

**BAINBRIDGE COLLEGE  
WEBSITE REDESIGN PROJECT**

**STATEMENT OF WORK (SOW)**

**ROBERT WAYNE HODGES  
4448 SWEETLEAF LANE  
TALLAHASSEE, FL 32303  
PH. 850-556-1861**

**AUGUST 3, 2012**

**TABLE OF CONTENTS**

INTRODUCTION/BACKGROUND ..... 2  
SCOPE OF WORK ..... 2  
PERIOD OF PERFORMANCE ..... 3  
PLACE OF PERFORMANCE..... 3  
WORK REQUIREMENTS ..... 3  
SCHEDULE/MILESTONES ..... 6  
ACCEPTANCE CRITERIA ..... 6  
OTHER REQUIREMENTS..... 7

## INTRODUCTION/BACKGROUND

The Bainbridge College's *College Relations* department has recently approved the Website Redesign Project in support of its strategic plan to enhance marketing for student and community services. In order to provide more timely feedback to prospective students and improved community interaction, the Website Redesign Project will focus on building a content rich website which provides a simplified and more user-friendly approach for existing and potential clients. It is imperative that utilizes its web site as a platform for communicating new program developments and offerings, enrollment processes, class schedules, College online catalog, student and faculty support services, recent and coming events, and other college specific information.

*Bainbridge College* also realizes the importance of working with internal and external parties to develop tailored educational solutions and support, which the new web site will allow the ability to do. In order to accomplish this, seeks to outsource the design, testing, implementation, and training for the new website. anticipates that its new website will move the college forward in its multi-tiered approach to attracting and supporting new students and capturing additional community interest.

## SCOPE OF WORK

The scope of work for the Website Redesign Project includes all planning, execution, implementation, and training for a new public-facing Internet site for *Bainbridge College*. The selected vendor will use a combination of PMI-PMBOK and Agile project management methodologies to accomplish the end objective. Each stage of the project will require approval from *Bainbridge College* management before moving on to the next stage.

The new Website will be based on a new Web Content Management System (WCMS). The selected vendor will be responsible for the overseeing the design of the new website based on feedback to be provided by *Bainbridge College*.

The selected vendor will be responsible for the following activities:

1. Establish project goals, objectives from primary sponsor(s) and document in project charter/commission.
2. Build the team
3. Conduct interviews with key stakeholders.
4. Engage the team on site to research available solutions.
5. Create a project plan and scope of work needed.
6. Conduct all meetings and presentations.
7. Provide project requirements analysis report, design and development plan deliverables.
8. Provide all work products in electronic format.
9. Include all costs with a pricing structure.

The selected vendor must ensure it has adequate resources from Bainbridge College for designing, building, testing, and implementing the new web site and is staffed for the training of personnel as well. Specific deliverables and milestones will be listed in the Work Requirements and Schedules and Milestones sections of this SOW.

At end of this project *Bainbridge College* will have a fully functional CMS based website based on documented required specifications presented to the selected vendor. Not included in the scope of work for this project is any work on *Bainbridge College*'s internal intranet site.

### **PERIOD OF PERFORMANCE**

The period of performance for the Website Redesign Project will have two (2) major development phases with sub-phases (project work stages). The first phase, eight (8) weeks, will begin in August 2012 and end in October 2012 (subject to change due to hiring date). This first phase is an analysis phase that will focus on deriving the full functional/ features requirements and specifications that will be used to move to the second phase, development. The second phase detailed project plan, duration, Work Break-down Structure (WBS) and milestones and will be presented at the end of the first phase. This SOW will only address the detail for the Analysis phase (project Kickoff and Design stages). All work will be scheduled to complete within this timeframe. Any modifications or extensions will be requested through *Bainbridge College* and vendor contracting officers for review and discussion.

### **PLACE OF PERFORMANCE**

The selected vendor for the Website Redesign project will perform a majority of the work at the *Bainbridge College* facility. However, *Bainbridge College* wants to utilize technology for meetings when possible. The vendor will be required to meet at *Bainbridge College*'s facility at a minimum of once per week (day and time TBD) for a requirements gathering/validation, and weekly status meeting. Additionally, all project gate reviews will be held at *Bainbridge College*'s facility and facilitated by the vendor. When needed, *Bainbridge College* will provide and arrange for meeting spaces within its facility for all required vendor and project team meetings. It is assumed once the project reaches the development phase, most developer teamwork will be conducted at *Bainbridge College*'s facility and accommodated with supplemental online virtual meetings and conferences.

### **WORK REQUIREMENTS**

As part of the Website Redesign Project the vendor will be responsible for performing tasks throughout various stages of this project. This SOW will address only the details and timeline for the Analysis phase, the project Kickoff and Design stages. The following is a list of these tasks, which will result in the successful completion of this project:

**Phase 1 - Analysis (6 weeks)**

Start date TBD

Weeks 1-3

Project Kickoff:

1. Establish project goals, objectives, deliverables from primary sponsor(s) and document in project charter/commission.
2. Build the team;  
Identify all stakeholders and invite representatives and solicit interest, commitment and level of involvement from all college offices including (but not limited to) College Relations, Student Services, Student Activities, OIIT, Academic Affairs, Center for Teaching Excellence, Blakely Center and Office of Development.
3. Conduct interviews with key stakeholders. Identify roles and assign responsibilities.
4. Work with *Bainbridge College* to gather requirements and establish metrics. Engage the team to research available solutions and identify requirements, and Web CMS candidates for a Web new content management system.
5. Work with *Bainbridge College* to select final Web CMS vendor
6. Create a “preliminary” requirements analysis report deliverable including CMS selection and scope of work needed for continuing first phase design.
7. Vendor will present requirements analysis report to *Bainbridge College* for review and approval

