

**Sauk Valley Community College
June 26, 2023**

Action Item 4.5

Topic: Purchase Approval - Sole Source Procurement–Modern Campus
Omni CMS

College Health Metric: Information Technology – The College provides secure access to resources for students, faculty, staff, and the community.

Presented By: Dr. David Hellmich and Kathy Dirks

Presentation:

The College's Title III Project engages in grant-driven objectives to strengthen the institution and enhance student academic outcomes. Consistent with the grant, SVCC has sought a solution to develop an updated, user-friendly, mobile-first website to assist prospective and current students in finding programs and classes that are right for them as well as connecting them with resources to encourage success. Accordingly, the College will contract with a web developer to maintain the College's website and content management system and work with internal clients to develop new areas of the site to ensure that their content is updated.

Modern Campus Omni CMS provides the best solution for the College. Modern Campus is the creator, developer, sole distributor, and sole source for Omni CMS, Omni CMS modules, and Omni CMS support.

Procurement Rules:

Uniform Grant Guidance (2 CFR 200.320(f)(1)) allows for procurement by noncompetitive proposals if the item is available from a single source. The Public Community College Act (110 ILCS 805/3-27.1) and Sauk Valley Community College Board Policy (305.01) exempt purchases and contracts for using, purchasing, delivering, moving, or installing data processing equipment, software, or services from competitive bidding.

Contract Terms:

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Total</u>
Implementation Fee:	\$68,000.00			\$68,000.00
Service Cost:	\$23,500.00	\$24,375.00	\$25,293.75	\$73,168.75
Total	\$91,500.00	\$24,375.00	\$25,293.75	\$141,168.75

Funding Source:

The purchase will be funded through the College's Title III grant for year one at a cost of \$91,500. Years two and three, \$24,375.00 and \$25,293.75 will be paid from College Operating Funds.

Recommendation:

The administration recommends the Board approve the contract with Modern Campus Omni CMS for a total obligation of \$141,168.75.

Investment

One-Time Costs	Total
Implementation - Omni CMS Design Library (Includes 40 Hours of Flex Design)	\$28,000.00
Migration- Large	\$30,000.00
Omni CMS Design Library	\$10,000.00
Faculty Directory - Implementation	Included
Omni CMS Integrated Calendar - Installation Services - Implementation	Included
Training	Included
Subtotal	\$68,000.00

Annual Costs	Total
Omni CMS - SaaS - Up to 50 users	\$17,500.00
Support - Basic - Up to 2 designated contacts with unlimited tickets	\$6,000.00
Course Catalog - License	Included
Faculty Directory - License	Included
Omni CMS Integrated Calendar	Included
Subtotal	\$23,500.00

Total Investment Summary	
Year 1	\$91,500.00
Year 2	\$24,375.00
Year 3	\$25,293.75

* For details on Services, please see Product & Service Descriptions below.

Additional SaaS User Options

Up to 10 users	\$7,500
Up to 25 users	\$17,000

Up to 50 users	\$21,500
Up to 100 users	\$27,000
Unlimited users	\$30,500

Optional Services and Modules

With Omni CMS™, Sauk Valley Community College has the flexibility and extensibility to create and manage course catalogs, customized search, college directories, and so much more. Our GitHub repository (github.com/omniupdate) has real, working code to help you on the projects that matter most. Using our free starter code, you can build all the functionality you need. Or if you prefer, our in-house Professional Services Team can develop full-featured solutions that are ready for you to use. Our team, made up of over twenty Omni CMS experts, has implemented thousands of projects.

