

AMENDMENT NO. 6

WHEREAS, Suffolk Community College Association, Inc. ("Association") and CD Advantage, Inc. d/b/a Advantage Design Group ("Contractor") entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services ("**Services**"); and

WHEREAS, the parties executed Amendment No. 1 through Amendment No. 5 to the Agreement which extended the term thereof to June 17, 2021, and

WHEREAS, the parties desire to further extend the Agreement for an additional one (1) year and amend certain provisions thereof.

NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The term of the Agreement shall be extended for the period beginning **June 18, 2021 through June 17, 2022.**
- 2) Commencing June 18, 2022, the Agreement shall **automatically renew** for additional one (1) year periods unless terminated in accordance with the provisions contained in the Agreement at paragraph 2 ("Term and Termination").
- 3) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

**CD Advantage, Inc. d/b/a
Advantage Design Group**
FID # 59-3557392

By: _____

Jonathan S. Swingle
Jonathan S. Swingle
CEO

Date: 5/20/2021

Suffolk Community College Association, Inc.

By: _____

Paul M. Beaudin
Paul Beaudin, Ph.D.
Vice President for Academic and Student
Affairs

Date: _____

5/21/2021

**Approved as to Legality:
Suffolk County Community College**

By: _____

Alicia S. O'Connor
Alicia S. O'Connor
College Deputy General Counsel

Date: 05/20/2021

AMENDMENT NO. 5

WHEREAS, Suffolk Community College Association, Inc. ("Association") and CD Advantage, Inc. d/b/a Advantage Design Group ("Contractor") entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services ("Services"); and

WHEREAS, on August 4, 2016, the parties executed Amendment No. 1 to the Agreement which extended the term thereof to June 17, 2017, and

WHEREAS, on June 27, 2017, the parties executed Amendment No. 2 to the Agreement which extended the term thereof to June 17, 2018, and

WHEREAS, on July 25, 2018, the parties executed Amendment No. 3 to the Agreement which extended the term thereof to June 17, 2019, and

WHEREAS, on July 15, 2019, the parties executed Amendment No. 4 to the Agreement which extended the term thereof to June 17, 2020, and

WHEREAS, the Association desires to further extend the Agreement for an additional one (1) year upon the same terms, conditions and cost as the original Agreement.


NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:


- 1) The term of the Agreement shall be extended for the period beginning **June 18, 2020 through June 17, 2021**; and
- 2) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

CD Advantage, Inc. d/b/a
Advantage Design Group
FID # 59-3557392

Suffolk Community College Association, Inc.


By: 
Jonathan S. Swingle
CEO

By: 
Dr. Christopher J. Adams
Vice President for Student Affairs

Date: 6-19-20

Date: 6/29/2020

Approved as to Legality:
Suffolk County Community College

By: 
Alicia S. O'Connor
College Deputy General Counsel

Date: 06/19/2020

AMENDMENT NO. 4

WHEREAS, Suffolk Community College Association, Inc. ("Association") and CD Advantage, Inc. d/b/a Advantage Design Group ("Contractor") entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services ("Services"); and

WHEREAS, on August 4, 2016, the parties executed Amendment No. 1 to the Agreement which extended the term thereof to June 17, 2017, and

WHEREAS, on June 27, 2017, the parties executed Amendment No. 2 to the Agreement which extended the term thereof to June 17, 2018, and

WHEREAS, on July 25, 2018, the parties executed Amendment No. 3 to the Agreement which extended the term thereof to June 17, 2019, and

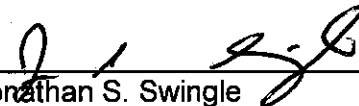
WHEREAS, the College desires to further extend the term of the Agreement for one (1) year upon the same terms, conditions and cost as the original Agreement.

NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The Agreement shall be extended for one (1) year beginning **June 18, 2019 through June 17, 2020;**
- 2) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

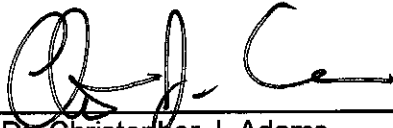
IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

**CD Advantage, Inc. d/b/a
Advantage Design Group**

By: 
Jonathan S. Swingle
CEO

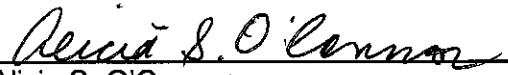
Date: 6-26-19

Suffolk Community College Association, Inc.

By: 
Dr. Christopher J. Adams
Vice President for Student Affairs

Date: 7/15/19

Approved as to Legality:

By: 
Alicia S. O'Connor
College Deputy General Counsel

Date: 7/2/19

AMENDMENT NO. 3

WHEREAS, Suffolk Community College Association, Inc. (“Association”) and CD Advantage, Inc. d/b/a Advantage Design Group (“Contractor”) entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services (“Services”); and

WHEREAS, on August 4, 2016, the parties executed Amendment No. 1 to the Agreement which extended the term thereof to June 17, 2017, and

WHEREAS, on June 27, 2017, the parties executed Amendment No. 2 to the Agreement which extended the term thereof to June 17, 2018, and

WHEREAS, the College desires to further extend the term of the Agreement for one (1) year upon the same terms, conditions and cost as the original Agreement.

NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The Agreement shall be extended for one (1) year beginning **June 18, 2018 through June 17, 2019**;
- 2) The certificate of liability insurance to be provided to the College, as required by paragraph 4 of the Agreement, shall make reference to the above-indicated Contract No. and Project Name;

3) **College’s Non-Discrimination Notice**

Suffolk County Community College does not discriminate on the basis of race, color, religion, creed, sex, age, marital status, gender identity or expression, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, equal pay compensation-sex, national origin, military or veteran status, domestic violence victim status, criminal conviction or disability in its admissions, programs and activities, or employment. This applies to all employees, students, applicants or other members of the College community (including, but not limited to, vendors and visitors). Grievance procedures are available to interested persons by contacting either of the Civil Rights Compliance Officers/Coordinators listed below and are located at www.sunysuffolk.edu/nondiscrimination. Retaliation against a person who files a complaint, serves as a witness, or assists or participates in the investigation of a complaint in any manner is strictly prohibited.

The following persons have been designated to handle inquiries regarding the College’s non-discrimination policies:

Civil Rights Compliance Officers:

Christina Vargas
Chief Diversity Officer/Title IX Coordinator
Ammerman Campus, NFL Bldg., Suite 230
533 College Road, Selden, New York 11784
vargasc@sunysuffolk.edu
(631) 451-4950

or

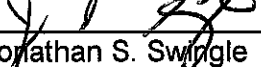
Dionne Walker-Belgrave
Affirmative Action Officer/Deputy Title IX Coordinator
Ammerman Campus, NFL Bldg., Suite 230
533 College Road, Selden, New York 11784
walkerd@sunysuffolk.edu
(631) 451-4051;

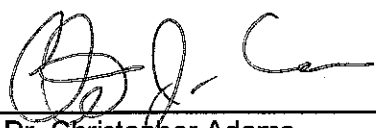
4. All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

CD Advantage, Inc. d/b/a Advantage Design Group

Suffolk Community College Association, Inc.

