

Board of Regents, State of Iowa

Urbandale, Iowa

a proposal for

Website Redesign

presented to

Josh Lehman

Senior Communications Director

prepared by

Aaron Blau

Client Executive | Digital Marketing Services

aaron.blau@stamats.com

319.861.5184

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Introduction

Thank you for the opportunity to present this proposal to The Board of Regents, State of Iowa (the board) for website design services. We appreciate the time you will invest in evaluating our thoughts and recommendations.

The board has taken a great first step in modernizing its appearance online by launching this project. I'm sure you will receive numerous proposals stating ownership of the silver bullet when it comes to increasing website traffic and offering the perfect solutions for this redesign. Stamats isn't interested in boring you with another cookie-cutter proposal. Instead, we want to show you why we are a great fit for this project through our previous experiences, our people, and our process.

Stamats is based in Cedar Rapids, Iowa, and has been focused on higher education for over 60 years. Our staff understands the higher education landscape and the purposes and audiences the board serves. We've presented our work in front of boards like yours across the country, whether it's brand projects, research findings, or website redesign ideas.

Not only are we focused solely on higher education, the majority of employees working on education projects at Stamats hold degrees from regent institutions. In fact, nearly 44 percent of our employees that work primarily on higher education projects received an undergraduate degree, graduate degree, or both, from either the University of Iowa, Iowa State University, or the University of Northern Iowa. Stamats employees proudly wear their black and gold, cardinal and gold, or purple and gold on game days and regent institution degrees are framed and displayed in almost half of the offices in our headquarters.

I'm a proud graduate from the University of Iowa (UI) and was employed by the university from 2007–2015. I served as the new media manager for the UI Office of Strategic Communication, where my most difficult and rewarding experience was leading a team of IT and communication professionals responsible for a complete redesign of the UI home page (uiowa.edu). I personally know what a project of this magnitude means for the board's audiences and stakeholders.

Stamats also takes great pride in the deep level of discovery and customization that is put forth into each web redesign project. As you will see in our project plan, we do extensive research to help set benchmarks and goals, along with project adjustments once we analyze that information. We understand that the board wants a new website as quickly as possible, but we also ask that the board considers an extended timeline for completion to allow for a customized website based on data and research.

Again, thank you for the opportunity to prepare this proposal for the Board of Regents, State of Iowa. As you review our recommendations, if you have any questions or would like to discuss our proposal further, please do not hesitate to contact me at (319) 861-5184 or aaron.blau@stamats.com.

We look forward to listening further to your needs and working with you to achieve your goals.

Sincerely,



Aaron Blau
Client Executive | Digital Marketing Services

About Stamats

Who We Are

Stamats is extremely well-resourced with a staff of more than 55 consultants, strategists, researchers, developers, and creative professionals. We understand marketing and we're driven by a vibrant culture of collaboration. We talk to each other, we knock on doors, and we have rousing lunch meetings. We get the job done because we work better together and we don't let cubicles, departments, or titles slow us down.

Like you, we know the dynamics of higher education marketing is changing. With evolving technology and instant communication, cutting through the clutter of information to capture your audience's interest and having relevant information easily available have never been more important—or more challenging. Creative, clear, and cost-effective solutions drive every service we provide, which includes:

Research and Strategy

- Image and perception studies
- Tuition pricing elasticity studies
- Brand value studies
- Academic program marketability assessments
- Recruiting and marketing assessments, plans, and counsel

Brand Engagement

- Brand development
- Brand clarification
- Institutional brand and identity campaigns
- Creative concepts
- Brand workshops

Digital Marketing Capabilities

- Full website design and development
- Content creation and development
- Google Analytics implementation and review
- Pay-per-click (PPC) campaigns
- Search engine optimization (SEO)
- Web usability testing
- Interactive media audits and digital consultation
- Social media listening, strategy, and planning
- Content strategy/content governance consultation and implementation
- Digital experience and virtual tours
- Video concept, direction, and postproduction

Operating Philosophy

We are a client-centered, market-driven company that serves colleges, universities, and other higher education entities. We approach each project as partners with our client. This means careful listening, thoughtful counsel, and ideas and solutions that meet their exact needs.

Our Clients

Every school with whom we work represents a distinct relationship and a special partnership. We work with boarding schools that have just over 500 students, small liberal arts colleges, regional publics, medical schools, law schools, community colleges, elite graduate schools, chiropractic colleges, art schools, aeronautics colleges, and national universities with enrollments of more than 43,000.

Many of our clients have been with Stamats for 10, 15, and even 20 years—a track record most agencies cannot match. From Alaska, to Hawai'i, to Canada, throughout all regions of the continental U.S., they entrust us with their brands and rely on us to guide them through the complex challenges they face.

Why Stamats?

Stamats has focused on higher education for over 60 years. Our experience and expertise in higher education marketing includes online (website design, content creation, search engine optimization, search engine marketing [SEM], social media strategies) and offline (publications, research, consulting, planning) offerings.

When clients choose Stamats, it's because they're confident we can get the job done and provide the value-added insights and integrated approach that make good projects great. We work with the best national universities, Ivies, top-15 private colleges, public multi-versities, art schools, medical schools, law schools, business schools, and everything in between, delivering innovative brand, digital, creative, and research that empowers them to achieve their goals. Here's how:

We listen. Every school is distinct. And the challenges they face are theirs and theirs alone. That's why we put so much emphasis on discovery, research, and understanding your specific situation and needs from start to finish.

