

**AGENDA ITEM #VIII-D-3**  
**JULY 18, 2017**  
**HIGHLAND COMMUNITY COLLEGE BOARD**

**CONTRACT FOR WEBSITE REDESIGN, HOSTING, AND DEVELOPMENT**

**RECOMMENDATION OF THE PRESIDENT:** That the Board of Trustees authorizes the President to enter into an agreement with Morningstar Media Group, LTD for a structural and cosmetic redesign of the College website and student & staff portals in the amount not to exceed \$42,000 for the redesign, \$2,800/year for hosting services, and continued site development at a rate of \$75/hour.

**BACKGROUND:** The College website is in need of a structural and cosmetic redesign to stay in step with current functional trends, user behavior, and modern web design structure. Since the website was last redesigned in 2013, there have been significant improvements in web design structure and functionality. Namely, responsive web design allowing for sites to “react” for optimal viewing across mobile devices was not widely utilized when the current website was redesigned. The proposed new website will be built on a new platform with a robust Content Management System (CMS). The redesigned website will utilize responsive design throughout the site (including the student and staff portals); provide improved Search Engine Optimization (SEO); support superior analytics and visitor tracking; offer a more intuitive navigation; and, provide for better social media integration, faster loading speeds, and a greatly enhanced user experience overall.

The Web Advisory Committee selected Morningstar Media Group, LTD from a list of 10 northern Illinois firms identified as having the capabilities required to design, develop, and host a website as large and diverse as highland.edu. Five Request for Quotations (RFQ’s) were sent, and four proposals were submitted. The Web Advisory Committee heard presentations and conducted question and answer sessions with each of the four vendors who submitted proposals before making their recommendation.

	Redesign	Hosting	Development
GrahamSpencer Brand + Content Solutions	\$85,700 - \$96,650	\$3,900/year	\$100/hr.
M45 Marketing Services	\$29,976	\$2,760/year	\$72/hr.
Morningstar Media Group, LTD	\$38,000 - \$42,000	\$2,800/year	\$75/hr.
Nadi Creative Branding	\$29,800	\$1,000/year	\$70/hr.

BOARD ACTION: \_\_\_\_\_