By: 
Jonathan S. Swingle
CEO

By: 
Dr. Christopher Adams
Vice President of Student Affairs

Date: 7/16/18

Date: 7/24/18

Approved as to Legality:

By: 
Louis J. Petrizzo
College General Counsel/Executive V.P.

Date: 07/25/18

AMENDMENT NO. 2

WHEREAS, Suffolk Community College Association, Inc. ("**Association**") and CD Advantage, Inc. d/b/a Advantage Design Group ("**Contractor**") entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services ("**Services**"); and

WHEREAS, on August 4, 2016, the parties executed Amendment No. 1 to the Agreement which extended the term thereof to June 17, 2017, and

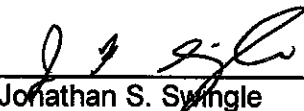
WHEREAS, the College desires to further extend the term of the Agreement for one (1) year upon the same terms, conditions and cost as the original Agreement.

NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The Agreement shall be renewed for one (1) year beginning **June 18, 2017 through June 17, 2018**;
- 2) All other terms and conditions of the original Agreement not inconsistent herewith shall remain in full force and effect.

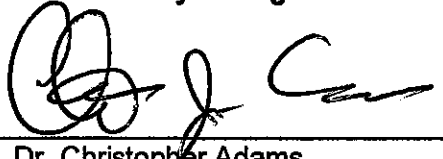
IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

**CD Advantage, Inc. d/b/a
Advantage Design Group
FID # 59-3557392**

By: 
Jonathan S. Swingle
CEO

Date: 6-21-17

Suffolk Community College Association, Inc.

By: 
Dr. Christopher Adams
Vice President for Student Affairs

Date: 6/27/17

Approved as to Legality:

By: 
Louis J. Petruzzo
College General Counsel

Date: 06/23/17

AMENDMENT NO. 1

WHEREAS, Suffolk Community College Association, Inc. ("Association") and CD Advantage, Inc. d/b/a Advantage Design Group ("Contractor") entered into an Agreement on June 29, 2015 wherein Contractor agreed to provide and implement a virtual orientation program, together with associated consulting services ("Services"); and

WHEREAS, the Association desires to extend the Agreement for one (1) year upon the same terms, conditions and cost as the original Agreement.


NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:

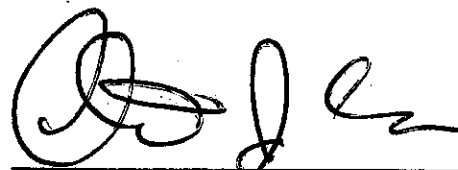
- 1) The Agreement shall be extended for one (1) year beginning June 18, 2016 through June 17, 2017;
- 2) All other terms and conditions of the original Agreement not inconsistent herewith shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.

CD Advantage, Inc. d/b/a Advantage Design Group

Suffolk Community College Association, Inc.

By: 
Jonathan S. Swingle
CEO

By: 
Dr. Christopher Adams
Vice President of Student Affairs

Date: 7/28/16

Date: 8/3/16

Approved as to Legality:

By: 
Louis J. Petrizzo
College General Counsel

Date: 08/04/16

Agreement

This Agreement (Agreement) is between **Suffolk Community College Association, Inc. ("Association")**, a domestic not-for-profit corporation having its principal office at 533 College Road, Selden, New York 11784-2899 and

CD Advantage, Inc. d/b/a Advantage Design Group ("Contractor"), a Florida corporation having its principal place of business at 141 Hilden Road, Suite 203, Ponte Vedra, Florida 32081.

The parties hereto desire to have Contractor provide and implement a virtual orientation program, together with associated consulting services ("Services").

Term of Agreement: June 18, 2015 through June 17, 2016 with four (4) one-year options to renew at the sole discretion of the Association.

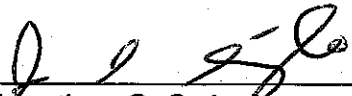
Total Cost of Agreement: Shall not exceed amounts as set forth in Exhibit E, attached.

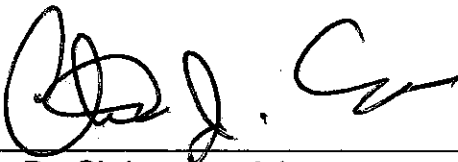
Terms and Conditions: Shall be as set forth in Exhibits A through E attached hereto and made a part hereof.

In Witness Whereof, the parties hereto have executed this Agreement as of the latest date written below.

CD Advantage, Inc. d/b/a Advantage Design Group

Suffolk Community College Association, Inc.

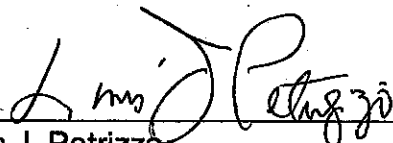
By: 
Jonathan S. Swingle
CEO

By: 
Dr. Christopher Adams
Vice President of Student Affairs

Date: 6/19/15

Date: 6/25/15

Approved as to Legality:

By: 
Louis J. Petrizzo
College General Counsel

Date: 06/29/15

List of Exhibits

**Exhibit A
General Terms and Conditions**

1. Contractor Responsibilities
2. Term and Termination
3. Indemnification
4. Insurance
5. Independent Contractor
6. Severability
7. Merger; No Oral Changes
8. Set-Off Rights
9. Non-discrimination in Services
10. Nonsectarian Declaration
11. Governing Law
12. No Implied Waiver
13. Conflicts of Interest
14. Cooperation on Claims
15. Confidentiality
16. Assignment and Subcontracting
17. No Intended Third Party Beneficiaries
18. Certification as to Relationships
19. Publications and Publicity
20. Copyrights and Patents

**Exhibit B
Suffolk County Legislative Requirements**

1. Contractor's/Vendor's Public Disclosure Statement
2. Living Wage Law
3. Use of County Resources to Interfere with Collective Bargaining Activities
Local Law No. 26-2003
4. Lawful Hiring of Employees Law
5. Gratuities
6. Prohibition Against Contracting with Corporations that Reincorporate Overseas
7. Child Sexual Abuse Reporting Policy
8. Non Responsible Bidder
9. Use of Funds in Prosecution of Civil Actions Prohibited
10. Suffolk County Local Laws

**Exhibit C
Notices and Contact Persons**

1. Notices Relating to Payments, Reports, Insurance or Other Submissions
2. Notices Relating to Termination and/or Litigation

**Exhibit D
Description of Services**

**Exhibit E
Payment Terms and Conditions**

1. General Payment Terms
2. Limit of Association's Obligations
3. Specific Payment Terms and Conditions

**Exhibit F
Request for Proposals**

**Exhibit G
Association Resolution 2015.A9**

Exhibit A
General Terms and Conditions

Whereas, a Request for Proposals ("RFP") for Services was issued on April 30, 2015 (See, Exhibit F); and

Whereas, Contractor submitted a proposal in response to such RFP on May 21, 2015; and

Whereas, by a Resolution dated June 18, 2015, the Board of Directors of the Association has authorized the Contractor to provide the services as set forth herein (See, Exhibit G); and

Now therefore, in consideration of the mutual provisions and covenants hereafter set forth, the parties hereto agree as follows:

1. Contractor Responsibilities

a. Services

Contractor shall provide the Services described in Exhibit D, entitled "Description of Services."

b. Qualifications and Licenses

To the extent applicable, Contractor specifically represents and warrants that it has and shall possess, and that, to the extent applicable, its employees, agents and subcontractors have and shall possess, the required education, knowledge, experience and character necessary to qualify them individually for the particular duties they perform and that Contractor has and shall have, and, to the extent applicable, its employees, agents and subcontractors have and shall have, all required authorizations, certificates, certifications, registrations, licenses, permits or other approvals required by the State, County or other authorities for the Services provided.