We're informed. It's about more than putting together a pretty campaign. It's about forming a creative strategy based on the best possible research with the most relevant audiences, and from there delivering mind-blowing creative.

We know higher education. We've been doing higher education marketing since 1952. But don't mistake "history" for "out of touch." Our people are innovative thought-leaders who write the books on higher education marketing that the other guys read.

We know adult learners. In fact, we're an authority. Each year we host our acclaimed Adult Students Marketing Conference, bringing in experts and attracting enrollment administrators from colleges and universities across the country.

We're creative. CASE awards, Tellys, Webbys, APEX awards, too many American Advertising Awards (formerly ADDY® Awards) to count, and best-of-show from the industry-leading *Higher Education Marketing Report...* our creative team has won more awards in the last 10 years than any of our competitors.

We're innovative. Stamats was the first national higher education marketing firm to offer integrated marketing services, comprehensive research, brand marketing, tuition pricing elasticity studies, and assistance with assessing the marketability of academic programs.

We're well-rounded. As deep as our knowledge is in higher education marketing, we also can rely on resources like The Thorburn Group, our brand agency that has worked with such iconic companies as Porsche, Disney, Harley-Davidson, National Geographic, and dozens more.

We're proven. It's the reason schools like Harvard, Penn, Michigan, University of North Carolina at Chapel Hill, Furman, Grinnell, and hundreds of others—in all shapes and sizes—partner with Stamats on their branding, digital, and creative needs.

We don't have an agenda. We want to be your trusted partner—and trusted partners look out for the very best interests of their clients. While we're happy to collaborate with other service providers, we have no relationships with organizations that we would require you to be part of. We're independent and we'll offer unbiased recommendations that further your unique goals. Simply put, we are in the consultancy business, not the customer relationship management (CRM) or content management system (CMS) business.

We're about results. More than anything, the focus of our work will be about helping the Iowa Board of Regents achieve its goals of increasing institutional effectiveness, bolstering enrollment, positioning students and graduates for greater levels of success, and enhancing its fiscal strength.

Understand that, at Stamats, we receive countless RFPs and solicitations for our services, but we only pursue projects we feel are an ideal match for our capabilities, our values, and our solutions. We truly believe that this opportunity to partner with Iowa Board of Regents would be a perfect fit.

Project Plan

Proprietary vs. Open Source CMS

Today's content management systems offer the board a myriad of options. Ease of designing, implementing, developing, and managing are all key factors when determining a CMS. The number of available options can be overwhelming. It is important to realize, however, that each CMS solution exists for a reason—each is specifically catered to meet a subset of website management goals and expectations, as well as users' requirements and desires for features.

Stamats works within three open source CMS options (Drupal, WordPress, DotNetNuke) and one proprietary CMS option (OmniUpdate). In our opinion, the biggest advantage to a proprietary CMS option is having actual customer support (your support team is a phone call away) and your team will be trained on how to effectively manage your site.

For this project, Stamats highly recommends OmniUpdate (OU) as your CMS option. The combination of full content migration, technical training, and phenomenal customer service provided by OU makes this CMS the most cost effective option while fulfilling the needs listed in the RFP.

Stamats has a strong history with OU and is well-versed in developing website designs that work seamlessly within their CMS. Our team will work with an OU technical support specialist during the discovery phase and throughout the entire project to ensure the full power of OU Campus is applied to the new site. We're always excited to collaborate with OU and our team approach will help to improve the integration process on the handoff to OU. During the discovery and design phases of this project, Stamats will work with your team and OU to assess needs and determine if additional marketplace modules and/or custom programming will be required. Stamats may recommend modules that require additional purchase or subscription fees, which we will describe. Once agreed to, the fees become the client's responsibility.

Stamats Website Design Process

Project management for the board website design project will be facilitated by Joy Tangen (joy.tangen@stamats.com, 319-861-5128), the senior project communication manager identified for this project. She will be your primary point of contact for questions and feedback on project phases and keep you up to date on the project timeline and deliverables.

We divide the Stamats website design process into a series of clear action phases. Throughout the process, we'll maintain close contact with the board team for review and approval before moving on to the next activity. This approach ensures that all parties have a clear understanding of the project status, scope, and upcoming deliverables.

Phase I: Discovery

Our digital marketing team will review your current site, available research, and marketing communication materials and ask you to complete a questionnaire about current technology and content creation process. We'll also initiate discussions with team members, as well target audience members related to the board's current online experience. Through analytics, interviews, and existing market research, we will identify the most important content users seek on your site.

Discovery will determine *what* the digital experience for your different audiences, internal and external, should be. The later steps will determine *how* it will be delivered.

Discovery will include:

- Review of the questionnaire
- Discussion of your current site and functionality; primary target audiences for the new site; and design preferences
- Analysis of your current content management and governance practices including suggested maintenance plan after implementation
- Analysis of your current search engine marketing activities
- Analysis of your current website platform and future platform
- Review of your analytics data

From the information we gather, we'll develop a strategy and requirements report that highlights our findings; defines your project goals, target audiences, and their expectations from your website; and evaluates the board's technical and staffing needs for continued site management.

