

University of North Dakota

Creating a Smart, Sustainable Solution

Technical Proposal

November 1, 2016

Submitted by:

Bill McLaughlin
Chief Operating Officer

mStoner

smart sustainable solutions

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1. Cover Letter

November 1, 2016

Jana Thompson
Procurement Officer
University of North Dakota
264 Centennial Drive
Grand Forks, ND 58202

Jana:

Thank you for considering mStoner as a partner in your upcoming website redesign project, and for allowing us to present you with the following proposal, which outlines our approach, project team, experience, and capabilities.

We officially confirm that we have read and agree to comply with the requirements stated in RFP #43-2017. We also confirm that neither mStoner nor its employees has an apparent or actual conflict of interest in this contract.

Any correspondence regarding this proposal can be sent to:

[Bill McLaughlin](#), Chief Operating Officer
mStoner Inc.
6677 Delmar Blvd, Suite 310
St. Louis, MO 63130

Finally, our proposal is an honest and accurate description of the services being offered to University of North Dakota (UND), and a sound solution for the requirements outlined in your RFP.

If you have any questions as you review this material, please do not hesitate to contact me. I look forward to the opportunity to discuss this important project further with you and the UND team!

Sincerely,



Bill McLaughlin
Chief Operating Officer
bill.mclaughlin@mstoner.com
314.527.2178

2. RFP Amendments

Vendors are instructed to acknowledge receipt of and compliance with this amendment by signing below and returning this acknowledgement with your bid or proposal.

Any questions regarding this amendment must be submitted in writing to the undersigned Procurement Officer.

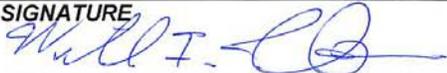
Jana Thompson
Procurement Officer
PHONE: 701-777-2126
FAX: 701-777-3948
TTY Users Call: 7-1-1
E-MAIL: jana.k.thompson@und.edu

SOLICITATION AMENDMENT

ACKNOWLEDGEMENT

SOLICITATION NUMBER AND TITLE: #43-2017 Website Redevelopment
AMENDMENT NUMBER: 1

By my signature below, I hereby acknowledge receipt of and compliance with this amendment to the above referenced solicitation.

NAME OF BIDDER OR OFFEROR mStoner, Inc.
MAILING ADDRESS 6677 Delmar Blvd, Suite 310 St. Louis, MO 63130
EMAIL ADDRESS bill.mclaughlin@mstoner.com
PRINTED NAME Bill McLaughlin
SIGNATURE 
TITLE Chief Operating Officer
DATE October 24, 2016

3. Information Technology Solution

3.1 Requirements

3.1.1 Project Background and Goals

In reviewing your RFP and preparing our proposal, a number of points emerged that provide an interesting backdrop for the upcoming University of North Dakota (UND) website redesign project.

- UND has a new president, Mark Kennedy, who is establishing a new vision for the university and energizing the campus community.
- Website governance is a significant pain point. The website environment and the organization are both large and complex. There are 30,000+ web pages and more than 500, largely decentralized, web editors.
- UND has devised a strategy to separate internally-focused web pages and websites from the marketing-critical needs of the outward-facing top-level website. This is one way to address the varied purposes of the website, and can be effective in environments where it is difficult to gain consensus on the fact that marketing should be the top priority for the website.
- UND desires a new information architecture (IA) that is visitor-centric, and optimized for recruiting right-fit prospective students.
- UND requires a responsive web design that is optimized for viewing on all devices, and highly usable and accessible to all people, even those with disabilities.
- UND wishes to replace its outdated web event calendar solution with a best-in-class, third-party calendar software package to be hosted on campus.

3.1.2 Solution Summary

Section 3.1.3 provides a detailed description of our proposed solution. The purpose of this section is to highlight key points from your RFP that are not sufficiently covered in our detailed process descriptions.

- **Describe your creative approach and methodology.**
 - **Empathy.** A keen understanding of what goes on in the heads and hearts of the people that you're trying to reach, and a deep respect for those thoughts and emotions even when they differ from your own. Our work begins and leads back to empathy for your audiences. We seek to engage head and heart.
 - **Insight.** Qualitative and quantitative research. Analytics. Usability testing. Insight comes from information that we carefully collect, consider, act upon, and incorporate, as we learn and do more. We base our work on the discipline of data-driven decisions as much as on ineffable inspiration.
 - **Story.** As humans, we're wired for story. It's one of the oldest forms of communication we have. And all stories follow a familiar pattern. Within that pattern, it's the differences that make a story great and unique and true. We're committed to finding the elements of your story that make it yours alone to tell.
 - **Craft.** Simple, honest communications and beautiful, working designs that inspire happiness.
- **Describe your usability testing tools and methodology.**
 - In our experience, the most useful feedback comes from real users interacting with high fidelity prototypes or live websites. We employ a variety of tools to test our design intentions and record visitor actions and reactions, including inVision, Zoom Conferencing, and usertesting.com.
 - Early in the design process, we'll test for first impressions of design concepts and alignment to UND's brand and creative strategy. This is typically done via a survey.
 - During design template development, we'll test complex visitor interactions within our prototypes at both the desktop and mobile viewports.
 - After launch, we'll perform a comprehensive usability test using the live website.
- **Describe your approach to the web event calendar requirements.**
 - We'll identify and prioritize UND's calendar needs, and recommend a best-fit calendar solution or perhaps a short list of two to three for your consideration.
 - Once a system is chosen, we'll create CSS that the calendar vendor will use to style the calendar pages to match the new site design.
 - In terms of content, we'll likely build an event feed importer within the UND website to import and display the event content within the new site.
- **Describe your technical approach.**
 - In terms of the required integrations listed on page 8, we understand the need to work with the UND web team to ensure the integrations continue to function, and to provide guidance and direction for integration owners to style their components to match the new site design. This is a very typical need, and we are well versed in providing HTML / CSS structures and guidance in these situations.

- As part of the strategy phase, we'll review your current OU Campus implementation and determine the best approach to implementing the new site design. This could include re-skinning existing templates (as suggested on page 10 of the RFP), or starting with a clean OU Campus implementation. For planning purposes, we are taking a conservative approach in our proposal and assuming a clean implementation.
- Our role in the technical implementation of OU Campus is not clear. Your Q&A document states that UND will assume responsibility for implementing the templates created by the contractor, with support from the contractor. However, page 10 of the RFP describes template development to include many OU Campus specific elements. For planning purposes, we are taking a conservative approach in our proposal and assuming responsibility for the full implementation.

UND REQUIREMENT	MSTONER COMMENT
Design basics such as multiple layouts, a pattern library, web-friendly fonts, page printing options, icons, graphics, etc.	This will definitely be included in our design template suite and HTML / CSS deliverables.
HTML and CSS that retains mark-up references in order to limit the amount of content that needs to change in OU.	This implies that the existing OU Campus implementation will be retained, and we are not yet in a position to recommend that approach.
XSL that uses portions of the current XSL to transform raw content in OU pages into usable website pages.	From our perspective, XSL structures are part of the OU Campus implementation, not the HTML / CSS template build.
Programming (ColdFusion and PHP) to pull together different parts of the pages such as headers, footers, and more complex pages or content.	Our HTML will set the foundation for this type of implementation, but the programming to make it happen is part of the OU Campus implementation, not the HTML / CSS template build.
OU templates (TCF and TMPL files) with flexible layout options.	This is part of the OU Campus implementation.
Open graph compatible meta data.	This is part of the OU Campus implementation.
Search engine optimization.	Our HTML / CSS templates will include proper title and alt tags and heading structures. Most of on-page SEO is addressed in the OU Campus implementation, and the content migration.

3.1.3 Solution / Process Detail

PHASE 1: DEFINE

Objective: To develop a comprehensive site strategy with a clear action plan tied to measurable qualitative and quantitative results.

Process:

- **Discovery Planning.** mStoner will work with you to establish a joint project team, define roles and responsibilities for each team member, create a preliminary schedule, and plan an agenda for our onsite discovery meetings.
- **Discovery Preparation.** Prior to conducting our meetings, our team will study all relevant materials, including strategic documents and any recent studies, surveys, or information that will deepen and broaden our understanding of your institution and constituencies. We'll survey the sites of your competitors, review your current site, and assess your presence on social media channels. We'll mine your Google Analytics for useful data about how your current site is performing. Finally, we'll prepare meeting objectives and specific questions for each of our onsite sessions.
- **Onsite Discovery.** Three members of our team will come onsite for two days of creative and functional discovery meetings with project stakeholders. These sessions help us to understand your institution, your technical landscape, your current capacities, and your challenges and opportunities.
- **Focus Group Research.** We will conduct a series of focus groups with current students, prospective students, and faculty. This will help us understand your current communication materials' strengths, weaknesses, and associations among the audiences who know the institution best.
- **Interview Research.** We will conduct 10 one-on-one interviews with prospective students to inform persona and experience map development. Depending on scheduling, these could occur by phone after the onsite discovery is complete.
- **Web Strategy Development.** Based on the information we collect, we'll develop a targeted strategy and action plan that outlines our recommendations for:
 - Content and key messages
 - Interactive features
 - Responsive design development
 - Social media integration
 - Site search and SEO
- **Content Audit.** Based on the approved strategy, we'll conduct a comprehensive audit of UND.edu to determine what content should stay and where it should live in your new site structure.
- **Information Architecture.** We'll create an information architecture (IA) that is intuitive, user-friendly, and compatible with your overall goals for this project.
- **Content Model Development.** Using an online collaboration tool, we'll develop content recommendations for each of the seven templates we'll be designing. These models serve as a set of instructions for what designers need to include without being too prescriptive about how to draw page elements.