2. Term and Termination

a. Term

This Agreement shall cover the period set forth on page one of this Agreement, unless sooner terminated as provided below. Upon receipt of a Termination Notice, as that term is defined below, Contractor shall promptly discontinue all Services affected, unless otherwise directed by the Termination Notice.

b. Option Periods

i. This Agreement may be renewed, at the option of the Association for four (4) additional one-year terms.

- ii. The Association may exercise its options by written notice to the Contractor not later than two months prior to the expiration of the term.
- iii. Written notice of the Association's intent to exercise any option under this Agreement may be in the form of a letter issued by the Association and countersigned by Contractor.

c. Termination for Cause

- i. A failure to maintain the amount and types of insurance required by this Agreement may result in immediate termination of this Agreement, in the sole discretion of the Association.
- ii. Failure to comply with federal, state or local laws, rules, regulations, or Association or College or County of Suffolk policies or directives, may result in immediate termination of this Agreement, in the sole discretion of the Association.
- iii. If Contractor becomes bankrupt or insolvent or falsifies its records or reports, or misuses its funds from whatever source, the Association may terminate this Agreement in whole or in part, effective immediately, or, at its option, effective at a later date specified in the notice of such termination to Contractor.
- iv. In the event of a failure on the part of Contractor to observe any of the other terms and conditions of this Agreement, this Agreement may be terminated in whole or in part in writing by the Association provided that no such termination shall be effective unless Contractor is given five (5) calendar days' (or longer, at the Association's option) written notice of intent to terminate ("Notice of Intent to Terminate"), delivered in accordance with the Exhibit entitled "Notices and Contact Persons." During such five (5) day period, (or longer, at the Association's option) Contractor will be given an opportunity for consultation with the Association and an opportunity to cure all failures of its obligations prior to termination by the Association. In the event that Contractor has not cured all its failures to fulfill its obligations to the satisfaction of the Association by the end of the (5) day period (or longer, at the Association's option), the Association may issue a written termination notice ("Termination Notice"), effective immediately.

d. Termination for Emergencies

An emergency or other condition involving possible loss of life, threat to health and safety, destruction of property or other condition deemed to be dangerous, in the sole discretion of the Association, may result in immediate termination of this Agreement, in whole or in part.

e. Termination for Convenience

The Association shall have the right to terminate this Agreement at any time and for any reason deemed to be in its best interest, provided that no such termination shall be effective unless Contractor is given thirty (30) calendar days' prior written notice termination notice ("Termination Notice"). In such event of termination, the Association shall pay Contractor for the services rendered through the date of termination.

f. Payments upon Termination

- i.** Upon receiving a Termination Notice, Contractor shall promptly discontinue all services affected unless otherwise directed by the Termination Notice.
- ii.** The Association shall be released from any and all responsibilities and obligations arising from the services provided in accordance with by this Agreement, effective as of the date of termination, but the Association shall be responsible for payment of all claims for services provided and costs incurred by Contractor prior to termination of this Agreement, that are pursuant to, and after Contractor's compliance with, the terms and conditions of this Agreement.
- iii.** Upon termination, Contractor agrees to promptly reimburse to the Association the balance of any funds advanced to Contractor by the Association. Upon termination, any funds paid to Contractor by the Association which were used by Contractor in a manner that failed to comply with the terms and conditions of this Agreement must be promptly reimbursed. If there is no response or if satisfactory repayments are not made, the Association may recoup such payments from any amounts due or becoming due to Contractor from the Association under this Agreement or otherwise. The provisions of this subparagraph shall survive the expiration or termination of the Agreement.

3. Indemnification

a. General

Contractor agrees that it shall protect, indemnify and hold harmless the Association and/or Suffolk County Community College and/or County of Suffolk and their officers, officials, employees, contractors, agents and other persons from and against all liabilities, fines, penalties, actions, damages, claims, demands, judgments, losses, costs, expenses, suits or actions and reasonable attorneys' fees, arising out of the acts or omissions or the negligence of Contractor in connection with the services described or referred to in this Agreement. Contractor shall defend the Association and /or County and their officers, officials, employees, contractors, agents and other persons in any suit, including appeals, or at the Association and /or County's option, pay reasonable attorney's fees for defense of any such suit arising out of the acts or omissions or negligence of Contractor, its officers, officials, employees, subcontractors or agents, if any, in connection with the services described or referred to in this Agreement.

b. Federal Copyright Act

Contractor hereby represents and warrants that it will not infringe upon any copyrighted work or material in accordance with the Federal Copyright Act during the performance of this Contract. Furthermore, Contractor agrees that it shall protect, indemnify and hold harmless the Association and/or County and their officers, officials, employees, contractors, agents and other persons from and against all liabilities, fines, penalties, actions, damages, claims, demands, judgments, losses, costs, expenses, suits or actions and reasonable attorney's fees, arising out of the acts or omissions or the negligence of Contractor in connection with the services described or referred to in this Agreement. Contractor shall defend the Association and/or County and their officers, officials, employees, contractors, agents and other persons in any suit, including appeals, or, at the Association and/or County's option, pay reasonable attorney's fees for defense of any such suit arising out of the acts or omissions or negligence of Contractor, its officers, officials, employees, subcontractors, lessees, licensees, invitees or agents, if any, in connection with the services described or referred to in this Agreement.

4. Insurance

- a.** Contractor agrees to procure, pay the entire premium for and maintain throughout the term of this Agreement, insurance in amounts and types specified by the Association and/or the County and as may be mandated and increased from time to time. Contractor agrees to require that all of its subcontractors, in connection with work performed for Contractor related to this Agreement, procure, pay the entire premium for and maintain throughout the term of this Agreement insurance in amounts and types equal to that specified by the Association and/or the County for Contractor. Unless otherwise specified by the Association and/or the County and agreed to by Contractor, in writing, such insurance shall be as follows:
- i. Commercial General Liability** insurance, including contractual liability coverage, in an amount not less than Two Million Dollars (\$2,000,000.00) per occurrence for bodily injury and Two Million Dollars (\$2,000,000.00) per occurrence for property damage.
 - ii. Automobile Liability** insurance (if any vehicles are used by the Contractor in the performance of this Agreement) in an amount not less than Five Hundred Thousand Dollars (\$500,000.00) per person, per accident, for bodily injury and not less than One Hundred Thousand Dollars (\$100,000.00) for property damage per occurrence.
 - iii. Worker's Compensation and Employer's Liability** insurance in compliance with all applicable New York State laws and regulations and **Disability Benefits** insurance, if required by law. Contractor shall furnish to the Association, prior to its execution of this Agreement, the documentation required by the State of New York Workers' Compensation Board of coverage or exemption from coverage pursuant to §§57 and 220 of the Workers' Compensation Law. In accordance

with General Municipal Law §108, this Agreement shall be void and of no effect unless the Contractor shall provide and maintain coverage during the term of this Agreement for the benefit of such employees as are required to be covered by the provisions of the Workers' Compensation Law.

