

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approves a contract to redesign the District website from P'Unk Ave.

BACKGROUND

The redesign of the current website is needed to better serve our target audience of prospective and current students, parents, and the community. The website needs to be more user-friendly, simple to use, visually pleasing, and consistent with today's website standards. The website needs to integrate with the legacy databases and services that the District offers and present them in a clear and uncluttered manner. The vendor will work with district personnel and students to conduct market research, help devise a website strategy, lead information architecture redesign, and build new website templates and procedures based on these efforts.

Request for Proposal (RFP) Number 4451 was issued to procure website redesign. Ten (10) responses were received and evaluated by a team consisting of staff from various departments. The proposal submitted by P'Unk Ave is being recommended as the best value to the District, based upon evaluation scores.

IMPACT OF THIS ACTION

The redesign of the website will better serve our target audience of students, parents, and the community. It will be user-friendly, simple to use, visually pleasing, and consistent with today's website standards.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization of \$300,000 for three (3) years, which is budgeted in the CARES Funds and Public Relations departments' FY22 operating budget and subsequent years' budgets, subject to Board approval and extension of CARES Act funding.

MONITORING AND REPORTING TIMELINE

The contract term will be three (3) years beginning September 1, 2021 through August 31, 2024.

RESOURCE PERSONNEL

Steve Matthews, SVP External Relations
972-599-3139