- **Strategy Refinement.** We'll revise and refine our planning until you believe we have a smart, sustainable solution for your project. We'll also help you to gain the support of senior leadership and project stakeholders.
- **Metrics.** We tailor our recommended metrics to your institution's goals. Based on our strategy, we'll outline qualitative and quantitative measures for success, as well as the benchmarks and tools necessary to track those measures over time. We'll assess your Google Analytics configuration and recommended improvements to ensure you get the most out of the toolset. And, we'll arm you with best practices in organic SEO, both on-page and off-page.
- **Phase Gate Review.** Once you approve the strategy, we'll check our alignment to the scope, schedule, and budget defined at the outset of the project, and discuss any potential adjustments.

PHASE 2: DESIGN

Objective: To create a responsive site design optimized for action and engagement.

Process:

- **Concept Development and Selection.** Using the IA, content models, UND's identity, brand and strategic goals as background, our team will develop a homepage design featuring a toolkit of site elements for your new website. We'll develop a range of ideas, all of which convey the UND story in an authentic, compelling way. mStoner will present three concepts to you via online meeting.
- **Template Suite Development.** Once the homepage design concept is selected, we'll build a template suite around the chosen design. Our pricing includes the design of the homepage, five distinct template layouts, and a universal template. We'll work with you to determine the best way to allocate these seven templates to serve your needs.
- **User Testing.** With a tool such as Zoom, Optimal Workshop, Qualtrics, or usertesting.com, we'll conduct remote testing on the new site design to ensure that all elements of the information organization are clear and useful to your audiences and that the design drives your site visitors to action.
- **Content Development.** We'll write copy and produce any desired video for 30 marketing-critical pages for UND's new site, including two rounds of copy editing and revisions based on your review.
- **Phase Gate Review.** At the end of the design and editing phase, we'll check our alignment to the scope, schedule, and budget defined at the outset of the project, and discuss any potential adjustments.

PHASE 3: IMPLEMENT

Objective: To ensure a smooth transition from the creative phase to site implementation.

Process:

- **HTML/CSS Buildout.** After review and approval of the homepage and site toolkit, we'll convert the designs into responsive HTML and CSS to prepare for configuration in OU Campus. We'll code the homepage, as well as six distinct subpage templates. We'll also work with you to determine the best way to allocate these templates to serve your needs.
- **In-Browser HTML/CSS Iteration.** After reviewing the homepage and templates in a variety of browsers on multiple devices, we'll collect your feedback, identify and fix bugs, and polish the site's interface and interactive behaviors. Finally, we'll test for responsive and cross-browser.
- **Accessibility Testing.** We use a variety of tools and applications to test for accessibility compliance at WCAG 2.0 Level AA, including: AChecker, WAVE Web Accessibility Tool, and SortSite from PowerMapper. We also test manually using a variety of different input and output devices. In terms of timing, our front-end developers will test during their development process. Prior to completing the HTML deliverable, our technical project manager and/or lead developer will test. Finally, we will test when real content is in place, prior to site launch.
- **Functional Specification.** We'll create a plan that outlines how your new site's functionality will map to the tools available in OU Campus. The specification is written from the perspective of the site visitor and the content contributor; our planning ensures that content contributor options and interface decisions are carefully considered with usability as the top priority. This critical planning step will direct the team's efforts throughout the implementation and deployment phases.
- **Technical Specification and Software Configuration/Customization.** Our first task in implementation is to create a technical specification document. Think of it as the companion to our functional specification: The functional specification outlines what the website will do, and the technical specification outlines how your OU Campus will be set up to do it. We will configure OU Campus using the technical specification. This includes all data definition configuration (including metadata), template build, any integrations and customizations, and the front-end presentation of the website.
- **Test Plan Development.** We'll create a testing plan for your site to ensure its functionality and fidelity to your approved strategy.
- **Alpha Testing.** Our first round of testing takes place before content migration. This testing frequently occurs in our development environment with sample data.
- **Content Migration.** Our team will kick-start the migration process by building out the top-level pages within the CMS. We'll also deliver a content migration workshop to your team, and provide content migration consulting and guidance throughout the process.
- **Beta Testing.** The second round of testing takes place during migration and includes both of our teams. This phase typically occurs in the environment where content migration is occurring, separate from the software development environment. Beta testing will leverage the real content that we've added to the system.

- **Phase Gate Review.** At the end of the implementation phase, we'll check our alignment to the scope, schedule, and budget defined at the outset of the project, and discuss any potential adjustments.

PHASE 4: DEPLOY

Objective: A smooth go-live.

Process:

- **Site Launch Plan Development.** Once the site migration and testing are complete, we'll prepare for and execute site launch. During the soft launch with a beta site, we'll release the site internally to a limited group of stakeholders to get early feedback and build support. We'll also configure the site search, set up user and group roles, and configure publishing workflows. Final steps typically involve packaging and moving the site to the target production environment, setting necessary configurations (connection paths to databases or other applications), and redirecting web traffic from existing sites to the new site as necessary.

PHASE 5: OPERATIONALIZE

Objective: Address any post-launch issues or problems, and equip UND with the necessary training and documentation to manage the site successfully.

Process:

- **Technical and Design Documentation.** We'll compile necessary documentation, as well as all creative assets, for transfer to your team.
- **CMS Training.** mStoner recommends training on your new CMS for three distinct audiences: content editors, system administrators, and software developers. We usually deliver training at two points in the project. First, content editor training takes place early in the migration process (as stated above), to prepare the core team to add content into the system. Second, all three audiences are trained (or retrained) shortly after launch to prepare the on-campus team to run the live site. Many of our clients choose to hold these trainings via Zoom, although onsite training programs can be arranged if desired.
- **User Testing.** With a tool such as Zoom or usertesting.com, we'll conduct remote testing on the new website to ensure that all elements of the information organization are clear and useful to your audiences and that the design drives your site visitors to action.
- **Post Launch Support.** We've included 60-days post launch support free of charge to address issues that arise in our CMS implementation. We've also incorporated UND's requested 160 hours of post-launch support in our cost proposal.
- **Ongoing Site Support.** We'll also work with you to determine what level of service UND will require after the project is complete. We're including 10 hours of post-launch service in our cost estimate. Moving forward, you can decide to buy a number of service hours per month, pay by the hour, or work with us on a per-project basis.

3.1.4 Optional Services

- **Recommendations Report.** We've included content maintenance / management, web governance and web staffing in our base proposal. Within this optional task, we'll evaluate your intranet requirements and present viable intranet options for your consideration. The remainder of the item you've outlined fit into what we would call a Digital Marketing Strategy. From our discovery and examination of your current marketing efforts, we'll develop a digital marketing strategy that integrates efforts across your channels: email, web, and social media. This strategy would focus heavily on editorial content, multimedia, and visual assets that you would deploy, measure, and refine over the course of multiple campaigns. We've done similar work for the College of Idaho, Western Michigan University Cooley Law School, and the University of North Carolina School of the Arts.
- **Academic Program Website.** The goals you've outlined for this optional project are very similar to work we've done with other institutions, including Miami University. Our first step would be to gather your requirements and analyze each of the identified solution alternatives in detail. We'll want to assess the quality of your CourseLeaf content and ensure that proper governance exists for that solution, if it is to be considered a viable option. We'll also devise a content strategy for the academic pages and produce the content necessary for each page, including any multimedia content. Finally, we'll move the content into the designed templates and perform a thorough quality assurance (QA) test of the site.
- **Campus Map.** We'll approach this work in a similar fashion to the calendar effort. We'll identify and prioritize UND's campus map requirements and recommend a best-fit third-party solution that can handle printed maps and online interactive maps, ideally with 2D and 3D options. We'll then work with the campus map vendor to build out the map content and launch the map solution, styled to match the site design. We've performed similar work with UNCSA: http://map.uncsa.edu/#!UMAP_2015072211564.

3.2 Enterprise Architectural Requirements

We have reviewed the Information Technology standards located at www.ndus.edu/makers/procedures/sbhe. Our solution will comply with the law, and the NDUS policy, respect the rights and privacy of others, and abide by all applicable copyright laws and intellectual property rights.