- iv. **Professional Liability** insurance in an amount not less than Two Million Dollars (\$2,000,000.00) on either a per occurrence or claims made coverage basis.
- b. All policies providing such coverage shall be issued by insurance companies with an A.M. Best rating of A- or better.
- c. Contractor shall furnish to the Association Declaration Pages for each such policy of insurance and upon request, a true and certified original copy of each such policy, evidencing compliance with the aforesaid insurance requirements. In the case of commercial general liability insurance, the Association and the County of Suffolk shall be named as additional insureds and Contractor shall furnish a Declaration Page and endorsement page evidencing the Association and the County's status as additional insureds on the policy.
- d. Any such Declaration Page, certificate of insurance, policy, endorsement page or other evidence of insurance supplied to the Association shall provide for the Association and the County of Suffolk to be notified in writing thirty (30) days prior to any cancellation, nonrenewal or material change in the policies. Such Declaration Page, certificate of insurance, policy, endorsement page, other evidence of insurance and any notice of nonrenewal or material change shall be mailed to the Association and the County at the addresses set forth in this Agreement in the exhibit entitled "Notices and Contact Persons" or at such other address of which the Association and/or the County shall have given Contractor notice in writing.
- e. In the event Contractor shall fail to provide the Declaration Page, certificate of insurance, policy, endorsement page or other evidence of insurance, or fails to maintain any insurance required by this Agreement, the Association and/or the County may, but shall not be required to, obtain such policies and deduct the cost thereof from payments due Contractor under this Agreement or any other agreement between the Association and/or the County and Contractor.

5. Independent Contractor

It is expressly agreed that Contractor's status hereunder is that of an independent contractor. Neither Contractor, nor any person hired by Contractor shall be considered employees of the Association and/or the County for any purpose.

6. Severability

It is expressly agreed that if any term or provision of this Agreement, or the application thereof to any person or circumstance, shall be held invalid or unenforceable to any extent, the remainder of this Agreement, or the application of such term or provision to persons or

circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and every other term and provision of this Agreement shall be valid and shall be enforced to the fullest extent permitted by law.

7. Merger; No Oral Changes

It is expressly agreed that this Agreement represents the entire agreement of the parties and that all previous understandings are merged in this Agreement. No modification of this Agreement shall be valid unless written in the form of an Amendment and executed by both parties.

8. Set-Off Rights

The Association and/or the County shall have all of its common law, equitable, and statutory rights of set-off. These rights shall include, but not be limited to, the Association and/or the County's option to withhold, for the purposes of set-off, any moneys due to Contractor under this contract up to any amounts due and owing to the Association and/or County with regard to this contract and/or any other contract with the Association or any County department or agency, including any contract for a term commencing prior to the term of this contract, plus any amounts due and owing to the Association and/or the County for any other reason including, without limitation, tax delinquencies, fee delinquencies or monetary penalties relative thereto. The Association and/or the County shall exercise its set-off rights in accordance with normal Association and County practices including, in cases of set-off pursuant to an audit, the finalization of such audit by the Association and/or the County, their representatives, or the County Comptroller, and only after legal consultation with the Association General Counsel and County Attorney.

9. Non-discrimination in Services

During the performance of this Agreement:

- a. The Contractor shall not, on the grounds of race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status:
 - i. deny any individual any services or other benefits provided pursuant to this Agreement; or
 - ii. provide any services or other benefits to an individual that are different, or are provided in a different manner, from those provided to others pursuant to this Agreement; or
 - iii. subject an individual to segregation or separate treatment in any matter related to the individual's receipt of any service(s) or other benefits provided pursuant to this Agreement; or
 - iv. restrict an individual in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any services or other benefits provided pursuant to this Agreement; or

- v. treat an individual differently from others in determining whether or not the individual satisfies any eligibility or other requirements or condition which individuals must meet in order to receive any aid, care, service(s) or other benefits provided pursuant to this Agreement.
- b. Contractor shall not utilize criteria or methods of administration which have the effect of subjecting individuals to discrimination because of their race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status, or have the effect of defeating or substantially impairing accomplishment of the objectives of this Agreement in respect to individuals of a particular race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status, in determining:
 - i. the types of service(s) or other benefits to be provided, or
 - ii. the class of individuals to whom, or the situations in which, such service(s) or other benefits will be provided; or
 - iii. the class of individuals to be afforded an opportunity to receive services.

10. Nonsectarian Declaration

Contractor agrees that all services performed under this Agreement are secular in nature, that no funds received pursuant to this Agreement will be used for sectarian purposes or to further the advancement of any religion, and that no services performed under this program will discriminate on the basis of religious belief.

11. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to conflict of laws. Venues shall be designated in Suffolk County, New York or the United States District Court for the Eastern District of New York.

12. No Implied Waiver

No waiver shall be inferred from any failure or forbearance of the Association and/or the County to enforce any provision of this Agreement in any particular instance or instances, but the same shall otherwise remain in full force and effect notwithstanding any such failure or forbearance.

13. Conflicts of Interest

- a. Contractor agrees that it will not during the term of this Agreement engage in any activity that is contrary to and/or in conflict with the goals and purposes of the Association and/or the County.
- b. Contractor is charged with the duty to disclose to the Association and/or the County the existence of any such adverse interests, whether existing or potential. This duty shall continue so long as the Contractor is retained on behalf of the Association. The

determination as to whether or when a conflict exists or may potentially exist shall ultimately be made by the Association General Counsel and the County Attorney after full disclosure is obtained.

14. Cooperation on Claims

Each of the parties hereto agrees to render diligently to the other party, without additional compensation, any and all cooperation, that may be required to defend the other party, its employees and designated representatives against any claim, demand or action that may be brought against the other party, its employees or designated representatives in connection with this Agreement.

15. Confidentiality

Any records, reports or other documents of the Association and/or the County or any of its agencies used by Contractor pursuant to this Agreement or any documents created as a part of this Agreement shall remain the property of the Association and/or the County and shall be kept confidential in accordance with applicable laws, rules and regulations.

16. Assignment and Subcontracting

- a. Contractor shall not assign, transfer, convey, sublet, or otherwise dispose of this Agreement, or any of its right, title or interest therein, or its power to execute the Agreement, or assign all or any portion of the monies that may be due or become due hereunder, to any other person or corporation, without the prior consent in writing of the Association, and any attempt to do any of the foregoing without such consent shall be of no effect.
- b. Contractor shall not enter into subcontracts for any of the work contemplated under this Agreement without obtaining prior written approval of the Association. Such subcontracts shall be subject to all of the provisions of this Agreement and to such other conditions and provisions as the Association and/or the County may deem necessary, provided, however, that notwithstanding the foregoing, unless otherwise provided in this Agreement, such prior written approval shall not be required for the purchase of articles, supplies, equipment and services which are incidental to, but necessary for, the performance of the work required under this Agreement. No approval by the Association of any subcontract shall provide for the incurrence of any obligation by the Association and/or the County in addition to the total agreed upon price. Contractor shall be responsible for the performance of any subcontractor for the delivery of service.

