



Complete and submit this form, along with any supplemental documentation, to the Office of the President by 5:00pm on the seventh day prior to the Board meeting.

Date of Board Meeting: April 18, 2023

Subject: Additional Services Related to the Website Redesign Project with the RDW Group (iFactory)

Recommendation: Approve \$70,500 from the MIS Plant Fund to support additional services with the RDW Group (iFactory) for the website redesign project to include Writing Support Built into Omni CMS and the Development of Training Videos.

Background and Rationale: The college is currently in the process of redesigning its website. In addition to the redesign, there is a need for additional writing services for 80 pages of the website to ensure the development of high-quality and consistent content, as well as, the development of training videos to cover website governance, page creation, and writing. Both the writing services and video productions would serve to enhance the marketing effectiveness, success, and sustainability of the website.

Recommended services include:

- Writing Support Built into Omni CMS (\$64,800): iFactory will provide writing support for an additional 80 pages to include keyword research, two drafts, research from earlier project deliverables, alignment with the information architecture, and built into Omni CMS.
• Training Videos (\$5,700): iFactory will develop a set of ten videos consisting of a detailed walk-through of each chapter of governance and a live page creation from component selection to writing to CMS input. Each video would include a questions and answers component.

Project to Date: The Board of Trustees approved \$187,100 for the website redesign and \$148, 975 for extra services. The additional request of \$70, 500 for extra services will bring the project total to \$406,575.

Cost and Budgetary Support: \$70,500 Plant MIS Fund

Strategic Priority Alignment:

- Student Success, Community Impact, Resource Optimization, Institutional Excellence

Resource Person(s):

Zina Carter, Director of Marketing, Communications, and Advancement

Signatures:

Originator signature and line

Date: 04-11-2023

Cabinet-Level Supervisor signature and line

Date: 04-11-2023

President's Approval:

President signature and line

Date: 4-11-23