3.3 Location of Work – Travel

During the “Define” phase, three members of our team will come onsite for three days of creative and functional discovery meetings with project stakeholders, as well as focus groups. During the “Implement” phase, one member of our team will come onsite for one day for go-live preparation and execution.

3.4 UND Furnished Property and Services

We encourage our clients to establish a core project team. This team is typically comprised of three to five members from the marketing and communications office with the following roles:

- A project leader who is the most senior team member who can act as a conduit to university leadership and key senior stakeholders. This role is typically filled by a VP or director-level position.
- One to two people with marketing and content expertise, who typically already are involved heavily in the management of the website.
- A person with web design or front-end development expertise, if such a person exists within the marketing and communications office.
- A project manager who collaborates closely with our project manager, and coordinates all activities and deadlines related to the project within the university community.

An effective core project team:

- Invests time and energy toward the project each week
- Is empowered to make decisions
- Can call on executive sponsorship that can remove obstacles to the team
- Is consistently able to provide feedback on key deliverables in a timely manner

In terms of time commitment, UND should expect the following:

- One or two core team members should expect to spend eight to 10 hours preparing for discovery over the course of one to two weeks.
- Members of the core team should plan to spend two full days with the mStoner team during the onsite discovery.
- Core team members should expect to spend four to six hours per week participating on the project team. This includes status meetings, ad-hoc meetings, collaborating on tasks or issues, and reviewing project deliverables. Review of each project deliverable should take an average of two to four hours per review.
- Given the size of this project, a content editor should expect to spend 200+ hours reviewing, revising, organizing, and arranging content in preparation for migration to the new site.
- Given the size of this project, a team of one to two content migrators should expect to spend 200-500 hours moving content into the new templates.

3.5 Risk Management and Safety Requirements

A successful project is the result of a successful partnership between mStoner and each of our clients. Much of the project schedule relies on active and sustained participation from both sides of that partnership. Each stage of our project will include a set of expectations for the mStoner team and for yours. Based on those expectations, we'll schedule key resources at the outset, so team members are available when needed. If you're unable to meet deadlines on your tasks, such as approving or requesting changes to designs, we'll work with you to reassess the original schedule, weighing all possible alternatives. Missed deadlines may result in changes to your launch date, and we'll make sure that we're very frank with you about these changes as they unfold.

3.6 Project Management Requirements

We leverage an industry-standard project management framework that focuses on phases, activities, and deliverables. It is not a rigid methodology, and we aren't dogmatic in our approach. Our framework allows us the flexibility to adapt to the unique aspects of UND's project.

Phase	Key Activities	Deliverables
Define	<ul style="list-style-type: none"> Discovery planning Onsite discovery meetings Strategy development Content model development 	<ul style="list-style-type: none"> Strategy document Information architecture Project plan and timeline
Design	<ul style="list-style-type: none"> Concept design Refinement of concepts and template suite User testing Content development 	<ul style="list-style-type: none"> Three design concepts with one round of revisions to selected concept Universal subpage and template suite design based on selected concept Search engine optimized, web-ready content
Implement	<ul style="list-style-type: none"> HTML/CSS buildout In-browser HTML iteration Quality assurance testing of HTML Content management system implementation (CMS) planning CMS configuration and customization Content migration Analytics configuration 	<ul style="list-style-type: none"> Cross-browser, accessibility-compliant, responsive HTML Functional specifications document Customized CMS environment Configured analytics environment Fully functional beta-site
Deploy	<ul style="list-style-type: none"> Final site configuration Search engine configuration Stakeholder review and pre-launch feedback Go-live prep 	<ul style="list-style-type: none"> New, live website Analytics tracking codes in place Configured Google Analytics account
Operationalize	<ul style="list-style-type: none"> Documentation and training planning Asset collection and turnover User testing Post-launch site support for four weeks from site delivery 	<ul style="list-style-type: none"> Training sessions Documentation and asset transfer

PROJECT MANAGEMENT APPROACH

Seamless and successful: that's our aim for your experience. Our team will build a close, collaborative, and productive relationship with you through consistent and regular interactions (both in person and virtual), structured project status meetings, and clear documentation.

We base our approach on three key principles:

1. **Visibility.** For each phase of the project, you can expect a detailed timeline to help you understand what is in progress and prepare for what is coming next, as well as multiple progress milestones, and defined responsibilities for both of our teams.
2. **Accountability.** Your lead strategist, who is committed to your project from start, will be your go-to contact troubleshooter, problem solver, and occasional cat herder.
3. **Accessibility.** We manage our team carefully to make sure they're engaged in your project precisely when we need their expertise.

As part of our project management discipline, we:

- Lead biweekly project status meetings with your core team.
- Create a detailed project plan that we'll maintain throughout the project. This will ensure that we are closely monitoring progress of the schedule and proactively identifying and removing potential roadblocks.
- Produce monthly status reports for an at-a-glance view of the project's overall health. These reports highlight overall progress, risks, next steps, and status against key milestones.

The tools we use for project management include:

- [Redbooth](#), a web-based, team collaboration tool that provides threaded communications, task management, and centralized file storage for the project. The conversations feature is extremely valuable: All correspondence and documents are in one place, with threaded comments. Email notices are sent automatically from Redbooth and are archived in the system.
- [Workamajig](#), a tool that integrates project-based work with our general ledger and financial data. Workamajig was designed by the creative industry for the creative industry and is used by more than 2,000 firms like mStoner. Workamajig's integrated approach to managing our firm facilitates the planning and allocation of our best-fit resources for each project. It also enables early detection of project risks, whether they're related to schedule, budget, scope, or quality.

3.7 Contract Schedule and Deliverables

Below is an initial, detailed project schedule that is typical of a project of this size. At the beginning of the project, we'll develop a tailored and specific detailed project plan that includes all project deliverables and factors in the academic calendar, holidays, and any other dates that might affect the timeline.