Omni CMS GitHub	Our GitHub repository has real, working code for course catalogs, faculty directories, dynamic navigation, and much more—all free for you to use. This allows you to take the Omni CMS platform and build all the functionality you need.
Omni CMS Faculty Directory FREE on the GitHub \$1,500 Annual License \$1,500 one-time setup	Enable your faculty to update their profiles with ease using form-like templates and have consistency throughout your directory. Examples: University of South Carolina, School of Music University of North Carolina School of the Arts
Omni CMS Integrated Calendar \$3,500 Annual Fee	Keep your website in sync with all the non-stop campus activity through a fully interactive calendar that can be easily shared and filtered.
Omni CMS Course Catalog FREE on the GitHub \$5,000 Annual License	Guarantee your student body an accurate, timely, and readily accessible online course catalog managed by Omni CMS. Examples: SUNY Dutchess Community College Stony Brook University Fresno State
Omni CMS Blogs FREE on the GitHub \$1,500 annual license	Build powerful connections with students, parents, faculty, and alumni through your blog using the same great functionality found in Omni CMS. Examples: Saskatchewan Polytechnic Auburn University- Harbert College of Business Modern Campus
Omni CMS Insights \$5,000 Annual License \$3,000 One time setup	Get continual reports on key areas of your site's health outside of the publishing workflow, including SEO, accessibility, links, and spelling
Omni CMS Emergency Alerts \$3,000 Annual License \$1,500 One-time setup	When an unforeseen event occurs, quickly create a custom emergency announcement and prominently display it on your site for everyone to see.

Omni CMS Search Free Integrated Google Search Omni Integrated Search-\$5,000 Annual License. \$1,500 One-time setup	Help your users find the content they want by controlling and customizing searches on your website.
Campus Map Annual Lincense: \$6,000 Map creation: To be scoped.	A turnkey and completely customizable map that creates a virtual tour of your campus. Interactive Campus Map Platform: Optional map illustrations (2D Vector, 3D Vector, 3D Raster, 3D Sketches) Examples: College of DuPage D'Youville College Ouachita Baptist University
Hosting of the Production Web Server \$7500 Annual \$700 One-time setup	Fully managed production web server hosting with 99.95% up-time guarantee including full access to webs servers. 24/7 Support.
Modern Campus Pathways \$7,999 Annual	Go above and beyond program finders and pathways and bring in career data including salaries, labor market data, and more. Community College of Rhode Island Central Oregon Community College Mission College
Lift and Shift Design Services \$200/hour Estimate between 62-82 hours.	Converting 10 - 15 client provided webpage templates into flat HTML/CSS/JS. Affected pages will not be redesigned but may be converted into new framework with some minor design changes to accommodate new framework. Customer provided code will serve as a template for all other pages. Utilize common redesign Omni CMS site template files (header, footer, style.css, etc...) <ul style="list-style-type: none"> 1-2 rounds of review and revision.

*All prices guaranteed for 90-days.

Omni CMS Implementation and Migration Pricing

Implementation Guided Tiers	Small	Medium	Large
Standard Static Page Layouts:			
Homepage	Yes	Yes	Yes
Interior Page			
Additional Basic Page Layouts	1	3	5
Basic Design Elements (maximum)	10	14	18
Advanced Design Elements (maximum)	6	7	8
Standard Pages (based on Interior Page layout)			
Search Results Page			
A-Z Index Page	Yes	Yes	Yes
Sitemap Page			
404 Page			
Installation of Data Management Core (DMC) with outputs for:	Yes	Yes	Yes
Newsroom			
Newsroom Homepage			

News Listing Page			
News Article/Detail Page			
Faculty Section (No 3rd party integration)			
Faculty Listing Page			
Faculty Profile Page			
Program Finder (No 3rd party integration)			
Program Listing Page			
Program Detail Page			
Notification Bar (Alert)	Yes	Yes	Yes
Implementation Fee	\$20,000	\$40,000	\$60,000

Content Migration

Our Professional Services team converts your existing website content for use within Omni CMS.

Services include configuration of automated migration scripts/tool, processing of customer-provided content, upload to Omni CMS, and final QA based on customer feedback/collaboration.