17. No Intended Third Party Beneficiaries

This Agreement is entered into solely for the benefit of Association, County and Contractor. No third party shall be deemed a beneficiary of this Agreement, and no third party shall have the right to make any claim or assert any right under this Agreement.

18. Certification as to Relationships

The parties to this Agreement hereby certify that, other than the funds provided in this Agreement and other valid Agreements with the Association and/or the County, there is no known relationship within the third degree of consanguinity, life partner, or business, commercial, economic, or financial relationship between the parties, the signatories to this Agreement, and any partners, members, directors, or shareholders of five percent (5%) (or more) of any party to this Agreement.

19. Publications and Publicity

- a. Contractor shall not issue or publish any book, article, report or other publication related to the Services provided pursuant to this Agreement without first obtaining written prior approval from the Association. Any such printed matter or other publication shall contain the following statement in clear and legible print:

“This publication is fully or partially funded by Suffolk County Community Association and the County of Suffolk.”

- b. The Association shall have the right of prior approval of press releases and any other information provided to the media, in any form, concerning the Services provided pursuant to this Agreement.

20. Copyrights and Patents

a. Copyrights

If the work of Contractor under this Agreement should result in the production of original books, manuals, films or other materials for which a copyright may be granted, Contractor may secure copyright protection. However, the Association and/or the County reserves, and Contractor hereby gives to the Association and/or the County, and to any other municipality or government agency or body designated by the Association and/or the County, a royalty-free, nonexclusive license to produce, reproduce, publish, translate or otherwise use any such materials.

b. Patents

If Contractor under this Agreement makes any discovery or invention in the course of or as a result of work performed under this Agreement, Contractor may apply for and secure for itself patent protection. However, the Association and/or the County reserves, and Contractor hereby gives to the Association and/or the County, and to any other municipality or government agency or body designated by the Association and /or the County, a royalty-free, nonexclusive license to produce or otherwise use any item so discovered or patented.

End of Text for Exhibit A

Exhibit B
Suffolk County Legislative Requirements

1. Contractor's/Vendor's Public Disclosure Statement

Contractor represents and warrants that it has filed with the Comptroller of Suffolk County the verified public disclosure statement required by Suffolk County Administrative Code Article V, Section A-7 and shall file an update of such statement with the said Comptroller on or before the 31st day of January in each year of this Agreement's duration. The Contractor acknowledges that such filing is a material, contractual and statutory duty and that the failure to file such statement shall constitute a material breach of this Agreement, for which the Association shall be entitled, upon a determination that such breach has occurred, to damages, in addition to all other legal remedies, of fifteen percent (15%) of the amount of the Agreement.

Required Form: Suffolk County Form SCEX 22; entitled "Contractor's/Vendor's Public Disclosure Statement"

2. Living Wage Law

This Agreement is subject to the Living Wage Law of the County of Suffolk. The law requires that, unless specific exemptions apply all employers (as defined) under service contracts and recipients of County financial assistance, (as defined) shall provide payment of a minimum wage to employees as set forth in the Living Wage Law. Such rate shall be adjusted annually pursuant to the terms of the Suffolk County Living Wage Law of the County of Suffolk. Under the provisions of the Living Wage Law, the County shall have the authority, under appropriate circumstances, to terminate this Agreement and to seek other remedies as set forth therein, for violations of this Law.

Contractor represents and warrants that it has read and shall comply with the requirements of Suffolk County Code Chapter 347, Suffolk County Local Law No. 12-2001, the Living Wage Law.

Required Form: Suffolk County Living Wage Form LW-1; entitled "Suffolk County Department of Labor – Living Wage Unit Notice of Application for County Compensation (Contract)"

Suffolk County Living Wage Form LW-38; entitled "Suffolk County Department of Labor – Living Wage Unit Living Wage Certification/Declaration – Subject To Audit"

**3. Use of County Resources to Interfere with Collective Bargaining Activities
Local Law No. 26-2003**

Contractor represents and warrants that it has read and is familiar with the requirements of Chapter 466, Article 1 of the Suffolk County Local Laws, "Use of County Resources to Interfere with Collective Bargaining Activities." County Contractors (as defined) shall comply with all requirements of Local Law No. 26-2003 including the following prohibitions:

- a. Contractor shall not use County funds to assist, promote, or deter union organizing.
- b. No County funds shall be used to reimburse the Contractor for any costs incurred to assist, promote, or deter union organizing.
- c. The County of Suffolk shall not use County funds to assist, promote, or deter union organizing.
- d. No employer shall use County property to hold a meeting with employees or supervisors if the purpose of such meeting is to assist, promote, or deter union organizing.

If Contractor services are performed on County property the Contractor must adopt a reasonable access agreement, a neutrality agreement, fair communication agreement, nonintimidation agreement and a majority authorization card agreement.

If Contractor services are for the provision of human services and such services are not to be performed on County property, the Contractor must adopt, at the least, a neutrality agreement.

Under the provisions of Local Law No. 26-2003, the County shall have the authority, under appropriate circumstances, to terminate this Agreement and to seek other remedies as set forth therein, for violations of this Law.

Required Form: Suffolk County Labor Law Form DOL-LO1; entitled "Suffolk County Department of Labor – Labor Mediation Unit Union Organizing Certification/Declaration – Subject to Audit"

4. Lawful Hiring of Employees Law

This Agreement is subject to the Lawful Hiring of Employees Law of the County of Suffolk (Local Law 52-2006). It provides that all covered employers, (as defined), and the owners thereof, as the case may be, that are recipients of compensation from the County through any grant, loan, subsidy, funding, appropriation, payment, tax incentive, contract, subcontract, license agreement, lease or other financial compensation agreement issued by the County or an awarding agency, where such compensation is one hundred percent (100%) funded by the County, shall submit a completed sworn affidavit (under penalty of perjury), the form of which is attached, certifying that they have complied, in good faith, with the requirements of Title 8 of the United States Code Section 1324a with respect to the hiring of covered employees (as defined) and with respect to the alien and nationality status of the owners thereof. The affidavit shall be executed by an authorized representative of the covered employer or owner, as the case may be; shall be part of any executed contract, subcontract, license agreement, lease or

other financial compensation agreement with the County; and shall be made available to the public upon request.

All contractors and subcontractors (as defined) of covered employers, and the owners thereof, as the case may be, that are assigned to perform work in connection with a County contract, subcontract, license agreement, lease or other financial compensation agreement issued by the County or awarding agency, where such compensation is one hundred percent (100%) funded by the County, shall submit to the covered employer a completed sworn affidavit (under penalty of perjury), the form of which is attached, certifying that they have complied, in good faith, with the requirements of Title 8 of the United States Code Section 1324a with respect to the hiring of covered employees and with respect to the alien and nationality status of the owners thereof, as the case may be. The affidavit shall be executed by an authorized representative of the contractor, subcontractor, or owner, as the case may be; shall be part of any executed contract, subcontract, license agreement, lease or other financial compensation agreement between the covered employer and the County; and shall be made available to the public upon request.

