, or privileges of

employment or any matter directly or indirectly related to employment, because of race, color, religion, gender, age, sexual orientation, national origin, disability, or identity as a disabled veteran or veteran of the Vietnam era to the extent required by law. The contractors must further agree that every subcontract or order given for the supplying of this order will contain a provision requiring non-discrimination in employment, as herein specified.

7. Enclosed Materials

From the date of issuance until GAVILAN JOINT COMMUNITY COLLEGE DISTRICT takes final agency action, the Respondent shall not discuss the Proposals or any part thereof with any employee, agent, or representative of GAVILAN JOINT COMMUNITY COLLEGE DISTRICT except as expressly requested by GAVILAN JOINT COMMUNITY COLLEGE DISTRICT in writing. Violation of this restriction will result in rejection of the Respondent's Proposal.

VII. GENERAL TERMS AND CONDITIONS

1. ASSIGNMENT OF RIGHTS OR OBLIGATIONS. Except as noted hereunder, Successful Proposer may not assign, transfer, or sell any rights or obligations resulting from this solicitation without first obtaining the specific written consent of the District.
2. ATTORNEY FEES. In the event a suit or action is instituted in connection with any controversy arising out of this contract, the prevailing party shall be entitled to receive, in addition to its costs, such sum as the court may adjudge reasonable as to attorney's fees and costs.
3. AUTHORITY OF The District. Subject to the power and authority of the District as provided by law in this contract, the District shall in all cases determine the quantity, quality, and acceptability of the work, materials and supplies for which payment is to be made under this contract. The District shall decide the questions that may arise relative to the fulfillment of the contract or the obligations of the contractor hereunder.
4. CANCELLATION OF THE CONTRACT. Without CAUSE, the District may cancel this contract at any time with thirty- (30) days written notice to the supplier/contractor. with cause, the District may cancel this contract at any time with ten- (10) days written notice to the Proposer. Cancellation for cause shall be at the discretion of the District and shall be, but is not limited to, failure to supply the materials, equipment or service specified within the time allowed or within the terms, conditions, or provisions of this contract. The successful Proposer may not cancel this contract without prior written consent of the District Purchasing Agent.
5. CHANGES IN WORK. The District may, at any time work is in progress, by written order and without notice to the sureties, make alterations in the terms of work as shown in the specifications, require the performance of extra work, decrease the quantity of work, or make such other changes as the District may find necessary or desirable. The Contractor shall not claim forfeiture of contract by reasons of such changes by the District. Changes in work and the amount of compensation to be paid to the Contractor for any extra work as so ordered shall be determined in accordance with the unit prices of contractor's proposal.

6. **COMPLIANCE OR DEVIATION TO SPECIFICATIONS.** Proposer hereby agrees that the material, equipment, or service offered will meet all the requirements of the specifications in this solicitation unless deviations from them are clearly indicated in the Proposer's response. An explanation must be made for each item in which an exception is taken, giving in detail the extent of the exception and the reason for which it is taken. Proposals failing to comply with this requirement will be considered non-responsive. Submittal of brochure or other manufacturer literature is desirable but may not be a substitution for this requirement.
7. **COMPLIANCE WITH FAIR EMPLOYMENT PRACTICE ACT.** Contractor agrees in accordance with Section 1735 and 1777.6 of California Labor Code, and the California Fair Employment Practice Act (Sections 1410- 1433) that in the hiring of common or skilled labor for the performance of any work under this contract, or any subcontract hereunder, no Contractor, material supplier or vendor shall, by reason of race, color, national origin or ancestry, or religion, discriminate against any person who is qualified and available to perform the work to which such employment relates.
8. **COMPLIANCE WITH LAWS.** All Proposals shall comply with current federal, state, local and other laws relative thereto.
9. **CONTRACT INCORPORATION.** This contract embodies the entire contract between the District and the Contractor. The parties shall not be bound by or be liable for any statement, representation, promise, inducement or understanding of any kind or nature not set forth herein. No changes, amendments, or modifications of any of the terms or conditions of the contract shall be valid unless reduced to writing and signed by both parties. The complete contract shall include the entire contents of the RFP solicitation, all addenda, all of Proposer's successful submittal, supplemental agreements, change orders, performance bond(s), and any and all written agreements which alter, amend, or extend the contract.
10. **FORCE MAJEURE.** If execution of this contract shall be delayed or suspended and if such failure arises out of causes beyond the control of and without fault or negligence of the Contractor, the Contractor shall notify the District, in writing, within twenty-four (24) hours, after the delay. Such causes may include but are not limited to acts of God, war, acts of a public enemy, acts of any governmental entity in its sovereign or contractual capacity, fires, floods, epidemics, strikes and unusually severe weather.
11. **FORMATION OF CONTRACT.** Proposer's signed Proposal and District's written acceptance shall constitute a binding contract.
12. **LAWS GOVERNING CONTRACT.** This contract shall be in accordance with the laws of the state of California. The parties stipulate that this contract was entered into in the county of Santa Clara, in the state of California. The parties further stipulate that the county of Santa Clara, California, is the only appropriate forum for any litigation resulting from a breach hereof or any questions raised here from.

13. SEVERABILITY. If any provisions or portion of any provision of this contract are held invalid, illegal, or unenforceable, they shall be severed from the contract and the remaining provisions shall be valid and enforceable.
14. SPECIFICATIONS, CHANGES TO. The parties shall not be bound by or be liable for any statement, representation, promise, inducement or understanding of any kind or nature not set forth herein or by written amendment. No changes, amendments, or modifications of any of the terms or conditions of the specification shall be valid unless reduced to writing and signed by both parties.
15. SPECIFICATIONS, DEFINITION. The term "specification" or "RFP specification" as used in this solicitation shall be interpreted to mean all the pages that make up this solicitation, including but not limited to the Request For Proposals, Instructions To Proposer, Terms and Conditions, Detailed Specifications or Scope of Work, Proposal form, Special Provisions, Proposed Equipment & Material Manufacturers form, Experience Statement, Subcontractor's List, Workers Compensation Insurance Certificate, Contractor Guaranty statement and Proposal Security Bond.
16. COMPLIANCE WITH AMERICAN DISABILITIES ACT
All e-learning and information technology developed, purchased, upgraded or renewed by or for the use of the DISTRICT shall comply with all applicable DISTRICT policies, Federal and State laws and regulations including but not limited to Section 508, Subpart B, Subsection 1194.22, Guidelines A-P of the rehabilitation Act of 1973 as revised in 1998, World Wide Web Consortium (W3C), Web Content Accessibility Guidelines 2.0 and all other regulations promulgated under Title II of The Americans with Disabilities Act which are applicable to all benefits, services, programs, and activities provided by or on behalf of the District.

END OF DOCUMENT