higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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Specification for Company Profile and Website Development

1. Project Overview

- **Purpose**: Design and develop a responsive, user-friendly website for Ehlanzeni TVET College to effectively communicate information about courses, campuses, admissions, e-learning platforms, and student support services.
- **Background**: Ehlanzeni TVET College aims to enhance its digital presence to facilitate better engagement with prospective and current students, faculty, and stakeholders.

2. Scope of Work

- **Website Design and Development**: Design and develop a fully responsive website that ensures optimal user experience across desktops, tablets, and smartphones. The design should be modern, visually appealing, and reflective of Ehlanzeni TVET College 's brand identity. An intuitive navigation structure is essential to facilitate easy access to information.
- **Content Management System (CMS)**: Implement a robust and user-friendly CMS, such as WordPress or Joomla, enabling authorized staff to perform content updates and management efficiently without requiring advanced technical skills.
- **Online Application System**: Integrate with existing online application portal that allows prospective students to submit applications, upload necessary documents, and track their application status.
- **E-Learning Integration**: Integrate the website with the existing Moodle-based e-learning platform to provide students with seamless access to online learning resources. This integration should support single sign-on (SSO) for ease of use and ensure compatibility with various multimedia content formats.
- **Search Engine Optimization (SEO)**: Implement comprehensive SEO strategies to enhance the website's visibility on search engines. This includes conducting thorough keyword research, optimizing on-page elements, creating high-quality content, and integrating tools like Google Analytics and Google Search Console for performance monitoring and continuous improvement.
- **Social Media Management**: Develop and execute a cohesive social media strategy to manage [Your Institution's Name]'s presence on platforms such as Facebook, Twitter, and Instagram. This involves content creation, scheduling regular posts, engaging with the audience, monitoring account activity, managing the institution's online reputation, and providing comprehensive monthly performance reports.
- **Graphic Design**: Offer professional graphic design services to produce high-quality visuals for various mediums, including web graphics, video productions, infographics, presentations, posters, flyers, and social media content. These designs should align with the institution's branding guidelines and effectively communicate key messages to the target audience.

- **Content Copywriting**: Provide engaging, informative, and accurate content for the website and associated digital platforms. This includes writing and editing text for web pages, news articles, blog posts, and social media updates, ensuring consistency in tone and adherence to the institution's communication standards.
- **Hosting and Maintenance**: Provide secure and reliable hosting services for the website and email systems, ensuring high availability and performance. Regular maintenance tasks should include software updates, security patches, data backups, and proactive monitoring to identify and resolve issues promptly.
- **Training and Support**: Conduct comprehensive training sessions for designated staff members on website management, content updates, and e-learning platform administration. Offer ongoing technical support to address any issues, provide guidance, and implement enhancements as needed to ensure the website remains effective and up-to-date.

3. Functional Requirements

- **User Registration and Authentication**: Implement secure user registration and login functionalities for students, faculty, and staff.
- **Search Functionality**: Develop a robust search feature to help users find information quickly.
- **Multimedia Support**: Ensure the website can host images, videos, and downloadable documents.
- **Accessibility Compliance**: Design the website to comply with Web Content Accessibility Guidelines (WCAG) to cater to users with disabilities.
- **Browser and Device Compatibility**: Ensure compatibility with the latest versions of major browsers (Chrome, Firefox, Safari, Edge) and optimization for various devices, including desktops, tablets, and smartphones.

4. Technical Requirements

- **Hosting**: Provide secure and reliable hosting with SSL certification to ensure data protection.
- **Security**: Implement measures to protect against common vulnerabilities, ensuring compliance with data protection regulations.
- **Performance Optimization**: Optimize website speed and performance for an enhanced user experience.

5. Deliverables

- Fully functional, responsive website with all specified features and integrations.
- Comprehensive documentation, including user manuals and technical guides.
- Training sessions for staff on website management and e-learning platforms.
- Ongoing maintenance and support services as specified.

6. Timeline

- **Period to for:** Requirement gathering and finalizing specifications.
- **Period to for:** Design phase – wireframes and mockups.
- **Period to for:** Development phase – coding and CMS integration.
- **Period to for:** Testing phase – functionality, performance, and security testing.

- **Period to for:** Deployment and launch.

8. Budget

- Provide a detailed breakdown of costs, including design, development, hosting, maintenance, and any third-party integrations.

9. Evaluation Criteria

To ensure the selection of a service provider that aligns with [Your Institution's Name]'s goals and requirements, proposals will be evaluated based on the following criteria:

- **Experience and Expertise**: Demonstrated experience in developing websites for educational institutions, with a portfolio showcasing relevant projects.
- **Technical Proficiency**: Proven expertise in the required technologies and platforms, including CMS implementation, e-learning integration, and SEO strategies.
- **Project Approach and Methodology**: Clarity and effectiveness of the proposed approach, including project management methodologies, timelines, and deliverables.
- **Creativity and Innovation**: Ability to deliver creative solutions that enhance user engagement and reflect the institution's brand identity.
- **Cost-effectiveness**: Comprehensive cost proposal that aligns with the project's scope and budget considerations.
- **Support and Maintenance**: Quality of post-launch support and maintenance services, including responsiveness and availability.
- **References and Client Feedback**: Positive testimonials and references from previous clients, particularly within the education sector.

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Mr EM Mbuyane
Principal