Line	Task	Days	Pred	Plan Start	Plan Complete
1	Project Admin	370		Mon, 10/31/2016	Mon, 4/30/2018
2	Manage project	370		Mon, 10/31/2016	Mon, 4/30/2018
3	Onsite Discovery	18		Thu, 12/1/2016	Tue, 1/3/2017
4	Conduct internal kickoff meeting	1		Thu, 12/1/2016	Thu, 12/1/2016
5	Attend pre-discovery client meetings	1	4	Fri, 12/2/2016	Fri, 12/2/2016
6	Prepare for discovery (3ppl, 2 days)	10	4	Fri, 12/2/2016	Thu, 12/15/2016
7	Attend discovery (3ppl, 2 days)	2	6	Fri, 12/16/2016	Mon, 12/19/2016
8	Conduct follow up discovery interviews	5	7	Tue, 12/20/2016	Tue, 1/3/2017
9	Strategy Report	30		Tue, 12/20/2016	Tue, 2/7/2017
10	Conduct strategy kickoff meeting	1	7	Tue, 12/20/2016	Tue, 12/20/2016
11	Draft strategy report	15	10	Wed, 12/21/2016	Wed, 1/18/2017
12	Review/revise strategy report	3	11	Thu, 1/19/2017	Mon, 1/23/2017
13	MILESTONE: Deliver strategy report to client	0	12	Tue, 1/24/2017	Tue, 1/24/2017
14	Client provides feedback on strategy report	5	13	Tue, 1/24/2017	Mon, 1/30/2017
15	R1: Revise strategy report with client feedback	5	14	Tue, 1/31/2017	Mon, 2/6/2017
16	MILESTONE: Client approves strategy report	0	15	Tue, 2/7/2017	Tue, 2/7/2017
17	Content Model Development	78		Wed, 12/21/2016	Wed, 4/19/2017
18	Create Content Models	15	10	Wed, 12/21/2016	Wed, 1/18/2017
19	Review/ Revise Content Models	3	18	Thu, 1/19/2017	Mon, 1/23/2017
20	MILESTONE: Deliver Content Models to Client	0	19	Tue, 1/24/2017	Tue, 1/24/2017
21	R1: Client Provides Feedback on Content Models	5	20	Tue, 1/24/2017	Mon, 1/30/2017
22	R1: Revise Content Models with Client Feedback	5	21	Tue, 1/31/2017	Mon, 2/6/2017
23	MILESTONE: Content Models Approved	0	22	Tue, 2/7/2017	Tue, 2/7/2017
24	Create Content Prototypes	5	2,340	Mon, 3/20/2017	Fri, 3/24/2017
25	Review/ Revise Content Prototypes	1	24	Mon, 3/27/2017	Mon, 3/27/2017
26	MILESTONE: Hand off First Two Prototypes to Creative Team	0	25	Tue, 3/28/2017	Tue, 3/28/2017
27	MILESTONE: Deliver Remaining Content Prototypes to Creative Team	0	26(15)	Wed, 4/19/2017	Wed, 4/19/2017
28	Content Audit	16		Tue, 2/7/2017	Wed, 3/1/2017
29	Perform quantitative content audit	5	16	Tue, 2/7/2017	Mon, 2/13/2017
30	Perform qualitative content audit	5	16	Tue, 2/7/2017	Mon, 2/13/2017
31	Review/revise content audit	3	30	Tue, 2/14/2017	Thu, 2/16/2017
32	MILESTONE: Delivery content audit	0	31	Fri, 2/17/2017	Fri, 2/17/2017
33	Client provides feedback on content audit	5	32	Fri, 2/17/2017	Fri, 2/24/2017
34	Revise content audit with client feedback	2	33	Mon, 2/27/2017	Tue, 2/28/2017
35	MILESTONE: Client approves content audit	0	34	Wed, 3/1/2017	Wed, 3/1/2017
36	Information Architecture	16		Wed, 3/1/2017	Wed, 3/22/2017
37	Develop information architecture	5	35	Wed, 3/1/2017	Tue, 3/7/2017
38	Revise/review information architecture	3	37	Wed, 3/8/2017	Fri, 3/10/2017
39	MILESTONE: Deliver information architecture	0	38	Mon, 3/13/2017	Mon, 3/13/2017
40	Client provides feedback on information architecture	5	39	Mon, 3/13/2017	Fri, 3/17/2017
41	R1: Revise/review with client feedback	2	40	Mon, 3/20/2017	Tue, 3/21/2017
42	MILESTONE: Client approves information architecture	0	41	Wed, 3/22/2017	Wed, 3/22/2017
43	Analytics Planning & Measurement	27		Wed, 3/22/2017	Fri, 4/28/2017
44	Analytics/measurement discovery & kickoff meeting	1	1,642	Wed, 3/22/2017	Wed, 3/22/2017
45	Draft analytics & measurement plan	10	44	Thu, 3/23/2017	Wed, 4/5/2017
46	Review/revise analytics & measurement plan	5	45	Thu, 4/6/2017	Wed, 4/12/2017
47	MILESTONE: Deliver analytics & measurement plan to client	0	46	Thu, 4/13/2017	Thu, 4/13/2017
48	Client feedback on analytics & measurement plan	5	47	Thu, 4/13/2017	Thu, 4/20/2017
49	R1: Revise analytics & measurement plan with client feedback	5	48	Fri, 4/21/2017	Thu, 4/27/2017
50	MILESTONE: Client approves analytics & measurement plan	0	49	Fri, 4/28/2017	Fri, 4/28/2017
51	Creative Direction	4		Tue, 3/28/2017	Fri, 3/31/2017
52	Write creative brief	2	26	Tue, 3/28/2017	Wed, 3/29/2017
53	Review/revise creative brief	1	52	Thu, 3/30/2017	Thu, 3/30/2017
54	Conduct creative kickoff meeting	1	53	Fri, 3/31/2017	Fri, 3/31/2017
55	Concept Design (3 concepts w/ testing)	36		Mon, 4/3/2017	Tue, 5/23/2017
56	Design concepts	10	54	Mon, 4/3/2017	Mon, 4/17/2017
57	First internal review meeting (concepts)	1	56	Tue, 4/18/2017	Tue, 4/18/2017
58	Second internal review meeting (concepts)	1	57(2)	Fri, 4/21/2017	Fri, 4/21/2017
59	Review/revise/coordinate concepts	5	56	Tue, 4/18/2017	Mon, 4/24/2017
60	Present concepts to client	1	59	Tue, 4/25/2017	Tue, 4/25/2017
61	MILESTONE: Present concepts to client	0	59	Tue, 4/25/2017	Tue, 4/25/2017
62	R1: Client provides feedback on concepts	5	61	Tue, 4/25/2017	Mon, 5/1/2017
63	R1: Revise concepts w/ client feedback	5	62	Tue, 5/2/2017	Mon, 5/8/2017
64	R2: Client provides feedback on concept & testing	5	63	Tue, 5/9/2017	Mon, 5/15/2017
65	R2: Revise concepts w/ client feedback & testing	5	64	Tue, 5/16/2017	Mon, 5/22/2017
66	MILESTONE: Client selects & approves concept	0	65	Tue, 5/23/2017	Tue, 5/23/2017
67	Concept Testing	19		Wed, 4/19/2017	Mon, 5/15/2017
68	Prepare concept testing script	5	57	Wed, 4/19/2017	Tue, 4/25/2017
69	Client provides feedback on concept testing script	5	68	Wed, 4/26/2017	Tue, 5/2/2017

Line	Task	Days	Pred	Plan Start	Plan Complete
70	Conduct concept testing	5	69	Wed, 5/3/2017	Tue, 5/9/2017
71	Prepare concept testing report	3	70	Wed, 5/10/2017	Fri, 5/12/2017
72	MILESTONE: Deliver concept testing report & recommendations	0	71	Mon, 5/15/2017	Mon, 5/15/2017
73	Template Suite	41		Tue, 5/2/2017	Wed, 6/28/2017
74	MILESTONE: Client approves list of templates	0	66(-15)	Tue, 5/2/2017	Tue, 5/2/2017
75	Design template suite	7	6,674	Tue, 5/23/2017	Thu, 6/1/2017
76	First internal review meeting (template suite)	1	75	Fri, 6/2/2017	Fri, 6/2/2017
77	Second internal review meeting (template suite)	1	76(2)	Wed, 6/7/2017	Wed, 6/7/2017
78	Review/revise template suite	7	75	Fri, 6/2/2017	Mon, 6/12/2017
79	Present template suite to client	1	78	Tue, 6/13/2017	Tue, 6/13/2017
80	MILESTONE: Present template suite to client	0	78	Tue, 6/13/2017	Tue, 6/13/2017
81	R1: Client provides feedback on template suite	5	80	Tue, 6/13/2017	Mon, 6/19/2017
82	R1: Revise template suite w/ client feedback	5	81	Tue, 6/20/2017	Mon, 6/26/2017
83	MILESTONE: Client approves template suite	0	82	Tue, 6/27/2017	Tue, 6/27/2017
84	Transition to Tech	2	83	Tue, 6/27/2017	Wed, 6/28/2017
85	Content Development	56		Tue, 5/23/2017	Fri, 8/11/2017
86	Identify Pages to Write	1	66	Tue, 5/23/2017	Tue, 5/23/2017
87	Write & Design Sample Pages	20	86	Wed, 5/24/2017	Wed, 6/21/2017
88	Review Sample Pages	1	87	Thu, 6/22/2017	Thu, 6/22/2017
89	MILESTONE: Deliver Sample Pages	0	88	Fri, 6/23/2017	Fri, 6/23/2017
90	Client Provides Feedback on Sample Pages	1	89	Fri, 6/23/2017	Fri, 6/23/2017
91	Write Remaining Pages	1	90	Mon, 6/26/2017	Mon, 6/26/2017
92	Review/Revise Remaining Pages	15	91	Tue, 6/27/2017	Wed, 7/19/2017
93	MILESTONE: Deliver Remaining Pages to Client	0	92	Thu, 7/20/2017	Thu, 7/20/2017
94	Client Provides Feedback on Content Development	1	93	Thu, 7/20/2017	Thu, 7/20/2017
95	Revise Pages with Client Feedback	15	94	Fri, 7/21/2017	Thu, 8/10/2017
96	MILESTONE: Client Approves Content	0	95	Fri, 8/11/2017	Fri, 8/11/2017
97	Video Consulting	16		Tue, 5/23/2017	Wed, 6/14/2017
98	Review Existing Videography	2	6,672	Tue, 5/23/2017	Wed, 5/24/2017
99	Compile Desired Shot List	1	98	Thu, 5/25/2017	Thu, 5/25/2017
100	Consultation with Client about Existing and Desired Photography/Videography	1	99	Fri, 5/26/2017	Fri, 5/26/2017
101	Prepare for Video Shoot	5	100	Tue, 5/30/2017	Mon, 6/5/2017
102	Conduct video shoot	2	101	Tue, 6/6/2017	Wed, 6/7/2017
103	MILESTONE: Complete Photo/Video Shoot	0	102	Thu, 6/8/2017	Thu, 6/8/2017
104	Review Footage & Photos	4	103	Thu, 6/8/2017	Tue, 6/13/2017
105	MILESTONE: Deliver New Photos/ Footage	0	104	Wed, 6/14/2017	Wed, 6/14/2017
106	HTML Development	45		Thu, 6/29/2017	Fri, 9/1/2017
107	Transition From Creative	1	84	Thu, 6/29/2017	Thu, 6/29/2017
108	Create HTML/CSS templates	10	107	Fri, 6/30/2017	Mon, 7/17/2017
109	Review/Revise HTML	5	108	Tue, 7/18/2017	Mon, 7/24/2017
110	Test HTML	5	108	Tue, 7/18/2017	Mon, 7/24/2017
111	MILESTONE: Present HTML to client	0	109	Tue, 7/25/2017	Tue, 7/25/2017
112	R1: Client provides feedback on HTML	5	111	Tue, 7/25/2017	Mon, 7/31/2017
113	R1: Revise HTML w/ client feedback	5	112	Tue, 8/1/2017	Mon, 8/7/2017
114	MILESTONE: Client approves HTML/CSS templates	0	113,130	Fri, 9/1/2017	Fri, 9/1/2017
115	Functional Specification	25		Thu, 6/29/2017	Fri, 8/4/2017
116	Develop functional specification	10	84	Thu, 6/29/2017	Fri, 7/14/2017
117	Review/revise functional specification review	5	116	Mon, 7/17/2017	Fri, 7/21/2017
118	MILESTONE: Deliver functional specification to client	0	117	Mon, 7/24/2017	Mon, 7/24/2017
119	R1: Client reviews functional specification	5	118	Mon, 7/24/2017	Fri, 7/28/2017
120	R1: Revise functional specification with client feedback	2	119	Mon, 7/31/2017	Tue, 8/1/2017
121	MILESTONE: Client approves functional specification	0	120(2)	Fri, 8/4/2017	Fri, 8/4/2017
122	Prototype Usability Testing	28		Tue, 7/25/2017	Thu, 8/31/2017
123	Prepare prototype usability testing script	5	111	Tue, 7/25/2017	Mon, 7/31/2017
124	Client provides feedback on prototype usability testing script	5	123	Tue, 8/1/2017	Mon, 8/7/2017
125	Schedule tests	0	123	Tue, 8/1/2017	Tue, 8/1/2017
126	Administer prototype usability test	5	124	Tue, 8/8/2017	Mon, 8/14/2017
127	Write prototype testing report	5	126	Tue, 8/15/2017	Mon, 8/21/2017
128	MILESTONE: Deliver prototype testing report	0	127	Tue, 8/22/2017	Tue, 8/22/2017
129	Client provides feedback on prototype testing report	3	128	Tue, 8/22/2017	Thu, 8/24/2017
130	Revise HTML with prototype testing results	5	129	Fri, 8/25/2017	Thu, 8/31/2017
131	Event Calendar	19		Fri, 8/11/2017	Thu, 9/7/2017
132	Provide short list of recommendations	3	114(-15)	Fri, 8/11/2017	Tue, 8/15/2017
133	Style event calendar	5	132	Wed, 8/16/2017	Tue, 8/22/2017
134	Implement event calendar	10	133	Wed, 8/23/2017	Wed, 9/6/2017
135	MILESTONE: Event Calendar complete	0	134	Thu, 9/7/2017	Thu, 9/7/2017
136	CMS Implementation	116		Fri, 9/1/2017	Wed, 2/21/2018
137	Handoff to implementation team	2	114,121	Fri, 9/1/2017	Tue, 9/5/2017
138	Migrate launch package photography and content into CMS	0	137(35)	Wed, 10/25/2017	Wed, 10/25/2017