Migration Options	Description	Price
Small Migration	Content Load Site for content rewrites, or Shell Site to create initial pages ready to accept content.	\$3,000
Medium Migration	Scripted migration from a single customer-provided data source, such as an XML data export, or from a screen scrape with up to 4 targeted screen layouts. Includes migration from existing news feed to Omni CMS tags. Includes optional migration of binary files (images, pdfs, etc.) that are targetable on existing pages.	\$15,000
Large Migration	Scripted Migration from a screen scrape with 5 or more targeted screen layouts from one or multiple sites. Includes migration from existing news feed to Omni CMS tags. Includes optional migration of binary files (images, pdfs, etc.) that are targetable on existing pages.	\$30,000
Self-Service Migration	Self-service includes content rewrites, manual migration (copy/paste of existing content into Omni CMS), or customer uses Omni CMS's public GitHub code for migration. Customer populates all pages with data.	\$0

The Basic Customer Success Package includes the following:

Omni CMS Platform Support

CMS platform assistance related to the Omni CMS application and modules, including education on using the platform and implementation-specific questions.* This includes software updates and upgrades to the Omni CMS platform. Submit unlimited tickets to our award-winning support team via phone, email, or web form, Monday – Friday, 6:00AM – 6:00PM PT (excluding major holidays).

**E.g., How do I add a user to a group? How do I run a report? How do I see who made changes to a page? How do I create a snippet? How do I archive my RSS data from last year? How do I see my form submission data?*

2 Designated Support Users

Designated Support Users are users who are trained by Modern Campus and are able to contact Support to request CMS administrative changes on behalf of your institution.

Access to Online Support Site, Video Library, and Learning Management System (LMS)

Extensive online informational resources, including archived monthly training sessions, reference guides, video tutorials, step-by-step instructions, and access to the Omni CMS LMS where you can take refresher courses and learn new skills through self-paced online training.

Membership in the Omni CMS Community Network

Engage with your peers and Modern Campus employees in our online community. Submit ideas, collaborate with expert users, share best practices, and learn new skills.

Omni CMS Design Library

Modern Campus USA is offering Sauk Valley Community College (SVCF) a theme from the Omni CMS Design Library. Once selected, SVCF will work with our design consultant to communicate the style/branding choices for the design. Once complete, the design will be approved by SVCF and delivered to Modern Campus USA Professional Services team for implementation within Omni CMS.

Summary

The Omni CMS Design Library is based on a pre-made template. You have three different templates from which to choose:

- <https://designs-layout4.oudemo.com/>
- <https://designs-layout5.oudemo.com/>
- <https://designs-layout6.oudemo.com/>

You may change the styling of elements through cascading style sheets (CSS) such as colors, fonts, and sizing, but not the structure of the templates. Any changes in structure will result in added costs.

Project Scope

This SOW covers the following activities and deliverables.

Page types include:

- Home page
- Interior page (2-column/Full-width)
- News Home page (with featured article, news/event list)
- News listing page
- News article page
- Faculty listing page (Sortable data Table)
- Faculty profile page
- Omni CMS Calendar page
- Pattern Library of design elements which can be used, without modification, as snippets and components throughout site to facilitate editing content of complex design elements including accordions, tabs, 2, 3, & 4 columns for content layout
- Up to five (5) alterations to snippets and components provided by a pattern library.
- 404/Alert/Cookie Notification page

Browser Testing & Responsive Design: We will test the site to make sure it works with modern desktop web browsers. Browser compatibility is only supported by the last two versions of the latest browsers. The sites are mobile friendly and use the framework Bootstrap.

Deliverables: HTML/CSS/JavaScript (ADA/W3C compliant, WCAG 2.1 (Level AA) for elements listed above. Modern Campus USA will be responsible for incorporating these into Omni CMS.

Estimated Completion Date

2-4 weeks from the project start date. Date is also dependent upon timeliness of approvals.

Out of Scope

- Additional HTML templates and modules: If additional templates, components, or modules are required, Modern Campus USA will assess Scope and cost.
- Change of templates: After SVCF's delivery of the approved template, any changes to the template will result in additional work and cost and may impact the Project Timeline.
- Services not listed in this Statement of Work (SOW) are considered outside the Scope of this Project. Topics outside of the basic functionality of the Omni CMS system are considered out of Scope and will not be included.
- Training of SVCF on the use of Omni CMS is outside the scope of the Project.

April 26, 2023

Dave Habben
Sauk Valley Community College
Director of Infrastructure

Dave,

This letter confirms that Modern Campus is the unique creator, developer, sole distributor, and sole source for Omni CMS, Omni CMS modules, and Omni CMS support.

