

Q Digital Studio is seeking qualified proposals for a Content Editor for the new Colorado Campus Compact (CCC) web site.

RFP Information

Proposals must be delivered as a PDF via email to Q Digital Studio (rfp-ccc@qdigital-studio.com) by December 9, 2009 at 5pm MT.

If any changes are made to this RFP, an addendum will be issued. Addenda will be available on the Q Digital Studio web site: www.qdigitalstudio.com/rfp-ccc/. Questions concerning this RFP must be submitted in writing to rfp-ccc@qdigitalstudio.com before 5pm MT on Monday, December 7, 2009.

Q Digital Studio may cancel this RFP, or reject in whole or in part any and all proposals, if Q Digital Studio determines that cancellation or rejection serves the best interests of Colorado Campus Compact. All proposals submitted in response to this RFP must remain valid for forty-five (45) days following the RFP opening.

About the Content Editor Position

Q Digital Studio is architecting, designing and building a new web site for Colorado Campus Compact (CCC). The Content Editor will work with Q Digital Studio and CCC to assist in content creation and content editing for this new CCC web site.

Current Web Site Design & Development Timeline:

- Planning + Discovery – through mid-December
- Web Design – through early January
- Web Production – mid-January to end-January
- Web Development – January through mid-February 2010
- Content Integration + Testing – mid-February to March 1 2010

Target Web Site Review Period: March 1-15, 2010

Target Web Site Launch Date: late March, 2010 (latest April 15, 2010)

Scope of Services

The following is the scope of services being sought for this position. Q Digital Studio will select a Content Editor to complete *A. Requirements*. Q Digital Studio may also select the same Content Editor to fulfill *B. Optional Responsibilities*, depending on proposal cost and value to CCC.

A. Requirements - Content Editor shall:

- Write content, collate content, edit content for cohesive voice. *See Working Site Outline for approximate list of contents to be written and edited.*
- Coordinate/manage receipt of all contents for site. *Note: Content will come from multiple sources, content will be in numerous formats including, but not limited to MS Word docs, content on current web site and PDFs.*
- Work with and communicate with CCC and Q Digital Studio.

B. Optional Responsibilities - Content Editor may also:

- Enter all content into Content Management System (CMS). (The Content Editor will be trained on using the CMS).
- Make edits to content in CMS, as needed for launch.

Note: This position has potential for ongoing content management after site launch.

RFP Timeline

| | |
|----------------|--|
| 11/24/09 | RFP opens |
| 12/7/09 | Any questions to be submitted to Q Digital Studio by 5pm MT |
| 12/9/09 | Proposals due by 5pm MT |
| 12/10-12/17/09 | Interviews |
| 12/18/09 | Selection of Content Editor |
| 1/4/10 | Content Editor commences work the first full week of January |

Proposal Requirements

Please include the following in your proposal:

1. **Executive Summary**
2. **Services** - services you will provide and your process for providing services
3. **Cost Estimate** - number of hours and hourly rate for both components as separate items (A. Content Editor Requirements and B. Content Editor Optional Responsibilities)
4. **Timeline** - timeline that coordinates with pre-existing project timeline
5. **Background** - biography
6. **References** - three references with the following information for each reference:
 - Reference Name
 - Reference Position/Company
 - URL or Sample if available
 - Email
 - Phone
 - Description and date(s) of service provided

Working Site Outline

The following outline is the working list of web site sections and pages to be used in the new CCC site. Please review the current CCC site for additional background information located at <http://www.coloradocampuscompact.org>.

- I. CCC *
 - a. Index +
 - b. About us +
 - i. Presidents +
 - ii. Students (same as Programs below) +
 - iii. Faculty +
 - c. Members +
 - i. Programs
 - ii. Resources

- iii. Benefits +
- iv. Member Services +
- v. Demographics +
- d. Press Room
- e. Election Work +
- f. Diversity/MLK +
- g. Join +
- h. Support +
- i. Contact us +
- II. Access Colorado *
- a. Index +
- b. Current Projects +
 - i. 18 Grammar revision pages
- c. FAQ (anticipated) +
- d. ARC GIS Map Page +
- III. UCAN Serve *
- a. Index +
- b. About Us +
- c. AmeriCorps Members +
 - i. News
 - ii. Additional Service
 - iii. Evaluation
 - iv. Lifetime of Service
 - v. UCAN Sites
 - vi. Prohibited Acts
 - vii. Education Award
 - viii. Can do...
 - ix. Getting Started
- d. Campus Coordinators +
 - i. Find Location
 - ii. Orientation
 - iii. WBRs info
 - iv. Comm Work Study
 - v. Prohibited Acts (repeat but unique page)
 - vi. Coordinator Handbook
 - vii. Become Partner
 - viii. Info by grant year
- e. Community Partners
 - i. Evaluation (repeat but unique page)
 - ii. Becoming a host site
 - iii. What members can do (repeat but unique page)
- f. Forms +
- IV. Careers in the Common Good
- a. News
- b. Academic Programs
 - i. 7 blank Pages
 - ii. Scholarships
- c. Evaluation

*Copy Editing Level 1: Key pages will require high level writing (approx 4 total) **
Copy Editing Level 2: Streamlining , inputting any needed content (approx 24 total) +
Copy Editing Level 3: Small grammar revisions or no content needed (remainder)

Evaluation Criteria

Proposals will be evaluated in the following areas:

- Experience with projects of similar size/scope
- Proven ability to meet deadlines (based on references)
- Cost
- Familiarity with Content Management System(s)
- Familiarity with CCC and service learning

About Colorado Campus Compact

Colorado Campus Compact (CCC) was founded in 1992 to promote the civic mission of higher education throughout the state. The Compact is a membership organization of college and university presidents from both two and four year campuses, public and private. Our mission is fulfilled by CCC offering civic engagement opportunities to more than 50,000 students, training upwards of one third of higher education faculty in service-learning and community based research, while working in partnership with communities through local and federal government agencies, non-profits, foundations and for-profit businesses.

CCC has two primary programs, UCAN Serve and Access Colorado, both major stakeholders on the web site. UCAN Serve is an education award only AmeriCorps Program. They annually serve 50 campuses in 5 states, working with 125 volunteer campus coordinators, and awarding over \$5.5 M in education awards to nearly 4500 students annually. Much of the current web site traffic consists of these program coordinators looking for necessary documents. Access CO program supervises 16 full time AmeriCorps VISTA volunteers who work in high schools across Colorado promoting access to higher education.

About Q Digital Studio

Q Digital Studio is a web design and development boutique headquartered in Denver, Colorado. Q Digital Studio designs and builds identities, web sites, and online marketing plans for organizations and businesses around the US. Q Digital Studio is committed to ethical and sustainable business, both in the studio's practices and by working with clients that value and uphold sustainable practices. Q Digital Studio follows a five-step process to engage clients in understanding the creation and execution of design, using metrics to measure results and help clients demonstrate the success of their communication projects to stakeholders.

Q Digital Studio believes good design (visual, structure, flow, logic, communication) is essential to a business' success and longevity. Q Digital Studio promotes the success of ethical businesses and seeks to assist such organizations in achieving their goals through effective design and marketing.