Line	Task	Days	Pred	Plan Start	Plan Complete
139	Provide implementation support	50	137	Wed, 9/6/2017	Tue, 11/14/2017
140	Implementation analytics tracking plan	0	139(-7)	Mon, 11/6/2017	Mon, 11/6/2017
141	MILESTONE: CMS Ready for Content Migration	3	139	Wed, 11/15/2017	Fri, 11/17/2017
142	Client migrates content into the CMS	60	96,141	Mon, 11/20/2017	Tue, 2/20/2018
143	MILESTONE: Site ready for launch	0	142	Wed, 2/21/2018	Wed, 2/21/2018
144	Post Launch Usability Testing	21		Wed, 2/21/2018	Wed, 3/21/2018
145	Prepare usability testing script	5	143	Wed, 2/21/2018	Tue, 2/27/2018
146	Client provides feedback on usability testing script	5	145	Wed, 2/28/2018	Tue, 3/6/2018
147	Schedule usability tests	3	145	Wed, 2/28/2018	Fri, 3/2/2018
148	Administer usability test	5	146	Wed, 3/7/2018	Tue, 3/13/2018
149	Write usability testing report	5	148	Wed, 3/14/2018	Tue, 3/20/2018
150	MILESTONE: Deliver usability testing report	0	149	Wed, 3/21/2018	Wed, 3/21/2018
151	Post Launch Support	51		Wed, 2/21/2018	Wed, 5/2/2018
152	Finalize and deliver project documentation	5	143	Wed, 2/21/2018	Tue, 2/27/2018
153	Assist with post launch issue resolution and bugs	45	152	Wed, 2/28/2018	Tue, 5/1/2018
154	MILESTONE: Post launch support complete	0	152,153	Wed, 5/2/2018	Wed, 5/2/2018

4. Product Support and Customer Service

4.1 Warranty

We promise to repair any defects in the software or OUCampus configuration that were introduced by our employees or our work within 60 days of project completion.

5. Experience and Qualifications

5.1 Prior Experience

- **We deeply understand the challenges facing education institutions.** Since our founding in 2001, we've partnered with more than 300 colleges and universities. Our clients are institutions of all types: public and private, undergraduate and graduate/professional, small and large.
- **We've been “digital-first” since our founding, with more website and content management system (CMS) experience than any other agency in education.** We've completed 200+ websites, and we possess deep expertise in digital strategy, user interface design, technology, and project management.
- **We're uniquely qualified to address your governance issues.** Collectively, our team has more than 100 years of experience on-campus, working in marketing and communications roles. We've helped dozens of clients roll out campuswide CMS solutions with robust training and support, clear roles and responsibilities, effective policies and procedures, and clear communication.
- **We do brilliant creative.** Our designs are award-winning, visitor-centric, and tailored to each client's brand. And our websites drive real enrollment results.
- **We enjoy an excellent partnership with OmniUpdate (OU).** In the last few years, we've successfully completed seven website redesigns with OU, including Saint Louis University, University of North Carolina School of the Arts, and Webster University. mStoner team members have presented at OU's annual conference, and we have solid working relationships with members of OU's executive, sales, professional services, and customer support teams.
- **Why us?** We bring the right scale, the necessary expertise, the best approach, and the richest client experience.

5.2 Project Team

BILL MCLAUGHLIN, ACCOUNT EXECUTIVE

- Serves as mStoner’s chief operating officer, overseeing client solutions, finance and administration and business development.
- Has 17 years of experience in web and technology, leading projects and software development teams in consulting, startup, and corporate environments.
- Expert problem solver adept at devising and delivering innovative solutions to complex business issues.
- Holds a bachelor of science degree in mathematics and statistics from Miami University.
- Project role: your business partner, ensuring we are delivering on your goals, addressing your core challenges, and exceeding your expectations. Estimated work effort on the project: 80 hours.



SUSAN T. EVANS, VICE PRESIDENT OF CLIENT SOLUTIONS

- Leads mStoner’s team of strategists, creatives, and technologists.
- 25 years of communications and marketing experience in higher education, including 22 years at the College of William & Mary in creative services and web services leadership roles.
- Expertly manages highly visible and large-scale initiatives; expert in managing organizational change, including stakeholder communications and governance.
- Holds a bachelor’s degree in Spanish language and literatures from James Madison University.
- Project role: your big-picture visionary and project co-leader. Estimated work effort on the project: 200 hours.



JOEL PATTISON, DIRECTOR OF STRATEGY

- Started creating websites for education institutions 15 years ago. He joined mStoner from the McIntire School of Commerce at the University of Virginia (UVa), where he directed web communications and focused on digital strategies for student recruitment and yield.
- Current mStoner clients include Drexel University Thomas R. Kline School of Law, and Texas Woman’s University.
- Holds a bachelor’s degree in business administration from William & Mary.



- Project role: your primary web strategist and project co-leader. Estimated work effort on the project: 300 hours.

BEN BILOW, SENIOR CREATIVE DIRECTOR

- Has 15 years of experience as an art director and graphic designer. He is devoted to simple, honest communications and beautiful, working designs that inspire customer happiness.
- Served as art director at the Columbia College Chicago for 10 years, where he oversaw all graphic design projects produced by Columbia's in-house design studio.
 - Created and managed collegewide brand standards.
 - Team won 16 awards from Graphic Design USA and two Council for Advancement and Support of Education (CASE) gold medals.
- Current mStoner clients include Hope College, Northwestern University Medill School of Journalism, and The Colburn School.
- Holds a bachelor's degree in English and American literature from University of Wisconsin-Madison and studied graphic design at Columbia College Chicago.
- Project role: your expert in visitor experience, responsive design, usability testing, focus group testing, and design QA. Estimated work effort on the project: 300 hours.



