

Alcorn State University
IFB #5482-- Website Redesign, Development and Content Management System
Comprehensive Classification and Compensation Study
Recommendation of Award Report

I. PARTICIPATING PROPOSERS

A

We provide higher ed brands with the confidence of rigorous and comprehensive research—the cornerstone of our work—along with informed strategy, inspired creative, and human-centered digital. The trusting relationships we’ve formed and the communities we’ve brought together are among our most valuable assets.

B

For 30 years, Vendor B has partnered with institutions of higher learning to enroll their next class of best-fit students. We have 750 + marketing partnerships with colleges and universities. We have built 500 + landing pages for our partners, and every year we garner hundreds of millions of impressions across social media platforms on behalf of our partners. Millions of students have enrolled and matriculated as a result of our services.

C

Vendor C is a full-service technology consulting and software development company that offers a one-stop solution for all your technology, design, development, graphics, branding, mobile strategy/development and marketing needs. Whether your business is a large corporate entity or a small privately-owned business, our interactive and digital marketing solutions integrate with your business and technology needs. Our unique proposition is that we are truly interactive with our customers by focusing on your business problems and needs and less on selling a marketing or technology solution.

D

Vendor D is a team of experienced admissions and marketing, creative, and technology experts who collaborate to produce strategic communications and recruitment tools that support the objectives of our partnering colleges and universities.

E

Vendor E was created in an effort to provide affordable professional software solutions for nonprofits, educational institutions, municipalities, and innovators. We focus our efforts on building software solutions for community development, and use this as a barometer to determine which project we are most suited to excel at.

F

Our packages allow existing websites to achieve accessibility at a pace that makes sense for your organization and budget. Post remediation. We’ll certify your website as accessible and provide monitoring to ensure continued Web Content Accessibility Guidelines (WCAG) compliance. Vendor F prides itself on providing professional, one-on-one individualized service to each to

each of our clients. Our 100% U.S.-based team is made up of individuals who are experts in their fields and have an accessibility-first mindset, whether we're creating a design, writing code, or drafting content.

G

Vendor G was founded in 2001, and since 2006 has been a web agency specializing in Drupal. Vendor G has worked with over 50 higher education institutions, ranging from community colleges to Ivy League schools. Additionally, we have a dedicated higher-education team that includes designers, user researchers, accessibility and SEO specialists with a proven track record of improving website experience and achieving result, including improved engagement, traffic and enrollment.

H

Vendor H is the largest web development firm headquartered in Mississippi, and has over 600 clients in 23 states. Our services include website design, intranets, site maintenance, cloud hosting, IT managed services, dedicated servers and colocation. Since our founding we have acquired 10 other technology businesses.

I

Vendor I is a marketing firm, founded by two higher education marketing & enrollment professionals, that focuses exclusively in higher education. We met as leaders of a team charged to build enrollment at a Catholic women's college- and we did, with some amazing results.

J

Vendor J team is comprised of industry veterans who have an extensive amount of experience working with organizations that are comparable in size to your community with each person on our team averaging over twelve years of website and branding experience. As a firm, we are passionate about creating great design and known for coupling that with sophisticated technology that is easy to use. We don't use template design work. Everything is custom and each design is refined until it is pixel perfect. Our efforts have been recognized on a national level, recently winning a HOW Interactive award, one of the most prestigious interactive awards.

K

Vendor K Web team members comes with a wide range of knowledge in the Web(Re)Design, Development and Content Management. Vendor will redesign the Alcorn State University website using a Multisite WordPress Instance in the Amazon Web Service (AWS) Cloud.

L

Advance Local is part of Advance Publications, a diversified privately-held company that operates and invests in a broad range of media, communications and technology businesses globally. We are committed to meeting the changing needs of the Alcorn State University by delivering strategic and effective marketing solutions across both traditional and digital platforms.

M

Vendor M is well qualified to redesign and develop your website into a new, modern, fully functioning online marketing tool that meets or exceeds your goals; saves you time and money; is easy to maintain; meets or exceeds accessibility requirements; reflects your brand; and provides the best online outreach to your varied audiences.

N

Vendor N is a diverse team of passionate individuals who are dedicated to making the lives of our customers easier through technology and innovation. Our roots in the software development industry were planted back in the early 1980s, and we entered the web content management system (CMS) market in 2001 with what would become our best-selling solution. OU Campus- web based, feature-rich CMS designed specifically for the higher education community.

O

For over 25 years, we've delivered on one promise, to be your partner in the launch of rigorously designed, beautifully executed interactivity. We're a full service digital agency offering strategy through development and upkeep.

P

We take an approach to website design that combines science, real world data and classic design principles. Seeking a balance between logic and emotion, we optimize for engagement with an interactive experience that resonates with your audience.

Q

Vendor Q has a vast and successful history of working with educational institutions like Alcorn State University, which empowers us to understand, strategize and meet our clients' needs and achieve their objectives in a timely fashion. Vendor Q has over 12 years of experience developing and supporting websites using CMS systems, including WordPress. To complement their efforts, we also have several dedicated and qualified staff members who design, create, manage social media and perform SEO for inbound marketing techniques. The flexibility and specialized skillset of our staff empowers us to perform project with dedication and precision.

II. RANKINGS BASED ON EVALUATION SCORES

First	C
Second	J
Third	H
Fourth	M

III. RECOMMENDATION

After a thorough review of the proposals (RFP), the committee selected vendor C to address updating the current University website in order to improve the user experience and strengthen the University brand for its audiences.

IV. RATIONALE FOR RECOMMENDATION

The evaluation committee was tasked with selecting the most qualified vendor/vendors to assist in updating the current University website to improve the user experience and strengthen the University brand for its audiences.

The evaluation committee reviewed 17 proposals and selected five (5) vendors for an in-person presentation. The vendors were evaluated based on price, prior experience and background, personnel and project qualification, functionality, maintenance and support approach, and schedule compliance. After a thorough review of the evaluating instruments it was determined that vendor C ranked above the competition.