Phase I Deliverable & Approval: Strategic Analysis

Phase II: Architecture & Content Planning

This phase of the project is where we take what we've learned about the board's audience, goals, and history to build an intuitive, easy to navigate, engaging, and efficient website experience. We will use Stamats' best practices in higher education, along with discovery findings, to develop a custom site map (also called "information architecture"). Along with a site map, we will inventory your existing content, identifying pages that fulfill your website goals and content gaps. This inventory will document each page of the site (up to four levels deep). At the end of the architecture phase, you will have a visual depiction of your new site's organization.

Our designers and user experience experts will take what we have learned from the discovery process and the approved architecture, and begin to spatially define the elements and features of your site in a wireframe diagram. These diagrams indicate functionality as well as communicate the visual weight or importance of the key page components. The board will then approve the wireframes for interaction and function before we begin creative concepts.

Usability Testing (Optional)

Another activity performed during this phase is usability testing of the new website architecture during which we will measure actual user experience for intuitiveness and navigability.

A Stamats testing expert will test up to six participants from the same audience (such as target audience members) in individual sessions lasting approximately 30 to 45 minutes each. The tests will be video-recorded from multiple angles to allow for analysis of participants' facial expressions and their actions on the screen. The researcher will analyze the data, create a PowerPoint report that includes edited video clips, and review the results via an online conference. Our usability testing is scalable so you can choose to test as many audiences as desired.

We can conduct online testing at a Stamats testing lab with participants recruited by us, or via online testing in Urbandale (or another location) with participants you've recruited.

We will produce a report covering recommendations, and a content inventory with details of your new site's organization. Our recommendations for changes will be based upon the findings of the usability tests.

Content Strategy (Optional)

Content strategy adds direction and more complete guidance for content development, whether that development will be done by Stamats or by the board.

Content Style Guide

Most organizations rely on a distributed network of content creators; this style guide helps that network achieve and maintain the standards your site needs, guiding end-users through the process of writing copy tailored for the web environment. High-quality content is user-centered, easily scanned, aligned with institutional goals, consistent across the site, not a word longer than it needs to be, supports accurate search, and current. The guide includes:

- A brief introduction to best practices for web copy
- How your specific goals and brand values shape content
- A description of the target voice for the board, including variations for specific audiences
- Audience/message matrix: This expands the audience information from the strategic brief, showing how each audience benefits from different aspects of the board.
- Any keywords already identified for use on the site and advice on how to use keywords when writing

Content Audit

Reviewing the 30 most-visited pages in the content inventory (or a mix of existing and proposed pages) a Stamats digital strategist identifies keywords and a Stamats content strategist conducts a content audit and makes recommendations.

For each page, the content audit recommends a single, priority audience, audience task, and purpose. Given those priorities, we identify the most important keywords for each page, the most important call to action, and the most important information.

For existing pages, the content audit assesses, in detail, the value and quality of the content on the page: Is it appropriate to the priority audience and that audience's task on this page? Does it fulfill the board's purpose

for the page? Are the tone and voice appropriate? Is this the medium for this message? Where on the page does the most important content appear? Is the content well-organized and does it make sense?

For both existing and proposed pages, content recommendations focus on the big three things to get right: audience-task appropriateness, purposeful copy, and overall structure. Additional recommendations may cover alternate media for the message, tone adjustments, or consistency across the site.

Content Process Recommendations

Based on the governance recommendations in the strategic report, the content strategist will make more detailed recommendations about creating, curating, refreshing, and reviewing content, given the specifics of the board's resources and existing processes.

Phase II Deliverables & Approvals: Information architecture, content inventory, wireframes, content style guide (optional), content audit (optional), usability testing report (*optional*)

Phase III: Website Brand and Creative Strategy

Once your site's strategy and organization have been defined and approved, we will use those findings to create responsive website design concepts that function seamlessly across all major display devices (desktop, tablet, and mobile). The technical development team will take a deeper dive into server setup and gathering functional requirements based on information gathered up to this point.

Creative Concepts

We'll develop two creative concepts with accompanying rationales. Concepts will include home page and second tier designs and concept representation on a desktop and mobile devices.

When reviewing creative concepts, keep in mind that while your team's opinions are significant, the most important perceptions are those of your target audiences. We feel so strongly about this that, at no additional charge, Stamats will test the concepts via a series of focus groups.

Our focus group facilitators will uncover:

- Which creative concept best resonates with participants
- What participants like or dislike about each concept
- How participants perceive the board
- What participants perceive as your major strengths and weaknesses

Stamats will analyze the data and provide recommendations. Based on our findings and your feedback, we will make up to two rounds of revisions of the selected concept.

Phase III Deliverables & Approvals: Design presentation, technical requirements, design concepts, focus group report, final design selection

Content Development

Our award-winning editorial staff will set your content development off in the right direction by crafting a strategy-driven message and a consistent style and tone. The writers can create 10, 30, 50 (or more) pages of web content that furthers the website's mission and demonstrates best practices in web writing. Our writers

will also identify possible integration points for online content such as video, infographics, slide shares, and other communication tools. (Additional content will be the responsibility of the board or can be developed by Stamats as additions to the original contract once identified.) Stamats' best practice is to provide web content that is optimized both for search and user engagement.

To create a content development plan, our team will review the content inventory and content strategy documents (if completed) to identify key pages for content development. Upon the board's approval of the proposed pages, the lead writer on your project will prepare a tone snapshot that includes a brief sample of web copy in the recommended tone (given primary audience, brand, and website purpose) and a rationale for this recommendation. Once tone is approved, Stamats writers will complete the remaining pages in the contract for review and approvals.