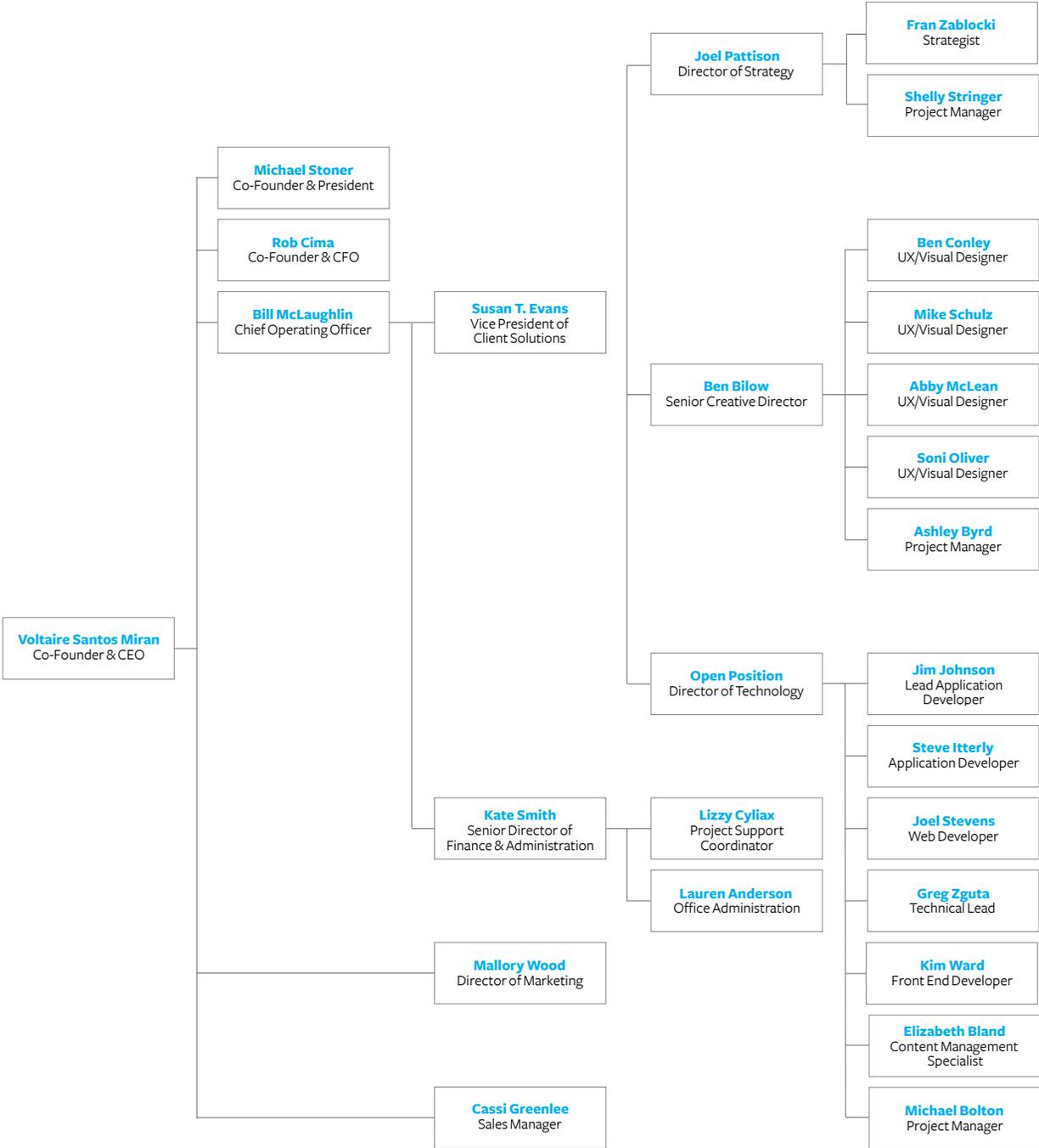
GREG ZGUTA, TECHNICAL LEAD

- Leads full lifecycle web development projects in a hands-on fashion, with a focus on client needs, proper technical planning, and QA.
- Expert understanding of the web CMS market, frequently assists clients with evaluating and selecting a best-fit CMS.
- Experienced in application development, eCommerce, and data warehousing/ business intelligence implementations.
- Current mStoner clients include Johnson & Wales University, Saint Louis University, and St. John Fisher College.
- Holds a bachelor of arts degree in English and environmental studies from Oberlin College.
- Has certifications from Cognos, Google, and Microsoft.
- Project role: your point person for CMS implementation and systems integration. Estimated work effort on the project: 200 hours.



 Read more about our entire team at mStoner.com/team.

ORGANIZATION CHART



5.3 References

Miami University: www.miamioh.edu

Scope of Work: strategy, top-level IA, school-level IA, department-level IA, site design, page buildout for Student Affairs and the College of Arts and Science, analytics, site search implementation, HTML/CSS, CMS implementation, training, technical support, custom widgets, and majors and minors database.

Contact: Tracy Hughes, senior director of university marketing, 513.529.7596, hughest4@miamioh.edu.

Wilfrid Laurier University: www.wlu.ca

Scope of Work in 2012: web strategy, social media assessment, governance and staffing, web relaunch project planning, technical recommendations about public and community websites, and CMS consultation and selection.

Scope of Work in 2014: creative strategy, marketing and communications strategy, web governance plan, IA, design, responsive HTML, content audit, content development, university calendar planning and implementation, analytics, usability testing, and Cascade Server CMS implementation.

Contact: Helen Exley, associate director, marketing and creative services, 519.884.0710 ext 2110, hexley@wlu.ca.

University of North Carolina School of the Arts: www.uncsa.edu

Scope of Work: strategy, content assessment and audit, brand message development, web governance report, marketing strategy report, visitor interface design, responsive HTML/CSS development, OmniUpdate OU Campus implementation, search engine configuration, analytics, content development, usability testing, events calendar, and consulting on campus map and interactive tour.

Contact: Claire Machamer, chief technology officer, 336.770.3374, machamerc@uncsa.edu.

Saint Louis University: www.slu.edu

Scope of Work: discovery, web and marketing strategy, content strategy, IA, CMS selection, design, responsive HTML, OmniUpdate OU Campus implementation, search engine configuration, analytics, content creation, site migration support, and training.

Contact: Jeff Fowler, vice president for marketing & communications, 314.977.2312, fowlerjl@slu.edu.



Read more about our recent projects at mstoner.com/portfolio/

6. Sample Portfolio Website Links

6.1 Relevant Projects

Miami University | www.miamioh.edu

- Miami is a large, public university with 16,000 students and multiple campuses.
- Our project established a new governance and staffing plan, and rolled it out across campus, improving its decentralized content management model and the quality of its websites.
- We improved the academic program content by addressing issues of ownership and eliminating redundancies and inconsistencies between the top-level site and the school and department sites.

Wilfrid Laurier University | www.wlu.ca

- Wilfrid Laurier is a large, public Canadian university with 19,000 students and multiple campuses.
- Our project provided a much-needed redesign of its website on an aggressive timeline to help address low enrollment numbers.
- We identified and defined new staff positions within university relations, restructured website governance for better alignment between IT and university relations, and developed a model for training and support of hundreds of CMS editors across two campuses.

University of North Carolina School of the Arts (UNCSA) | www.uncsa.edu

- UNCSA is a public, coeducational arts conservatory that grants high school, undergraduate, and graduate degrees.
- The website design is award-winning and an example of what is possible in the OU Campus CMS.
- We devised roles and responsibilities for a new digital marketing team to own the website, consulted on hiring decisions, established a school-centric content editing model, and developed a communication plan to roll out the governance model to campus.

Saint Louis University | www.slu.edu

- Saint Louis University is a private, Roman Catholic, four-year research university with 13,000 students.
- The website, built on the OU Campus CMS platform, went live in summer 2016. The design incorporates large-format photography, video, animations, and illustrations.
- The site won the Best in Class Award for university websites from Interactive Media Awards, receiving a perfect score in accessibility and code quality tests.