Weeks 4-6

Design Stage:

1. Work with *Bainbridge College* to create site design based on collected requirements. Engage the team to collaborate for site design solutions with the new selected Web CMS. The website redesign design will include information architecture, web and graphical design, and usability testing.
2. Develop “preliminary” site design proposal document deliverable.
3. Vendor will present “preliminary” site design proposal document to *Bainbridge College* for review and approval.
4. Create a “preliminary” project plan and total scope of work needed for the completed Web site system development, including schedule, WBS, testing plan, implementation plan, training plan, and transition plan.
5. Conduct meetings and presentations for “proposed” project plan and incorporate changes and refinement. (With a minimum of two (2) on-site visits. Bainbridge College wants to utilize technology for meetings when possible.)
6. Provide “final” project plan deliverable, including all costs with a pricing structure, as a total fixed priced billable at the end of each month. (Provide all work products in electronic format).

**Phase 2 - Development (months – TBD by available resources)**

Week 1 (TBD by available resources)

Kickoff:

Vendor will present and review the detailed “Development” project plan

Weeks 2-x (TBD by available resources)

Build Stage:

1. Vendor will complete all coding for approved site design
2. Vendor will provide *Bainbridge College* with a detailed testing plan
3. Vendor will include all content provided by *Bainbridge College* on redesigned web site
4. Vendor will conduct testing in a limited beta release
5. Vendor will resolve any coding and site issues identified in testing
6. Vendor will compile a testing report to present to *Bainbridge College* for review/approval
7. Present written status at weekly meeting

Weeks x-x (TBD by available resources)

Implementation Stage:

1. Vendor will implement the newly redesigned web site on *Bainbridge College* servers
2. Vendor will begin providing 24x7 web site support at this point forward until the end of the period of performance
3. Present written status at weekly meeting

Weeks x-x (TBD by available resources)

Training Stage:

1. Vendor will provide training in accordance with approved training plan provided in the kickoff
2. Present written status at weekly meeting

Weeks x-x (TBD by available resources)

Project Handoff/Closure:

1. Vendor will provide *Bainbridge College* with all documentation in accordance with the approved project plan
2. Vendor will present project closure report to *Bainbridge College* for review and approval
3. Vendor will complete the project requirements checklist showing that all project tasks have been completed
4. Vendor will conclude 24x7 web support at 11:59pm on the final day of the period of performance
5. Present written status at weekly meeting

## SCHEDULE/MILESTONES

The below list consists of the initial milestones identified for the Website Redesign Project:

|  |                    |
|--|--------------------|
| RFP/SOW Release                          | August XX, 2012    |
| Project Charter                          | August XX, 2012    |
| Requirements Analysis Report             | September XX, 2012 |
| Vendor Selection Review                  | September XX, 2012 |
| Vendor Selection                         | September XX, 2012 |
| Period of Design Performance Begins      | October XX 2012    |
| Website Design Review                    | October XX 2012    |
| Website Final Design Acceptance          | October XX 2012    |
| Period of Development Performance Begins | November XX 2012   |
| Website Development Review               | ?February XX 2013  |
| Website Development Acceptance           | ?February XX 2013  |
| Website Implementation Review            | ?March XX, 2013    |
| Implementation Complete                  | ?April XX, 2013    |
| Training Complete                        | ?May XX, 2013      |
| Project Completion Review                | ?June XX, 2013     |
| Project Closure/Archives Complete        | ?June XX, 2013     |

## ACCEPTANCE CRITERIA

For the Website Redesign Project the acceptance of all deliverables will reside with *Bainbridge College's* Vice President of ??????. The VP of ?????? will maintain a small team of three advisors in order to ensure the completeness of each stage of the project and that the scope of work has been met. Once a project phase is completed and the vendor provides their report/presentation for review and approval, the VP of ?????? will either sign off on the approval for the next phase to begin, or reply to the vendor, in writing, advising what tasks must still be accomplished.

Once all project tasks have been completed, the project will enter the handoff/closure stage. During this stage of the project, the vendor will provide their project closure report and project task checklist to *Bainbridge College's* VP of ??????. The acceptance of this documentation by *Bainbridge College's* VP of ?????????? will acknowledge acceptance of all project deliverables and that the vendor has met all assigned tasks.

Any discrepancies involving completion of project tasks or disagreement between *Bainbridge College* and the chosen vendor will be referred to both organizations' contracting offices for review and discussion.

## **OTHER REQUIREMENTS**

All vendor project team members will submit security forms to *Bainbridge College* for clearance and access to the future Admin or developer roles. All vendor programmers and quality control team members will be granted access to *Bainbridge College* servers and all necessary IT functions. They will also be given temporary *Bainbridge College* accounts which are to be used only for work pertaining to the Website Redesign Project. Upon completion of the project these accounts will be closed.

All programming and testing will be done in the Test server. A network outage will be scheduled for the implementation phase of this project. Prior to the network outage, all servers will be backed up and a notification will be distributed to all users.

## **ACCEPTANCE**

Approved by:

\_\_\_\_\_  
<Approvers Name>  
<Approvers Title>

Date: \_\_\_\_\_