Our focus on SEO means that all of our content will be optimized for search engines such as Google and Bing.

To be ready for site launch, the board should begin updating and creating all other content (from the site architecture and content inventory) at this point. To assist your writers and content providers in this task, we would be happy to present an on-campus **Writing for the Web Workshop**. Key areas of discussions include differences between print and online writing, how visitors read web content, effective writing styles for the web, search engines, and accessibility.

Content Templates (optional)

Some pages call for distinctive, custom copy, organized around the purposes and goals of that page. Other pages call for repetitive, consistent organization of all the content, so users can find parallel information quickly and easily. A content template creates a structure to guide content authors on those repetitive pages, so users have the consistent experience needed for their tasks.

Templates maintain site consistency and integrity within an environment where content creation is distributed across space (multiple offices) or time (daily or weekly content refreshing). Additionally, templates work well for pages that may be produced by a central marketing team, but that will be updated frequently for other purposes.

Our content strategist will consult with designers and other members of the digital team to develop a single, structured content template for a set of pages that require consistent organization. Each template includes:

- Outline of required and optional content chunks
- Length of each segment
- Purpose of each segment
- Content description (copy, photo, video, etc.)
- Example copy

Phase IV Deliverables & Approvals: Content writing page list, tone snapshot, final page content (10, 30, 50, or more pages), content template (*optional*), Writing for the Web Workshop (*optional*)

Phase IV: HTML and CMS Buildout

Here, our development team translates the visual designs into responsive HTML templates. These templates serve as the foundation of your site. Stamats will convert the Photoshop files into fully functional HTML that will be thoroughly tested on all platforms. This step is performed outside the CMS to ensure that the site code

is fully compliant with today's web standards and not dependent on underlying open source functionality that could change without notice and interrupt functionality later.

Basic Package

The basic website package includes four HTML templates/concepts that include the home page, Level 1 interior page, a Level 2 interior page, and the search results page. Other elements include:

- Cascading Style Sheets (CSS) Styles – headers (h1–h4), tables, lists, links
- Social Media – icons with links to main social accounts
- Image Carousel – images that auto/manually transition with text
- Image and file management
- Search – custom Google or CMS-provided search
- Embedded Video (via YouTube or other sources)
- Site Navigation* – Utility, Global, and Internal (sidebar) Navigation components
- Member/User Group management for CMS

**Note: external plugins/modules may need to be purchased.*

Ala Carte Packages

- **Profiles/Directory****
 - a. Landing page – directory with images (infinite scroll or pagination)
 - b. Detail page – includes images and basic profile information
*Directory search/filter feature is additional. Will vary depending on CMS
- **News****
 - a. Landing page - a compilation of all news articles with images and sorted ascending
 - b. Detail page – news article (search/filter feature is additional)
*Will vary depending on CMS and plugin
- **Events****
 - a. Landing page – includes a compilation of all events, a graphical calendar, and day/week/month filters
 - b. Detail page – event article to include images, event description, start/end dates, start/end times
*Will vary depending on CMS and plugin
- **Social Media** – displaying and handling social media beyond the main board site. This set includes displaying live feed posts from the social media sites using an API.
- **Forms**** – plugin/custom functionality and template
- **Custom Elements** – elements such as a tabbed accordion container, factoids, or custom degree or profile searches
- **Customized CMS User Interface** – Any customization or plugins required to enhance standard CMS interface for the client. This will include specialty data fields, custom user role management, and more.

- **Data Integration** – any customized elements that require integration of data from sources other than the CMS. Data mapping may be included in this process.

***Will vary dependent on plugin/module purchased. Priced individually. Custom programming and plugin development can be completed based on your site requirements, at an additional cost, but is generally not included until a solid scope of work can be defined after discovery.*

Coding Standards

We write CSS and HTML5 to modern standards, using browser-specific prefixes when necessary. The results are universal styles that look consistent across most browsers and will degrade gracefully to users of older browsers. We ensure our style sheets cascade in a logical manner that allows for easy update, extension, and troubleshooting.

The functioning templates will be presented to the board on our development server for review and approval with up to one round of revisions. Upon approval of the HTML templates Stamats will provide the board with a comprehensive style guide for how the templates function. Once reviewed and approved the final HTML documents will be integrated into the CMS platform.

CMS Integration

After the HTML templates are approved, we will work with OU to migrate new content, and coordinate populating the content into the new information architecture. All Stamats-written content will include appropriate metadata and search engine optimization for implementation into the CMS tools.

Testing for Usability/Accessibility

All website templates and tools will be thoroughly tested against HTML and CSS standards and display in all current browsers. For accessibility we strive to meet all Section 508 and ADA requirements. This is achieved using guidelines set forth in the Web Content Accessibility Guidelines (WCAG). Complying with Section 508 using WCAG allows us to do work that is accessible to more people using the most recent web standards, practices, and guidelines. Stamats understands that some states and school systems have more stringent requirements, and we will work with the client in the discovery phase to identify these requirements and meet the client expectations.

Phase IV Deliverables: HTML templates, cascading style sheets, website style guide, server environment setup, plugin/configuration documentation, CMS integration (this is where we lead the partnership with OU)

Phase V: Training, Support and Site Launch

Prior to the site launch, Stamats will be available for consultation with the board's IT department during the transition from the development environment to the live production environment. We will also facilitate communication between the board and OU over technical issues if necessary.