An updated affidavit shall be submitted by each such employer, owner, contractor and subcontractor no later than January 1 of each year for the duration of any contract and upon the renewal or amendment of the contract, and whenever a new contractor or subcontractor is hired under the terms of the contract.

Contractor acknowledges that such filings are a material, contractual and statutory duty and that the failure to file any such statement shall constitute a material breach of this agreement.

Under the provisions of the Lawful Hiring of Employees Law, the County shall have the authority to terminate this Agreement for violations of this Law and to seek other remedies available under the law.

This Agreement is subject to the Lawful Hiring of Employees Law of the County of Suffolk, Suffolk County Code Chapter 234, as more fully set forth in the Exhibit collectively referred to as the "Suffolk County Legislative Requirements." In accordance with this law, Contractor or employer, as the case may be, and any subcontractor or owner, as the case may be, agree to maintain the documentation mandated to be kept by this law on site at all times. Contractor or employer, as the case may be, and any subcontractor or owner, as the case may be, further agree that employee sign-in sheets and register/log books shall be kept on site at all times during working hours and all covered employees, as defined in the law, shall be required to sign such sign in sheets/register/log books to indicate their presence on the site during such working hours.

Contractor represents and warrants that it has read, is in compliance with, and shall comply with the requirements of Suffolk County Code Chapter 234, Suffolk County Local Law No. 52-2006, the Lawful Hiring of Employees Law.

Required Forms: Suffolk County Lawful Hiring of Employees Law Form LHE-1; entitled "Suffolk County Department of Labor –"Notice Of Application To Certify Compliance With Federal Law (8 U.S.C. SECTION 1324a) With Respect To Lawful Hiring of Employees"

"Affidavit of Compliance With The Requirements Of 8 U.S.C. Section 1324a With Respect To Lawful Hiring Of Employees" Form LHE-2.

5. Gratuities

Contractor represents and warrants that it has not offered or given any gratuity to any official, employee or agent of Suffolk County or New York State or of any political party, with the purpose or intent of securing an agreement or securing favorable treatment with respect to the awarding or amending of an agreement or the making of any determinations with respect to the performance of an agreement, and that the signer of this Agreement has read and is familiar with the provisions of Local Law No. 32-1980 of Suffolk County (Chapter 386 of the Suffolk County Code).

6. Prohibition Against Contracting with Corporations that Reincorporate Overseas

Contractor represents that it is in compliance with Suffolk County Administrative Code Article IV, §§A4-13 and A4-14, found in Suffolk County Local Law No. 20-2004, entitled "A Local Law To Amend Local Law No. 5-1993, To Prohibit The County of Suffolk From Contracting With Corporations That Reincorporate Overseas." Such law provides that no contract for consulting services or goods and services shall be awarded by the County to a business previously incorporated within the U.S.A. that has reincorporated outside the U.S.A.

7. Child Sexual Abuse Reporting Policy

Contractor agrees to comply with Chapter 577, Article IV, of the Suffolk County Code, entitled "Child Sexual Abuse Reporting Policy," as now in effect or amended hereafter or of any other Suffolk County Local Law that may become applicable during the term of this Agreement with regard to child sexual abuse reporting policy.

8. Non Responsible Bidder

Contractor represents and warrants that it has read and is familiar with the provisions of Suffolk County Code Chapter 143, Article II, §§143-5 through 143-9. Upon signing this Agreement the Contractor certifies that he, she, it, or they have not been convicted of a criminal offense within the last ten (10) years. The term "conviction" shall mean a finding of guilty after a trial or a plea of guilty to an offense covered under the provision of Section 143-5 of the Suffolk County Code under "Nonresponsible Bidder."

9. Use of Funds in Prosecution of Civil Actions Prohibited

Pursuant to the Suffolk County Code Section §590-3, Contractor represents that it shall not use any of the moneys received under this Agreement, either directly or indirectly, in connection with the prosecution of any civil action against the County of Suffolk or any of its programs, funded by the County, in part or in whole, in any jurisdiction or any judicial or administrative forum.

10. Suffolk County Local Laws

Suffolk County Local Laws, Rules and Regulations can be found on the Suffolk County web site at <http://suffolkcountyny.gov/>.

End of Text for Exhibit B

Exhibit C
Notices and Contact Persons

1. Notices Relating to Payments, Reports, Insurance or Other Submissions

Any communication, notice, claim for payment, report, insurance, or other submission necessary or required to be made by the parties regarding this Agreement shall be in writing and shall be given to the Association or the Contractor or their designated representative at the following addresses or at such other address that may be specified in writing by the parties and must be delivered as follows:

For the Association:

Gail Vizzini
Vice President for Business and Financial Affairs
Suffolk County Community College
533 College Road, NFL 232
Selden, NY 11784-2899

For Contractor:

At the address set forth on page one of this Agreement, attention of the person who executed this Agreement or such other designee as the parties may agree in writing.

Notices for all parties (except those related to termination or litigation) should be delivered by first class and certified mail, return receipt requested, in a postpaid envelope or by courier service, or by fax or by email.

2. Notices Relating to Termination and/or Litigation

In the event Contractor receives a notice or claim or becomes a party (plaintiff, petitioner, defendant, respondent, third party complainant, third party defendant) to a lawsuit or any legal proceeding related to this Agreement, Contractor shall immediately deliver to the Office of Legal Affairs and the County Attorney, at the addresses set forth below, copies of all papers filed by or against Contractor.

Any communication or notice regarding termination shall be in writing and shall be given to the Association or Contractor or their designated representative at the following addresses or at such other addresses that may be specified in writing by the parties and must be delivered as follows:

For the Association :

Louis J. Petrizzo
College General Counsel
Office of Legal Affairs
Suffolk County Community College
533 College Road, NFL 230
Selden, NY 11784-2899

For Contractor:

At the address set forth on page one of this Agreement, attention to the person who executed this Agreement or such other designee as the parties may agree in writing.

Notices related to termination or litigation should be delivered by first class and certified mail, return receipt requested, in a postpaid envelope or by nationally recognized courier service or personally and by first class mail.

Notices shall be deemed to have been duly delivered: (i) if mailed, upon the seventh business day after the mailing thereof; or (ii) if by nationally recognized overnight courier service, upon the first business day subsequent to the transmittal thereof; or (iii) if personally, pursuant to New York Civil Practice Law and Rules Section 311; or (iv) if by fax or email, upon the transmittal thereof. "Business Day" shall be defined as any day except a Saturday, a Sunday, or any day in which commercial banks are required or authorized to close in Suffolk County, New York.

Each party shall give prompt written notice to the other party of the appointment of successor(s) to the designated contact person(s) or his or her designated successor(s).