Fashion Institute of Technology | www.fitnyc.edu

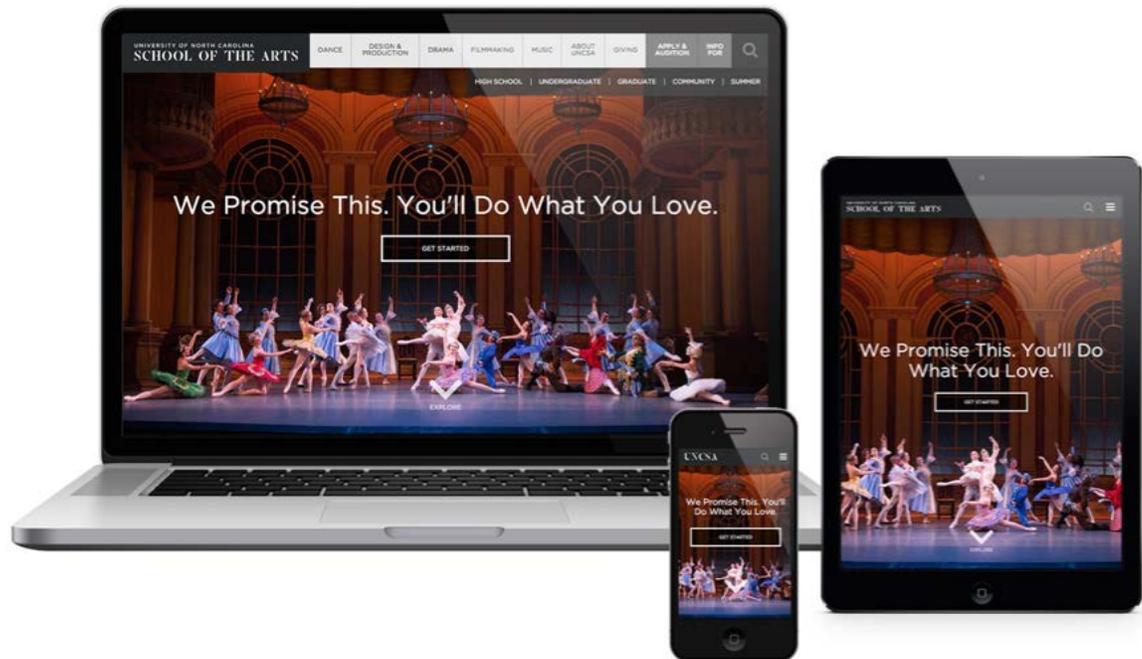
- FIT is a public college of art, business, design, mass communication and technology connected to the fashion industry.
- The five-year-old design still looks current, support a variety of academic offerings, and was recently converted to responsive web design and migrated to the OU Campus CMS.

6.2 Case Studies

University of North Carolina School of the Arts

“We had a 36.8 percent increase in applications to the school of filmmaking this year, and I believe that’s a direct result of the new website.”

— Dean Susan Ruskin, UNCSA



“The lead message, ‘We promise this: You’ll do what you love,’ came out of our discovery and focus group sessions. Often when you sit on campus for a couple of days, messaging like that just comes out, and you have to use it.”

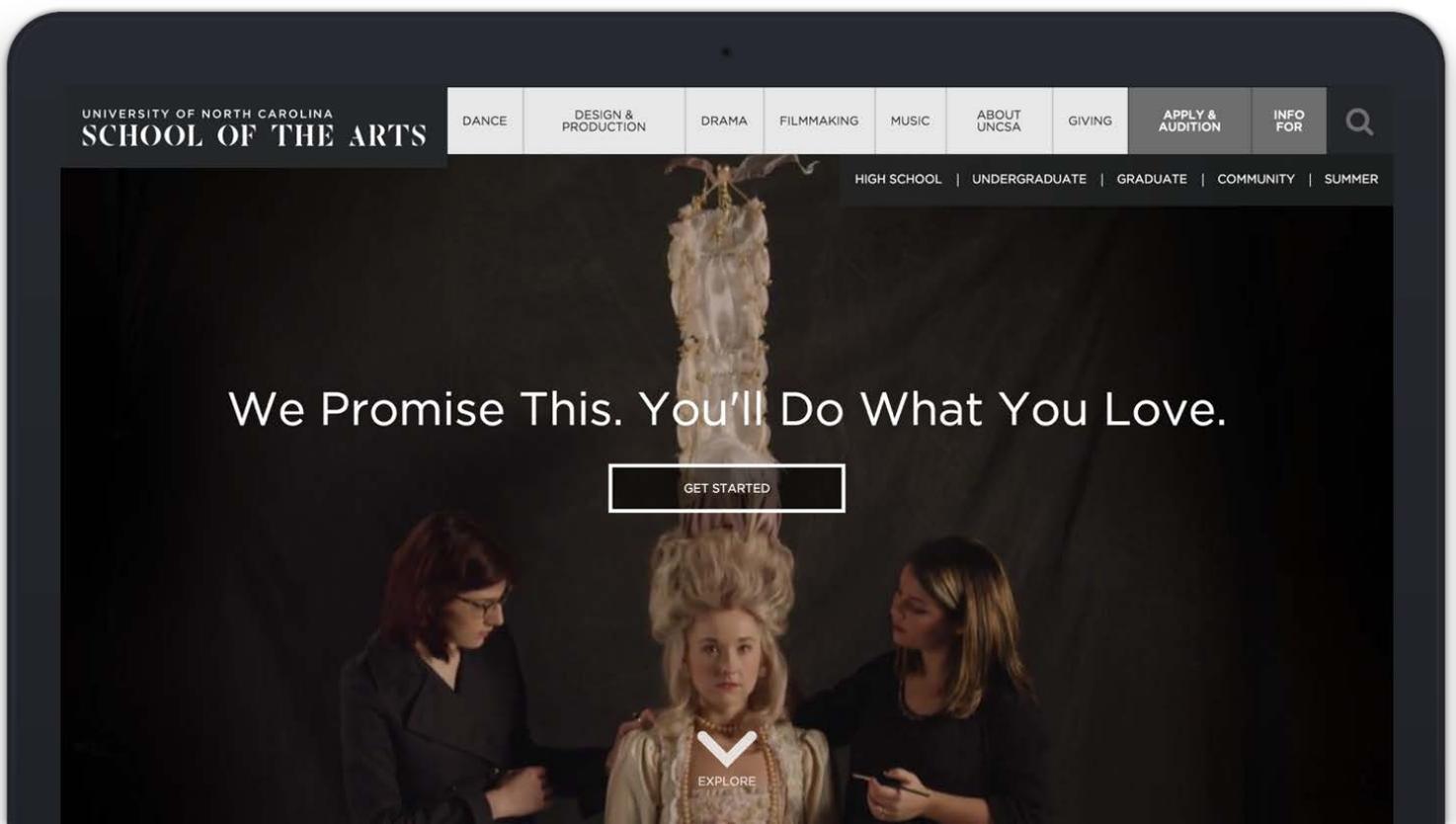
— Susan T. Evans, vice president of client solutions, mStoner

The University of North Carolina School of the Arts competes with the nation’s best arts conservatories and attracts exceptionally talented students, but it was difficult to showcase this with a website designed in 2002. With a new chancellor on board, it was time to invest in a web presence that reflected its true caliber. But before we could develop a smashing new site, we needed to identify UNCSA’s brand essence and develop new ways of talking about it while representing five different and very dynamic arts schools that each served multiple academic levels. mStoner and UNCSA discovered the answer lay in letting UNCSA’s students do what they do best: dazzle.

After more than 140 on-campus interviews, mStoner realized that what UNCSCA's five schools of dance, design and production, drama, filmmaking, and music all had in common was a powerful capacity for visual storytelling. Our approach to UNCSCA's brand was equally arts-focused, allowing the energy of the student work created on campus to tell UNCSCA's brand story. "I wanted them to have a platform for the incredible visuals they had," said Susan T. Evans, lead strategist and vice president of client solutions for mStoner. "When you walk around campus, you feel like you're in Hollywood — there are sound studios, costume shops, black box theaters, everything. They had amazing content and no way to showcase it."

A new website is the first and most dynamic expression of UNCSCA's new brand. Building on the school's new black-and-white logo, we designed minimalist, high-contrast pages and then let the color arise from photography and video of student performances, rehearsals, and studio time. The result keeps the visitor immersed in the student experience, while the dramatic grayscale palette conveys the serious, professional character of the school. In terms of content strategy, Evans says, "We used the power of microcontent – the principle that sometimes just the right visual and just the right caption are all you need to make a brand impression and a memorable experience for the visitor."

Vice Provost Ward Caldwell notes, "We had a static, aging, legacy website that was probably the worst example you could have for a creative, vibrant, dynamic, ever-changing university. The site we have now is an excellent example of just the opposite. It went through a dramatic change from being a relic to being a model of best practice." And best of all, new messaging and brand elements form the foundation for the new site.



“The mStoner team owned the project just as much as we did. As soon as I began working with them, I immediately thought of them as our in-house team. They put in extra effort, because they wanted to create a site that truly embodied the story of UNCSA.”

— Claire Machamer, chief technology officer, UNCSA

Early results over the matching time period from 2015 are impressive:

- 1,229 percent increase in referrals from social media
- 473 percent increase in inquiries from new embedded forms
- 73 percent increase in pages per session
- 63 percent increase in pageviews
- 45 percent increase in average session length
- 31 percent decrease in bounce rate



We're proud to announce that UNCSA's site was one of five finalists for the 2016 Webby Awards.



UNCSA's site also received a Silver Award for in the institutional website category in CASE's 2016 Circle of Excellence competition.

Wilfrid Laurier University

Like a lot of institutions, Wilfrid Laurier University found that its urgent need for a new website was trumped by an urgent need to do a lot of other things.

Until Laurier needed a new website immediately.