Stamats offers consultation and support as your website goes live. Our standard pricing includes five hours of consultation during the first four weeks after site launch. From our experience, we have found this level of follow-up support to be more than adequate to support your initial site launch.

Stamats is available to provide ongoing support for new and existing templates, plugins, and content on a per-project hourly basis.

Stamats Dedicated Hosting

Depending on the board’s needs as identified and discussed during discovery, Stamats can provide dedicated hosting for the new site, **free of charge**. An overview of the service and features can be provided if the board is interested.

Estimated Project Timeline

The following timeline is based upon the activities recommended in this response and is intended to provide a rough overview of the timing of the engagement. Upon acceptance of this response, Stamats will provide detailed timelines for each phase of the project.

The project completion timeline can always be expedited if certain phases take less time and we build a great relationship when it comes to questionnaire responses, revision deadlines, etc.

We understand the need to launch a newly designed site as quickly as possible. However, our years of web redesign experience in higher education have shown that substituting speed for quality can be a costly mistake. Stamats prides itself on creating a customized website, backed by hours of research and strategic planning, to its clients. We have refined our process over time and feel this timeline provides the most effective strategy in delivering a site completely tailored to your needs in the quickest amount of time possible.

Web Development	Timeline in Months											
PHASE	1	2	3	4	5	6	7	8	9	10	11	12
Discovery	█											
Architecture & Content Inventory		█	█									
Website Brand and Creative Strategy			█	█	█							
Content Creation		█	█	█	█							
HTML Development & CMS Integration					█	█	█	█				
Training, Support & Site Launch								█	█			

**Duration estimate only counts business days. Weekends and holidays will be incorporated into the schedule once a start date is determined.*

Estimated Costs

Stamats is committed to helping you achieve your goals in the most efficient, cost-effective way possible. We are happy to work with you to create a tailored project payment plan that allows you to effectively plan and budget.

Phase I	
Discovery	(plus travel & expenses) \$32,400
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Questionnaire is sent to the Iowa Board of Regents technical, marketing, and admissions staff to complete and return prior to campus visit ■ Conduct review of the Board's current website and available research material ■ Develop initial ideas for how information should be organized on the site ■ One- to two-day on-site campus visit to: <ul style="list-style-type: none"> ▪ Interview students, faculty, and key stakeholders ▪ Establish user audience including specific goals and tasks ▪ Discuss branding standards, review photo library, and acquire all necessary digital files ▪ Discover staff and technological parameters, ▪ Examine content creation process and SEM/SEO activities and capabilities ■ Development of strategic analysis and recommendations document with up to two rounds of revisions 	<p>Deliverable</p> <p>Strategic analysis and recommendations document that includes analysis of your needs and requirements:</p> <ul style="list-style-type: none"> ■ Client project goals and scope ■ User types overview ■ Technical and process review ■ SEO/SEM overview ■ Competitor review (up to three) ■ Analytics overview ■ Recommendations
Phase II	
Architecture Development	\$16,600
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Development of up to four-level-deep site map that organizes content and pages according to discovery and best practices ■ Review current content on existing site to determine how it meshes with the strategic analysis and recommendations document ■ Recommendations made for category nomenclature and label wording ■ Assembling of a content inventory document for every page in the Stamats-created site map, including recommendations for new content areas ■ Up to two rounds of revisions of architecture and content inventory 	<p>Deliverable</p> <p>Website architecture</p> <ul style="list-style-type: none"> ■ Visual site map ■ Content inventory of existing, and to be developed, content ■ Recommendations on content types and functionality
Website Usability Testing	
Usability Testing of New Architecture	Optional \$14,900
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Recorded observations of up to five participants and review of findings (incentives included for up to five participants) ■ Testing of up to six predetermined website tasks <ul style="list-style-type: none"> ▪ Testing is conducted at Stamats' facility 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ PowerPoint presentation of findings, including video clips

Content Strategy	Optional
Content Style Guide and Content Audit	
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Stamats will create a content style guide, which includes: <ul style="list-style-type: none"> ▪ <i>Brief introduction to best practices for web copy</i> ▪ <i>How the Board's institutional goals and brand values should guide content</i> ▪ <i>A description of the target voice for the institution, including variations for specific audiences</i> ▪ <i>Based upon the strategic analysis and recommendations document, expand the audience information into a message matrix to show how each audience can benefit from different aspects of the institution</i> 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Written content style guide
Phase III	
Website Brand and Creative Strategy	<i>(plus travel and expenses)</i> \$44,600
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Based upon the approved content inventory, Stamats will create a skeletal "wireframe" of home page and an interior page to indicate architectural functionality and page content hierarchy. Up to two rounds of revisions for wireframes ■ Development of two creative concepts based on established brand, including home page, one interior page, and mobile versions (up to two rounds of revisions of selected concept) ■ Upon approval of selected concept, design two additional interiors in desktop format with two rounds of revisions ■ Upon approval of all interior pages in desktop format, extend concepts to show functionality on tablet and mobile devices 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Wireframes for home page and one interior page per concept ■ Final design concept in layered Photoshop format ■ Functionality document ■ Home page and three interior page designs ■ Style guide and requirements documents
Creative Concept Focus Group Testing	<i>(included)</i>
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Testing of design concepts by Stamats through a series of up to two focus groups scheduled and recruited by the Board (Stamats can conduct these focus groups during presentation or via online format) 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Up to two focus group sessions and suggested next steps based on focus group results