Modern Campus, the leading web content management system (CMS) for higher education and the industry's only "student first" modern learner engagement platform. Our reliability and efficiency also make us the CMS of choice at other Illinois institutions, including Rock Valley College, Illinois Valley Community College, College of DuPage, University of Chicago, and Chicago State University.

Like all Modern Campus customers, Sauk Valley College will benefit from our strong foundation of customer service excellence, higher ed best practices, and continual product enhancements to improve the user experience and present our customers with agile, connected, and innovative solutions.

Specifically, Sauk Valley College can rely on the Modern Campus Omni CMS to drive enrollment and revenue growth and power digital engagement through these unique features.

Unparalleled Personalization and Targeted Content Tools

- Built-In Personalization based on website visitor behavior such as Pages Visited, and How Many Times they have visited the sites in general
- Personalization tools that enable targeting by geolocation
- The ability to integrate Omni CMS with your CRM system to personalize content based on almost any attribute, such as but not limited to GPA, test scores, major of interest, high school graduation year

Easy Editing and Content Creation for Technical and non-Technical Users Alike

- Low-code template creation with Melody tool, using drag and drop functionality and a library of pre-built dynamic elements
- Built-in system checks for broken webpage links, spelling, code validity, and accessibility
- Version control for reviewing or reverting a single file or entire website to previous state

Extensible via modules, integrations with other Modern Campus products, and APIs

- Dynamic career and program explorer with a pathways approach to education delivery
- Built-In integration with other Modern Campus products (Acalog, Presence, Destiny One, NuCloud, Signal Vine)
- Customization through well-documented API (application programming interface)
- Personalized support for email, social engagement, and brand consistency through the student journey
- Integration with Google Analytics and social media services
- Export of all staging server files as ZIP compressed archives
- Management of hidden system files on staging server
- Built-In integrated calendar tool that allows multiple calendars in one view, with customizable look and feel. Presence integration included.

Controls and Workflows ensure web content quality and easy administration

- Built-in system checks for broken webpage links, spelling, code validity, and accessibility
- Multi-user system with unlimited user accounts and multiple site administrators, and unlimited users for managing, editing, and publishing web page content
- Custom user roles and access permissions
- Custom user groups with ability to inherit directory access and permissions for child directories
- Built-in workflows for page editing and publishing with approvers
- Custom system reports
- User activity and system interactions all logged on per-user basis
- Custom logging of system access, saving, and publishing
- Scheduling of web page publishing and subsequent expiration of web page

Technical Flexibility

- Unlimited websites and subdomains
- Server-side technologies independent from the CMS
- SaaS hosting with a remote staging server and on-campus production server
- Support for HTML-, PHP-, ASPX-, and CFM-rendered web page types
- No MySQL, PHP, or Microsoft .NET dependencies for web page templates within CMS
- XSL/XSLT using Saxon 3.0 for webpage templates
- Multi-page output using XSL transformation or XSL-FO for HTML, XHTML, XML, PDF, CSV, and JSON file types
- Custom namespaces in XML/XSL files for direct targeting of nodes through XPATH
- Distributed infrastructure
- Content separate from design

- WebDAV access to the remote staging server
- Single-sign on (SSO) support for CAS, LDAP, and SAML

High touch product support, and access to a network of higher education professionals

- Unlimited support tickets and dedicated support agent
- Annual users conference that provides access to and ability to collaborate with higher education professionals across numerous specialty domains – including but not limited to CIO/CTOs, CMOs, web developers, Registrars, Student Affairs professionals, etc.

Modern Campus is the sole provider of Omni CMS software and associated services and as such, the system cannot be obtained at a lower price than what is directly offered. Additionally, alternative CMS suppliers include standard core features based on proprietary programming. This does not allow for customization, personalization, and digital engagement capabilities needed by Sauk Valley College.

We look forward to providing you and your users with an exceptional CMS experience.

Sincerely,

Gregg Ward
Regional Director
(385)375-0946
Modern Campus USA, Inc.