End of Text for Exhibit C

**Exhibit D
Description of Services**

**Proposal Submitted by Contractor
See ATTACHMENT 1**

ATTACHMENT 1

Letter of Transmittal

Beatriz Castano
Administrative Director of Business Operations
Suffolk County Community College
533 College Road, Rm. 11, NFL Building
Selden, New York 11784-2899

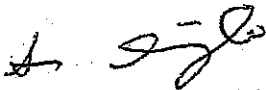
RE: Suffolk County Community College Virtual Orientation Program RFP
RFP No. – R1500005

Advantage Design Group is pleased to submit this request for proposal to design and develop Virtual Orientation Program for Suffolk County Community College.

Enclosed is our completed submission and all attachments.

Please feel free to contact me with any questions or comments throughout this process. We are here to help and look forward to working with you.

Sincerely,



Sam Swingle
CEO, Advantage Design Group



RFP No: R1500005

Suffolk County Community College

**Request for Proposal
Virtual Orientation Program and Associated Consulting Services**

To:
Beatriz Castano
Administrative Director of Business Operations
Suffolk County Community College
533 College Road, Rm. 11, NFL Building
Selden, New York 11784-2899

Company Profile

Office:

Advantage Design Group
141 Hilden Road, Suite 203
Ponte Vedra, FL 32081
info@advantagedesigngroup.com

Overview/History

Advantage Design Group is a multi-media design and development corporation with offices at 141 Hilden Road, Ponte Vedra, FL. We have more than 15 years of experience in developing online training and orientations, videos, websites, virtual tours, interactive campus maps, touch screens and informational CDs and DVDs for Higher Education.

The company began as CD Advantage in 1998 focusing on the design of video rich CD-ROMs used in direct mail and recruiting fairs. Performance, quality and superior functionality of all deliverables led to success and having clients in over 40 states. Examples showing the wide variety of what we have created to help Higher Ed Institutions may be viewed at www.schoolviewbook.com

Total No. of Employees

Advantage Design Group employs 18 associates comprised of web designers, programmers, a project and creative director, a team of video professionals, account representatives and a production manager and trainer. We are a well-rounded group of talent ready to support Suffolk County Community College.

Annual Fee income for the past three (3) years.

Advantage Design Group has received the annual fee income from its Online Orientation clients for renewal licensing and support of \$2500 per year and \$1800 per year for hosting. The total annual fee income received by Advantage Design Group continues to increase each year because we continue to add new clients and not because we are increasing these charges. Since there is no long term contracts, with Advantage Design Group, our Higher Education Institutions do not have to renew their Online Orientations with us. However, to date, we have had no schools decide not to renew their Online Orientation with us since all have been happy with the Online Orientations we have created and the responsive support we provide anytime our clients need our help.

General and specific design specialties/expertise and overall resources

Advantage Design Group supports orientation, retention and transition goals for higher education institutions with our full service, custom online orientation tools.



Our virtual orientation programs suit each school's culture and brand, and include full video production and rich imagery – optimized for tablets and smartphones – all which keeps the student engaged. Our capabilities also include data integration, tracking and reporting, memory return programming, certificates of completion, user profile directed content, ADA versions and other options.

Specific design specialties and expertise:

Branded Custom interface design

Responsive for tablets and smartphones

Video production: planning, on location filming, post production editing, placement

Student profile login

Personalized items of interest programming

Memory return program

Additional resources links

Glossary terms bubbles

Alert bar: resource links, student checklists, announcements

Navigation delay timer

Lock down navigation order

Intelligent search

Video pop quizzes

Tracking and reporting

Administrator back office and training

Premium video package options available

Certificate of completion email

Surveys

Trackable tests

ADA users

Multi language option

Interactive Maps

Copywriting for screens and video scripts

Touchscreens



Virtual Tours

CD/DVD/USB production and loading

Technical Approach

Advantage Design Group fully understands and can address issues that may arise as related to the scope requirements in this RFP. Our technical staff is available Monday through Friday 9am to 6pm EST to answer questions and address technical issues. Refer to the Quality Control section of this RFP for further detail about our procedures and customer service.

Technical Proposal Requirements

Software Technical Requirements

1. Will the program be hosted by the Contractor or by the College? If hosted, the Contractor must provide secure data connection, transmission, and storage.

Hosted by Advantage Design Group. Information regarding our hosting facility can be found at:
<http://www.cologix.com/data-centers/jacksonville-data-centers>

We install an SSL certificate on the host server and use query string communications between the college and the orientation database.

2. Provide project plan that outlines the proposed timeline and milestones. Provide communication plan.

Once the Job is awarded and a signed proposal received by Advantage Design Group, an Official kickoff meeting will be scheduled where the anticipated launch date for your orientation will be discussed. At that time a detailed project timeline will be created with both Spartanburg Community College and Advantage Design Group deliverables specified. The agreed to launch date will be met providing the requested deliverable dates outlined in the project timeline are met by the college. Any delays in providing requested deliverables will result in adjusting the project timeline by the same number of days of a delay.

See enclosed proposed timeline.

3. Design must include the ability to link to external web links.

This ability is available. See Additional Resources Links and Personalized Items of Interest portion of the proposal section of this RFP.

4. Contractor must be able to host all video and stream video at multiple bit rates that includes all levels of high quality streaming.

Advantage Design Group can host high quality video streaming.

5. The program must incorporate an adaptive/responsive design feature that provides consistent and accurate display and playback on desktops, tablets and other mobile devices.

Responsive design is included.



6. The program must provide compatibility and view-ability on all major Web browsers (IE, Chrome, Safari, and Firefox).

We provide compatibility with IE v8 and higher, Google Chrome, Firefox, Safari (for Mac and Apple only)

7. The program must provide all content so that they are accessible by ADA readers for the visually impaired.

An ADA version is available and has been added to the proposal section of this RFP

8. Describe the options for student and administrator authentication. The proposed system must have the ability to work with the College's authentication methods (CAS).

Advantage Design Group recommends using a HTTPS Query String for authenticating and communicating with your institutional systems such as Ellucian, Banner, Colleague, Peoplesoft etc... This allows for Students to log into your network using CAS, you provide the link to the orientation that they will use to access the Orientation and behind the scenes a query that will be run that will authenticate the student on your system and generate the query string with the agreed to variables that will be sent to our Orientation for student account creation, tracking and reporting. IT meetings and documentation to partner with school to facilitate this method is included.

9. The program must support a dual-entry virtual tour component.

Student login as well as a guest login feature is available.

Maintenance of Content, Tracking and Ease of Use Requirements

1. Content must be easily editable by approved College's staff, including the ability to add, remove, and update text, video, photo and any other site content as needed to maintain accurate and up-to-date information.

This is available and included in the Administrators Back Office portion of the proposal section in this RFP.

2. The program must support the capability for each student user to be tracked individually on their personal progress; Tracking should be tied to a College-generated ID.

This is available and included in the Tracking and Reporting portion of the proposal section of this RFP.

3. The product must support a placeholder, bookmarking or memory functionality to allow students to complete the online orientation process in more than one sitting, enabling students to return to the exact place where they previously left the process and begin from there.