Content Development	Optional
Web Page Content Development	<p>\$9,900 (up to 10 pages) \$26,600 (up to 30 pages) OR \$42,700 (up to 50 pages)</p>
<ul style="list-style-type: none"> ■ Write sample copy that establishes the dominant tone for all content Stamats will develop ■ Develop content for pages ■ Identify priority audience, task, CTA ■ Conduct limited online research on topic of page ■ Write copy for web page (usual range: 200 to 500 words/page) ■ Use previously identified keywords to improve search results ■ Optimize for reading online ■ Provide metadata content for title and description ■ Identify additional media (video, photos, etc.) or content from feeds ■ Assign to appropriate visual template and document taxonomy ■ Includes up to two rounds of revisions for each content page ■ Note: additional content will be the responsibility of the Board or can be developed by Stamats at an additional cost 	<ul style="list-style-type: none"> ■ Write sample copy that establishes the dominant tone for all content Stamats will develop ■ Up to 10, 30 or 50 pages of content, delivered in Word format
Content Templates	Optional
	<p>\$7,200 for the first one, \$4,300 for each subsequent one</p>
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Stamats will create a content template, which will include: <ul style="list-style-type: none"> ▪ <i>Outline of required and optional content segment</i> ▪ <i>Length of each segment</i> ▪ <i>Purpose of each segment</i> ▪ <i>Content description (copy, photo, video, etc.)</i> ■ Sample content for each segment 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ One content template ■ Please note: Stamats can create additional templates for a cost of \$4,300 per template
Writing for the Web Workshop	Optional
	<p>(plus travel and expenses) \$9,000</p>
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Present an on-campus Writing for the Web Workshop during a one-day visit, either two, three-hour workshops (for two audiences) or one, six-hour workshop (for one audience) 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Present information needed to develop site content for up to 20 participants

Phase IV	
HTML Template Development and CMS Integration	\$18,600
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Conversion of approved graphic design concept into HTML templates ■ External review of templates to ensure design integrity ■ Any necessary revision of design to enhance functionality ■ Up to two rounds of template revisions ■ Coded templates include those Stamats has designed and/or written 	<p>Deliverable</p> <p>Four fully tested HTML templates including home page, two interior pages, and a search results page:</p> <ul style="list-style-type: none"> ■ CSS and program modules/elements for functionality
CMS Integration	Client expense with OU
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Stamats will work with OmniUpdate to ensure a smooth transition from the HTML templates to OU's CMS development 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Support of Stamats' development team to OmniUpdate
Ala Carte Packages	
Profile or Directory HTML	\$13,000
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Conversion of graphic design concept into HTML templates ■ One round of template revisions ■ Tested for browser and web standard compliance 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Two fully tested HTML templates for profiles to include a directory/gallery page and a detail page including: <ul style="list-style-type: none"> ■ <i>Client-side scripting such as JavaScript or HTMLs</i>
News HTML Template	\$7,900
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Conversion of graphic design concept into HTML templates ■ One round of template revisions ■ Tested for browser and web standard compliance 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Two fully tested HTML templates for news to include a news landing page and a detail page including: <ul style="list-style-type: none"> ■ <i>Client-side scripting such as JavaScript or HTMLs</i>
Events Template	\$9,000
<p>Associated Activities</p> <ul style="list-style-type: none"> ■ Conversion of graphic design concept into HTML templates ■ One round of template revisions ■ Tested for browser and web standard compliance 	<p>Deliverable</p> <ul style="list-style-type: none"> ■ Two fully tested HTML templates for handling calendar event content to include an event landing page and an event detail page including: <ul style="list-style-type: none"> ■ <i>Client-side scripting such as JavaScript or HTMLs</i>

Social Media Package HTML Template	\$3,500
Associated Activities <ul style="list-style-type: none"> ■ Conversion of graphic design concept into HTML templates ■ One round of template revisions ■ Tested for browser and web standard compliance 	Deliverable <ul style="list-style-type: none"> ■ Social Media APIs and functional elements based on approved design: <ul style="list-style-type: none"> ■ <i>Client-side scripting such as JavaScript or HTMLs</i>
Forms HTML Template	\$7,100
Associated Activities <ul style="list-style-type: none"> ■ Conversion of graphic design concept into HTML templates ■ One round of template revisions ■ Tested for browser and web standard compliance 	Deliverable <ul style="list-style-type: none"> ■ One fully tested HTML template for forms content and the associated plugin/module
Phase V	
Additional Technical Support	\$160 per hour
Associated Activities <ul style="list-style-type: none"> ■ Five hours of consultation during the first four weeks after site launch provided by Stamats ■ Availability of Stamats experts following implementation phase to help with any technical issues, design, content, or best practices questions 	Deliverable <ul style="list-style-type: none"> ■ Support of website via phone/email to be invoiced monthly
Estimated Travel Expenses	To be billed at actual cost
<ul style="list-style-type: none"> ■ Travel for up to two days on campus for up to four Stamats consultants 	\$6,000

Terms and Conditions

This price quote includes the costs for consulting time at your institution, phone calls, and postage. Travel for Stamats' staff and consultants, as well as costs for FedEx and other package delivery services, will be billed in addition to the estimates.

Finance Options

Stamats, Inc., has the financial resources in place to offer tailored project payment plans to our clients. Client payment schedules may involve prepayment, deferred payment, and/or progress billing components. Our objective is to assemble a plan meeting your specific budgetary needs across a multi-year time frame.