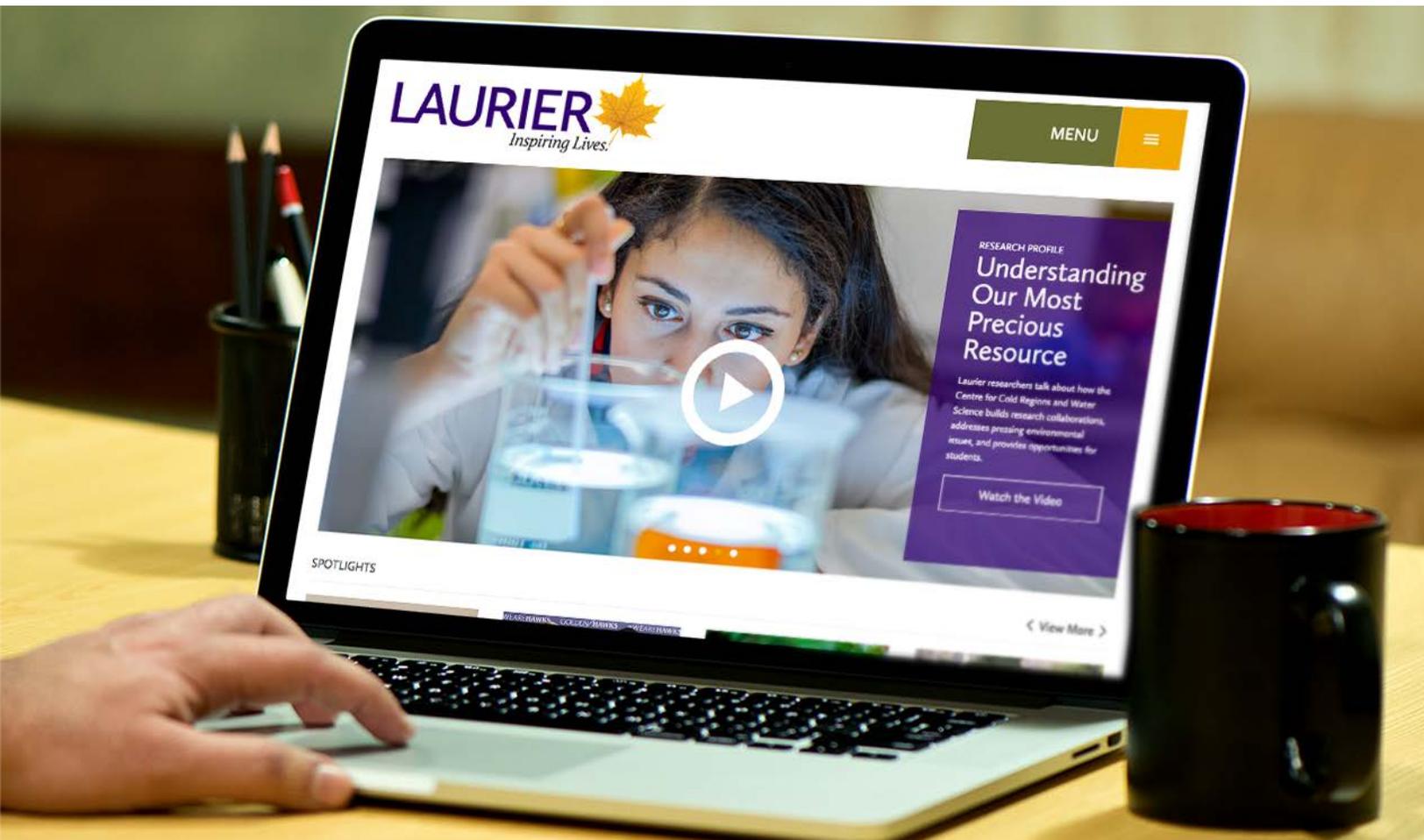
Laurier, a 19,000-student institution with two main campuses in Ontario, Canada, made do for years with a tired, hard-to-navigate website. The content was dated, the CMS was difficult to use, and no staff was dedicated to updating it.

“We were in desperate need of a new site.”

- Helen Exley, associate director of marketing and creative services, Wilfrid Laurier University

Then enrollment bottomed out, and Laurier woke up with a compelling need to launch a new site as soon as possible. “Our admission numbers were down,” Exley said. “The site suddenly became a priority everybody paid attention to. Then the question became how do we create and build a new website as soon as possible?”

The answer: Buckle down and work closely with mStoner to roll out a site in less than 10 months.



The plan had a head start, because Laurier had engaged mStoner to develop a strategic roadmap for a new website before the enrollment challenges surfaced. That work gave Laurier's marketing and IT teams the background to understand the personnel and technology needed to develop and sustain a modern website, and it helped demonstrate to others on campus just how far behind Laurier's old site had fallen.

Laurier had planned to take mStoner's web strategy and start work on a new website in January 2014. When it became evident that Laurier needed a new site as soon as possible, the project team told mStoner they wanted to launch by the end of summer in order to catch the next recruitment cycle.

That adage about the customer always being right? It's usually on the money. Unless the customer wants to head for the shoals. And that's when mStoner's experience comes into play.

"Laurier, probably more than any client I've ever had at mStoner, wanted our strategic guidance," said Susan T. Evans, mStoner's vice president of client solutions.

Her advice: The timeline for launch was way too short. Because Laurier's open houses are in early November, the team agreed to shoot for a drop-dead launch date a few weeks before that — knowing even that would take an all-hands-on-deck push.

How did they manage a complete site overhaul, with more than 1,000 new pages of content, in such a short period?

- Do your homework — and be prepared. In addition to mStoner's strategic work, which spelled out campuswide web responsibilities, Laurier had established a new look and feel for its marketing materials two years before. That headed off a lot of time-consuming debates over the right colors to use or the types of photos to feature. "People said, 'Of course that's what it's going to look like, because that's our visual identity,'" Evans said.
- Be organized and ready for what's next. "Clear expectations were a high priority," said Evans. "We needed to tell them, 'Three weeks from now we're going to hand you HTML templates. And when we do, you need to review them for these three or four points. Because shortly after that, we're going to discuss the feedback'."
- Stay focused. It's easy to get sidetracked by other projects. But if you absolutely, positively need to hit a deadline — and an aggressive one at that — it's critical to focus completely on the task at hand. "We had to have staff that were focused on nothing but the project," Exley said. "And everything else was taken off their plates, if they had dual roles."

Looking back, Exley urges others in her shoes to follow the lead of those who have been there. "Totally trust your partner," said Exley, who wishes the project had been given more time. "Give people the appropriate time they need to do it right."

October 2014, though, was the drop-dead deadline — and through hard work and willpower (not to mention the Laurier team working through Canadian Thanksgiving), the site went live on time.

“Everybody was really focused on timeline, and scope, and deadline,” Evans said. “They met their deadlines, and we met ours.”



Frequent updates, daily even for many areas, were an important part of launching the new site — and that required a dedicated staff. Laurier took mStoner’s advice to heart and hired six new staffers solely for the website.

The stunning results validated the decision to work quickly: Applications to Laurier were up 1.8 percent in winter 2015, even as they declined by 0.7 percent across Ontario. Even more critically, though, the number of students who accepted an offer of admission grew by 21 percent over 2014 — a huge gain largely due to the website, Exley said.

“We couldn’t have done it without mStoner,” Exley said. “It was great working with a group that has such a strong knowledge of higher ed and expertise in web best practices and trends.”

7. Contract Provisions

7.1 Contract

Section 3 part b

mStoner requests that the retain age requirement be removed from the contract. We have proposed payment milestones, which incorporate a final payment equal to 10 percent of the contract.

Section 3, part i

mStoner requests that this section be removed from the contract. mStoner does not accept purchasing cards for payment.

Section 10

mStoner requests that liquidated damages be removed from the contract.

Section 19, part d

mStoner requests that the requirement for employers liability or stop gap insurance be removed. mStoner's insurance coverage includes general liability, errors and omissions liability, auto liability, and workers compensation, all with limits in excess of those required by the UND contract.

Section 21, part d

mStoner requests that section 6 be removed from the contract. mStoner employees are full-time employees and will be available to UND during regular business hours, but the nature and scope of this project does not justify full-time participation in the work for UND. mStoner has a robust resource management and project management discipline that ensures the right people are available to UND at the right time throughout the life of the project.

Section 22, part a, point 1

mStoner requests this section be removed. mStoner's proposal for work is a fixed bid. Time and material based-reporting is, therefore, not applicable.

Section 22, part a, points 2 and 3

mStoner requests these sections be modified as follows:

Contractor's Project Manager will work with UND's Project Manager on an ongoing basis to report progress on deliverables as stated in the Scope of Work. Contractor's Project Manager will alert UND's Project Manager of any potential risks to the scheduled or fixed cost of the project.

7.2 Proposed Additional Terms

mStoner does not wish to propose additional terms.

8. Open Records and Confidentiality

We request that our confidential and proprietary data included in the following sections be removed from open records releases:

- The detailed descriptions and pricing included in the Cost Proposal.
- The entirety of Section 3, as it includes our proprietary approach to these types of projects, and our knowledge capital that we happily share with clients.