



Wharton County Junior College

Board of Trustees Agenda Item

Date of Board Meeting: November 16, 2021

Subject: Approve iFactory (Interactive Factory Inc.) to provide a Website redesign solution that integrates with WCJC's Omni Content Management System (CMS) as an institutional solution for the redesign of the College's website.

Recommendation: Approve iFactory (Interactive Factory Inc.) to provide a Website redesign solution that integrates with WCJC's Omni CMS as an institutional solution for the redesign of the College's website.

Background and Rationale:

The Purchasing Department working with the Website Redesign Task Force Committee (comprised of 12 administrators, faculty, and staff members) solicited public offerings for a Website Redesign that integrates with WCJC's Omni CMS as an institutional solution for the redesign of the College's website. The College received responses from iFactory of Massachusetts, Northwoods of Wisconsin, Beacon of North Carolina, and Kapeesh of Texas. After review of the proposals and presentations by each vendor, the task force committee is recommending iFactory (Interactive Factory Inc.) as the best overall value to the college for the Website Redesign.

Goals of the project are attached, along with a summary of cost. The website redesign will cost \$187,100.00.

Cost and Budgetary Support: \$187,100.00

CRRSAA Grant Funds: \$93,550.00

WCJC MIS Fund: \$93,550.00

Strategic Priority Alignment:

✓ Student Success

✓ Community Impact

✓ Resource Optimization

✓ Institutional Excellence

Resource Person(s):

Eric Li, Webmaster, Chair of the Website Redesign Task Force Committee

Zina Carter, Director of Marketing, Communications, and Advancement

Philip Wuthrich, Director of Purchasing

Signatures:

Originator

Cabinet-Level Supervisor

Date

11/4/2021

Date

11/04/2021

President's Approval:

President

Date

11-9-21

POLICY DB (LOCAL)

08/01/2020



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911 Boling Highway • Wharton, Texas 77488 • (979) 532-4560

GOALS OF THE WCJC WEBSITE REDESIGN

- Develop stronger, unified, and consistent WCJC branding across all departments, divisions, and aspects of the website.
- Develop more user-friendly, more student-oriented, and more clearly organized site navigation for students to register for classes and find information about academics and student services.
- Improve and optimize user experience for students.
- Analysis of the current WCJC website performance.
- Development of a long-term web strategy that supports student enrollment and website improvements combined with search engine optimization strategies.
- Develop a website that is compatible with mobile devices and can be easily integrated with social engagement and sharing tools (Facebook, Twitter, video, etc.).
- Improve content quality, styles, and organization.
- Refresh visual design, including graphic images and video clips.
- Perform usability testing to ensure website design and information architecture meet needs of WCJC primary audiences.
- Develop and incorporate accessibility standards for compliance with ADA and WCAG 2.1, Section 508 and 504.
- Improve the workflow and approval process in the Content Management System.
- Improve the effectiveness and efficiency of the web content maintenance and administration.



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WCJC WEBSITE REDESIGN PROJECT

Summary of Cost

DISCOVERY THROUGH IMPLEMENTATION (iFactory)	
Discovery <ul style="list-style-type: none">• Kickoff• Strategy Questionnaire• Documentation & Analytics Review• Up to 2 User Surveys• Up to 2 Focus Groups• Up to 4 Stakeholder Interviews• Content Inventory• Strategy Report	\$14,300.00
IA (Information Architecture) + UX (User Experience) <ul style="list-style-type: none">• Up to 4 User Personas• Content planner• Sitemap, two rounds• Up to 2 custom wireframes• BPS (Best Practice Suite) Wireframe configuration for 7 screens• Testing for 2 user groups• Functional Specifications	\$44,200.00
Visual Design <ul style="list-style-type: none">• Art Direction, one round• Design Strategy, one round• Home page Look & Feel• One custom keyscreen design• BPS (Best Practice Suite) designs for 7 pages• Responsive designs• Design documentation	\$39,600.00

Front End Development <ul style="list-style-type: none"> • Frontend development of all page templates • Browser / accessibility testing • QA (Quality Assurance) / bug fixing • Handoff to Modern Campus for implementation 	\$54,000.00
CMS (Content Management System) implementation <ul style="list-style-type: none"> • Creation of editing experience • Setup and configuration of repeatable page layouts • Content migration • Quality assurance and delivery • Training 	\$35,000.00
Total:	\$187,100.00