Pricing and Billing

Billing can be expected within 20 days of completion of project milestones. Payment of all invoices is due no later than 30 days after the date of invoice, unless a separate written and signed payment schedule is attached. The Board of Regents, State of Iowa agrees to pay, in addition to the quoted costs, any applicable

state or federal sales or use taxes for publications delivered. In those states where Stamats is required to collect sales or use taxes, these amounts will be separately itemized on the invoices. Questions concerning the invoice must be sent by The Board of Regents, State of Iowa to Stamats by express mail within seven days of the receipt of the invoice. The Board of Regents, State of Iowa agrees that a charge of 1.5 percent per month on any unpaid balance will be added to its account beginning 30 days after the date of invoice.

Project Team

Without question, our greatest strength is our people. Your team has been assembled after thoughtful review of the board, its challenges, and the scope of this project. You'll find them to be highly experienced, creative professionals who have guided some of our most successful brand projects.



Aaron Blau

Client Executive | Digital Marketing Services

Role: Aaron will serve as client lead and advisor for the board project.

With more than 15 years of experience in marketing, communications, media relations, and successfully guiding digital media and social media endeavors in a university setting, Aaron brings the kind of hands-on expertise and big picture acumen that will position your initiative for success.

Serving as the lead strategic counsel on your project, Aaron helps clients achieve their goals by drawing from the experience he gained during his years as head of new media in the University of Iowa's Department of Communications and Marketing.

Aaron earned his bachelor's degree in journalism and sports studies from the University of Iowa.



Phoebe Simon

Director | Digital Services

Role: Phoebe will supervise all aspects of digital strategy and implementation for your new website. She'll work closely with the strategists, designers, writers, and developers to ensure the look, structure, and organization mirrors the strategic-creative approach.

Phoebe manages web audits and assessments, conducts usability testing, and builds website architectures and content inventories.

Phoebe earned a BA in sociology from Hollins University and an MBA from The Weatherhead School of Management at Case Western Reserve University.



Brando Hills

Digital Strategist

Role: Brando will handle the architecture and content inventory for your website project.

If it's passion you're looking for, look no further than Brando. As a digital strategist at Stamats, Brando uses his insight into search engine marketing, website development, and digital consulting to assist in the discovery, creation, and execution of our clients' digital initiatives. He's fascinated with the evolution of digital marketing in our fast-paced, technological world and loves helping clients to see the value in optimizing digital spaces.

Brando has a BA in public relations and a marketing minor from the University of Northern Iowa, where he earned four awards from the UNI chapter of the American Advertising Federation for his work in the National Student Advertising Competition. Brando is also certified as an

accredited professional in Google AdWords, Google Analytics and Bing Ads.



Kim Cook

Digital Project Manager

Role: Kim will oversee the technical build-out of the project from discovery through delivery and manage the development team workload. She comes to this project with over 15 years of project management and technical experience from website design and development to corporate learning and development. Her expertise in continuous improvement in large scale environments enables her to focus on process and results.

She attended the University of Georgia and Kennesaw State University as an art major and spent four years in the United States Air Force as a computer specialist. Before working at Stamats, she worked as the technical consultant for General Mills' Continuous Improvement team for 11 years.



Chris Reese

Director | Strategic Creative

Role: Chris will provide leadership in concept development and in the execution of creative for your institutional website.

With 25 years of experience in higher education, Chris has contributed to numerous award-winning projects, including CASE Gold and Grand winners and countless American Advertising Awards (formerly known as ADDY® Awards) and Webbys.

Chris graduated from Iowa State University with a BFA in graphic design.



Joan Benson

Director | Content Strategy

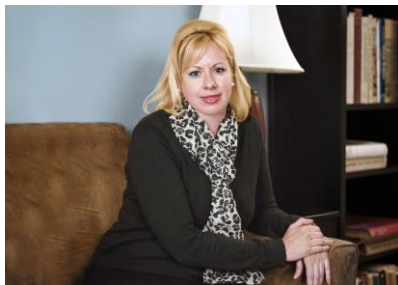
Role: Joan will serve as the principal writer on your project.

Joan is an experienced writer who enjoys listening carefully to the people who know an institution well and then translating their passion into a unique and compelling narrative.

She also leads Writing for the Web workshops for her Stamats clients at industry conferences across the U.S.

Prior to joining Stamats in 2010, Joan spent 16 years running her own creative firm. Today, she continues her own creative work as a novelist and poet.

Joan earned a bachelor's degree in creative writing from Oberlin College; she holds a master's degree in English from the University of Iowa.



Joy Tangen

Senior Client Service Manager

Role: Joy will serve as an internal project manager and facilitate the communication between your team and Stamats.

From creating timelines and distributing service reports to coordinating internal processes and serving as the communications point person, Joy provides exceptional client service and support. Joy has spent nine years at Stamats.

Joy earned her bachelor's degree in psychology from Luther College. Her clients include: Gonzaga University, Methodist Theological School in Ohio, Midway College, Saint Francis College, and Wisconsin Indianhead Technical College

References

We love our clients. And they love us. Here are representatives from just a few schools who can tell you about their experiences working with Stamats. These references will speak to our relevant website design experience within higher education.

