

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of __ December 8, 2015

ITEM TITLE:

Consider approval of the contract between **Molly Duggan Associates, LLC** and the Peralta Community College District for professional services related to the Laney College Website.

SPECIFIC BOARD ACTION REQUESTED:

THE COLLEGE REQUESTS THE BOARD TO APPROVE THE AMOUNT OF \$76,740.00 FOR THE CONSULTING CONTRACT BETWEEN MOLLY DUGGAN AND THE PERALTA COMMUNITY COLLEGE DISTRICT.

ITEM SUMMARY:

MOLLY DUGGAN ASSOCIATES, LLC IS A BRANDING, STRATEGY AND CREATIVE SOLUTIONS COMPANY THAT WAS SELECTED TO CONSULT WITH LANEY COLLEGE TO DEBUG AND REBUILD OUR WEBSITE INFRASTRUCTURE. THE PROJECT WILL HAPPEN IN THREE STAGES. (1) THE PLANNING AND STRATEGY PHASE INCLUDES THE COMPANY REPRESENTATIVES MEETING AND COLLABORATING WITH FACULTY, STAFF AND STUDENTS TO DISCUSS SITE MAPPING, PROJECT SCHEDULING, AND MILESTONE ACTIVITIES WHILE TAKING INTO CONSIDERATION DISTRICT REQUIREMENTS. (2) THE DESIGN DEVELOPMENT PHASE WHICH INCLUDES (A) BRANDING – CREATING A STRONG DYNAMIC PRESENCE AMONG TARGET AUDIENCES; (B) DESIGN EXPLORATION AND CREATION (C) ARCHITECTURE/NAVIGATION (D) DESIGN PRESENTATION AND WORK SESSION WHICH ADDRESSES NAVIGATIONAL LINKS, LOOK/FEEL AND VIDEO INTEGRATION (E) DESIGN REFINEMENT AND EXTENSION, WHICH INCLUDE REVISIONS AFTER THE DRAFT PRESENTATION /DEMONSTRATION. EXISTING PAGES INCLUDE THE HOME PAGE, LEAD GENERATION/CONTACT PAGES AS WELL AS STEPS TO ENROLLMENT PAGES. (3) EXECUTION PHASE WHICH INCLUDES HTML, JAVASCRIPT, WCM THEME AND FUNCTION CREATION, EXISTING CONTENT INTEGRATION, REVIEW AND TESTING, PRESENTATION, FINAL REFINEMENT, WEB CONTENT MANAGEMENT INTEGRATION AND CUSTOMER FEEDBACK. TOTAL COST \$76, 740.00

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

FUND 11 – GENERAL RESTRICTED FUNDS 0980 – 2014 - 2015 SSSP FUNDING

BACKGROUND/ANALYSIS:

LANEY COLLEGE REQUIRES THE SERVICES OF A PROFESSIONAL ENTITY TO REDESIGN/REBUILD OUR COLLEGE WEBSITE INFRASTRUCTURE, INTEGRATE EXISTING CONTENT AND RE-ESTABLISH AN EFFECTIVE WEB PRESENCE. THESE EFFORTS WILL ENSURE A MORE USER FRIENDLY EXPERIENCE.

DELIVERABLES AND SCOPE OF WORK:

DELIVERABLES ACROSS ALL PHASES INCLUDE: SITEMAP AND WORKFLOW, DETAILED SCHEDULE AND MILESTONES, MINIMUM BROWSER AND TECHNICAL REQUIREMENTS, DEFINED TYPOGRAPHY, BUTTONS AND STATES, FORM FIELDS, SIDEBAR HEADING AND CONTENT, AND CONTENT AGGREGATION OF SIDEBAR, BUILD-OUT AND TESTING OF

Signature: *Ron Little*
Ron Little, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____
Nitasha Sawhney, Acting General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: *Dr. Jowel Laguerre*
Dr. Jowel Laguerre, Chancellor