



UNIVERSITY OF  
**ST. MICHAEL'S COLLEGE**  
IN THE UNIVERSITY OF TORONTO

## **REQUEST FOR PROPOSAL**

**Web 2017 Project**  
**University of St. Michael's College**  
**November 2016**

The University of St. Michael's College (USMC) invites qualified vendors to submit a proposal for a redesign of the University's website (<http://stmikes.utoronto.ca>) [www.stmikes.utoronto.ca](http://www.stmikes.utoronto.ca). The institution is seeking to overhaul its website in order to:

- present a more professional, dynamic, accessible and mobile-ready website
- ensure a site that is easy to navigate, and that effectively and efficiently meets the needs of prospective and existing stakeholders
- take advantage of innovative ways of connecting with stakeholders including social media
- ensure a site that is engaging for both current and prospective students
- ensure greater visibility for academic programs
- ensure consistency with the University of St. Michael's College visual USMC brand identity guide
- create an online payment gateway that can be used for any USMC function
- create an e-commerce template that can be used for any event and by any USMC user group.

A website that meets the needs of all internal and external stakeholders as well as the general public will allow the University to better meet the objectives of the institution – whether in student recruitment, faculty research profiles, academic programs, library, fundraising, academic achievements or public announcements. The website must reflect the image, status and reputation of USMC as well as serve the evolving online needs of all stakeholder groups.

### **About University of St. Michael's College in the University of Toronto:**

University of St. Michael's College (USMC), established in 1852 and federated with the University of Toronto since 1910, is a Catholic institution of higher learning founded by the Congregation of St. Basil. Their motto, "Teach me goodness, discipline and knowledge," sets the tone for campus life. Committed to the pursuit of knowledge, meaning and truth, USMC offers a dynamic campus where Catholic Intellectual thought thrives in a context of academic freedom and respectful debate. University of St. Michael's College features a large and dynamic undergraduate division, Faculty of Theology and the historically rich Kelly Library.

The College's historic and picturesque campus is located steps from the array of cultural, entertainment and sports attractions available in Toronto, one of the most diverse and vibrant cities in the world. St. Michael's provides the Kelly Library & Archives state-of-the-art library and residence facilities, and a wide range of student activities and services.

Marshall McLuhan, Etienne Gilson, and Jacques Maritain are among the leading scholars who have taught at St. Michael's, and the College's alumni include the Rt. Hon. Paul Martin, M.P., P.C., Tony Comper, the former President and Chief Executive Officer of BMO Financial Group, Victor Dodig, President and Chief Executive Officer of the CIBC group of companies and Olympic gold medalist Lori Dupuis.

While fully federated with the University of Toronto, St. Michael's is a university in its own right. Its graduate Faculty of Theology is one of the largest theology schools in North America, and its Continuing Education Division offers an extensive selection of courses and certificate programs. St. Michael's is also home to the Canadian Catholic Bioethics Institute and the renowned Pontifical Institute of Mediaeval Studies.

### **Background:**

The USMC homepage is the main gateway for potential and current students, staff, faculty, alumni, potential donors, existing donors, corporate interests, media and the general public to obtain information about the University, its colleges, its academic programs and its campus.

Secondary navigation sites are segmented by type of homepage visitors (for example, prospective students, alumni, etc.) and are maintained by their respective administrative ancillary or academic units. The current USMC website was developed using Wordpress and is hosted at the University of Toronto.

### **Target Audiences:**

Some of the audiences are:

- Students
- Faculty
- Staff
- Prospective students
- High School guidance counselors and chaplains
- Parents of prospective and current students
- Alumni
- Potential/current donors
- Corporations and government agencies
- Media
- General public and visitors to the campus
- Church partners
- Visiting Researchers

### **Project and scope of services:**

USMC is seeking the services of experienced and reputable consultants to assist in redesigning the look, feel and navigation of the homepage (<http://stmikesstmikes.utoronto.ca>) and to create templates for its top-level and secondary pages. The designs must adhere to government legislation regarding accessibility (AODA) and to approved USMC visual identity USMC guidelines. The vendors must take into account innovative ways of connecting to stakeholders including social media. The designs must also be mobile friendly and support all popular browsers. This is a 6 month project culminating in the launch of the newly designed website on June 2017.

**The consultant will:**

- 1) Assess the needs and requirements of user groups
- 2) Assess the priorities of the institution
- 3) Review the current state of the website
- 4) Recommend the most appropriate Content Management System (CMS) based on the needs and requirements of the user groups
- 5) Recommend an appropriate hosting service for the University's website
- 6) Advise and implement search engine optimization
- 7) Develop a plan for the integration of social media into the website
- 8) Develop a plan for video upload capability
- 9) Develop a project brief, focusing on objectives, the audience and corresponding messaging. The brief should also include research methods adopted by the vendor. It should be supported by relevant analytics; quantitative and qualitative data
- 10) Develop an institutional plan taking into account the scope of redesign required, the resources available, stakeholder feedback, project stages, milestones and bench marks
- 11) Develop an appropriate architecture focusing on previously identified needs and requirements
- 12) Develop the website's design and templates for top-level and secondary pages including tone, style and cohesive design concepts
- 13) Develop a plan to implement website design and templates, and the migration of certain webpages existing on the current USMC website
- 14) Develop an online payment gateway for use by multiple stakeholders
- 15) Develop an e-commerce template for use by different events in conjunction with the payment gateway
- 16) Assist in the launching of the new website
- 17) Develop a content migration plan from the old existing site to the new one including preserving the old URLs
- 18) Develop a content strategy and assist USMC's user groups to plan their content effectively
- 19) Optional: provide ongoing website maintenance

**USMC will, with the assistance of the successful vendor:**

- 1) Test the design for functionality and usability
- 2) Schedule meetings with the appropriate user groups

The proposal must be delivered to the Bursar, University of St. Michael's College in the University of Toronto no later than Monday, November 21, 2016 at 5 pm (EST). Late or incomplete proposals will not be considered.

### **Decision Criteria:**

*The proposal should contain the following:*

- 1) Executive summary containing a brief description of your project development approach and rates for deliverables and extra charges for additional capability as advised by the vendor
- 2) Successful projects undertaken by the vendor including previous clients particularly in the higher education field. Such information must include contact information and relevant URLs
- 3) Description of your development process
- 4) Project stages, milestones and benchmarks
- 5) Proposed development team and their qualifications
- 6) Costs and payment details
- 7) Costs of maintenance and hosting details separated from (6) above
- 8) Terms and conditions

### **The proposal will be evaluated on:**

- 1) Previous experience on similar projects
- 2) Quality of previous work
- 3) Time to completion
- 4) Price
- 5) References

### **Contact Information:**

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### **Privacy:**

This Request for Proposal is a private document and as such should not be circulated beyond your organization.