Truman State University

Greg Marshall
Web Services Manger
100 E. Normal Street
Kirksville, MO 63501
Phone: (660) 785-4254
Email: gmarsh@truman.edu

Columbia International University

Chaunte McClure
Web Communications Strategist
7435 Monticello Road
Columbia, SC 29203
Phone: (803) 807-5375
Email: cmclure@ciu.edu

University of Texas - Rio Grande Valley

Kimberly Selber Director of Marketing and Chief Creative Officer
1201 W. University Drive
Edinburg, Texas 78539-2909
Phone: (956) 665-2741
Email: kimberly.selber@utrgv.edu

Terminated Clients

The following clients have terminated projects with Stamats in the last five years

Account Name, Address, Phone Number	Reason for Contract Termination	Length of Service
Brown University	Change in strategic direction	Sept. 2011–July 2012
Temple University	Change in project leadership	March 2011–May 2012
Herzing University	Change in creative direction	April–Sept. 2012
Canisius College	Change in strategic direction	May 2010–April 2012
Roosevelt University	Change in project leadership	March–Aug. 2010
University of Iowa CUIS	Change in strategic direction	Aug. 2009–Jan. 2010
Minnesota State Colleges and Universities	Change in Project Leadership	10/3/2014

Appendix

Quality Testing Statement

Our testing is performed on an array of browsers and operating systems. Currently, Stamats fully tests websites under the following operating system and browser configurations!:

- OSX: Current version of Safari (WebKit), Firefox (Gecko), and Chrome(WebKit)
- Windows: Current versions of Firefox (Gecko) and Chrome, (WebKit) Stamats supports the last two public releases of Internet explorer. As of November 2014 those browser versions are 11 (Trident) and 10 (Trident). Legacy browser support is not covered unless otherwise noted in this brief.
- iOS7: Default browser (Safari/Webk) for IOS7
- Android: Default browser for OSes: 2.3.3-2.3.7 (Internet/WebKit), 4.03-4.4 (Chrome/WebKit)

Areas of testing coverage include:

- Adherence to design, requirements, and specifications documentation
- General usability
- Functionality
- Best Practices for the web
- Visual consistency between browsers
- Quality and size of images
- Retina Ready Images

Validation of compliance with key components of:

- W3C
 - HTML5 standards
 - CSS3 Standards
- 508
- WCAG2.0 A and AA

Stamats will prepare a test plan for your website that details the test cases that will be executed. The test plan will be run a number of times throughout testing to insure that as development and debugging occur, the site remains completely functional.

We currently test these browsers. If certain browsers are no longer supported, we will not be able to test against them and will provide you with an updated list of browsers tested.

Required Forms

Please find our required Attachment A Assurances, Representations, and Authorization to Release Information on the following page

ATTACHMENT A

ASSURANCES, REPRESENTATIONS AND AUTHORIZATION TO RELEASE INFORMATION

The Bidder hereby assures and represents with respect to this proposal that:

1. It possesses legal authority to submit this proposal; that a resolution, motion or similar action has been duly adopted or passed as an official act of the Bidder's governing entity authorizing the submittal of this proposal, including all assurances, representations contained herein, and directing and authorizing the person signing below to act in connection with the application and to provide additional information as may be required.
2. It will comply with all applicable federal and state equal opportunity and affirmative action requirements.
3. All statements and information made or furnished to the Board are true and correct in all material respects. Bidder has not knowingly made any false statements in its proposal. Bidder acknowledges that supplying any information determined to be false, misleading or deceptive will be grounds for disqualification from consideration.
4. Bidder hereby authorizes the Board to obtain information regarding its performance on other contracts, agreements or other business arrangements, its business reputation, and any other matter pertinent to evaluation and the selection of a successful Bidder in response to this Request for Proposal. It authorizes the Board to research the company's history, contact former and current clients of the company, and perform other related activities necessary for reasonable evaluation of this proposal.
5. The Bidder acknowledges that it may not agree with the information and opinions given by such person or entity in response to a reference request. The Bidder acknowledges that the information and opinions given by such person or entity may hurt its chances to receive contract awards from the Board or may otherwise hurt its reputation or operations. The Bidder is willing to take that risk.
6. The Bidder hereby releases, acquits, and forever discharges The Universities, State of Iowa, Board of Regents, their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references obtained by the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.
7. The Bidder authorizes representatives of the Board to contact any and all of the persons, entities, and references which are, directly or indirectly, listed, submitted, or referenced in the undersigned's proposal submitted in response to this Request for Proposal.

8. The Bidder further authorizes any and all persons or entities to provide information, data, and opinions with regard to the undersigned's performance under any contract, agreement, or other business arrangement, the undersigned's ability to perform, the undersigned's business reputation, and any other matter pertinent to the evaluation of the undersigned. The undersigned hereby releases, acquits and forever discharges any such person or entity and their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references supplied to the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.
9. Firm certifies compliance with all requirements, terms and conditions contained within this request for proposal. Any exceptions to the terms and conditions outlined herein have been clearly stated per the requirements outlined in the 'Format of Proposal' section.
10. A photocopy or facsimile of this signed Authorization is as valid as an original.



Signature

Rich Hanson, Senior Controller

Type or Print Name, Title

1/26/2016

Date

This form must be signed by an authorized representative of the Bidder and submitted to the Board along with Bidder's proposal.

RFP: Website for the Board of Regents, State of Iowa
ENTITY: Board of Regents, State of Iowa
RFP RELEASE DATE: **January 11, 2016**