This is available and included in the Memory Return Programming portion of the proposal section of this RFP.

4. Describe the technical support that will be available to the College.

Advantage Design Group fully understands and can address issues that may arise as related to the scope requirements in this RFP. Our technical staff is available Monday through Friday 9am to 6pm EST to



answer questions and address technical issues. Training on the Administrators Back Office program is included in the training portion of the proposal section of this RFP.

Expertise of Company, including Qualifications and Experience of Personnel.

Advantage Design Group supports orientation, retention and transition goals for higher education institutions with our full service, custom online orientation tools.

Our virtual orientation programs suit each school's culture and brand, and include full video production and rich imagery – optimized for tablets and smartphones – all which keeps the student engaged. Our capabilities also include data integration, tracking and reporting, memory return programming, certificates of completion, user profile directed content, ADA versions and other options.

Online orientations for students have been our focus for the past 5 years. Advantage Design Group is currently developing or servicing more than 35 online student orientations for higher education institutions in 20 states across the country. Among these are:

- *College of the Desert
- Dyersburg Community College
- *Gaston College
- *Greenville Technical College
- Hillsborough Community College
- *Isothermal Community College
- *Monroe Community College
- Wake Technical Community College
- Midland Community College
- Mass Bay Community College
- Palm Beach State College
- *Montgomery County Community College
- Miami Dade College

* indicates currently in development.

References:

Wake Technical Community College

Christy Shields, New Student Orientation Coordinator

9101 Fayetteville Road
Raleigh, NC 27603



Phone 1: (919) 866-5856

e-mail: cwshields@waketech.edu

website: <http://www.waketech.edu/become-student/new-student-orientation/connect-us>

Massachusetts Bay Community College

Liz Blumberg, Dean of Students

50 Oakland Street

Wellesley Hills, MA 02481

Phone 1: (781) 239-2762

Phone 2: (781) 239-3000

e-mail: lblumberg@massbay.edu

website: <http://www.massbay.edu>

Hillsborough Community College

Chris Legner, Dean of Student Services

1206 North Park Road

Plant City, FL 33563-1540

Phone 1: (813) 757-2108

e-mail: clegner@hccfl.edu

website: <http://www.hccfl.edu/pc/student-services.aspx>

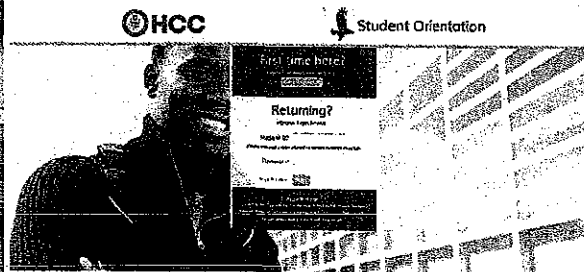
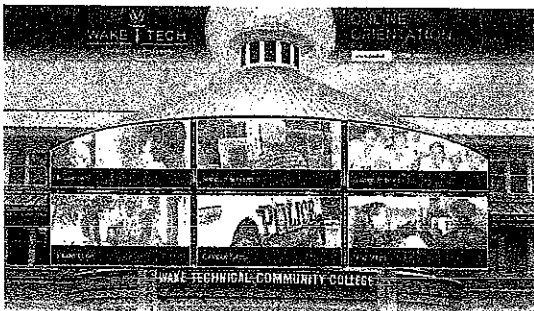
Current online projects

The link below provides access to client approved demonstration sites that are relevant to this project. In consideration of confidentiality and intellectual property rights, these are copies of the live sites on the Advantage Design Group server for preview only. Please use the following case sensitive user ID and password to access the site:

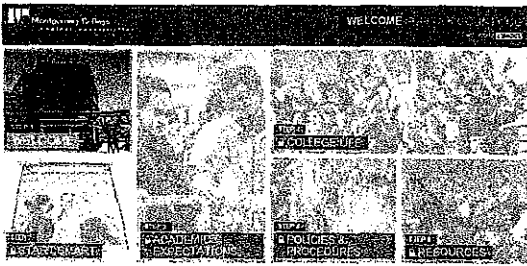
www.Demos.student-orientation.com

Login Name: Suffolkcc

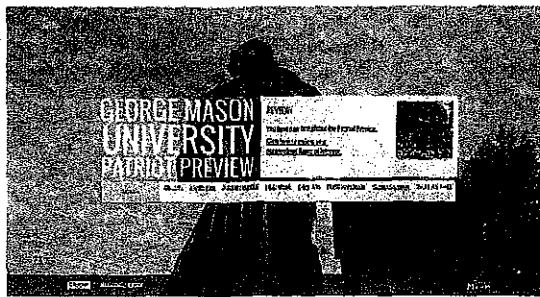
Password: RFPR1500005!



ADVANTAGE
DESIGN GROUP



ONLINE ORIENTATION



**Miami Dade
College**

Further samples are available via personal demonstration. Please contact your account representative to schedule these previews.

Staff Qualifications

Your virtual orientation program will be created and produced by our Creative Director and our Project Manager with the help of our team of designers, video producers and content strategist as needed. Advantage Design Group currently has 16 employees – Key players for your project are as follows:

John Elkins

Project Manager, Advantage Design Group

John Elkins has over 25 years consulting, support and project management experience in the technology arena in various industries covering Advertising & Marketing, Insurance, Telecommunications, Entertainment, Banking, Textile, Finance and Investment & Brokerage, over 15 years' experience as a project manager and has worked on small to large Multi-Million dollar projects for companies such as MCI Worldcom, First Union National Bank, State of South Carolina DSS, John Hancock Financial Services, General Cinema Theatres, Interstate Johnson Lane and Wachovia Securities. John was Vice President/Brokerage Technology Manager for CapTrust Financial Advisors a subsidiary of Wachovia Securities, opening new offices and managing technology and R&D to support over \$8 Billion Dollars in client assets.



John is currently working as a project manager for Advantage Design Group in Jacksonville FL, an award winning industry leader in multi-media and interactive design. He thoroughly understands the processes and procedures in dealing with clients to achieve success.

Joseph Leo

Creative Director, Advantage Design Group

Joseph Leo has been a marketing and advertising professional for more than 20 years. As a manager of various marketing departments, Joseph has overseen online and direct mail advertising campaigns, PR and training events, copy and script writing projects, Web development efforts, and corporate branding.

Joseph has worked in B to C as well as B to B marketing environments at employers such as Waldenbooks – a national retail chain, and SunGard, Global Financial Services. Now, as Creative Director at Advantage Design Group, he works closely with corporate and higher education clients to achieve their desired goals from a visual and strategic perspective.

He has proved himself to be a creative forward-thinker, an excellent communicator and is dedicated to providing consistent and high-quality customer service. Joseph earned his degree in marketing from the University of Connecticut, Storrs, CT.

Karl Ross

Web Designer, Advantage Design Group

Karl Ross is a web designer at Advantage Design Group with 7 years of experience as a graphic designer and 5 years of experience as a web design front end developer. Karl designs Advantage Design Group online orientation interfaces – concept through alpha stages, populates content at beta stage, and tests for quality assurance before launch. He is fluent in HTML5, CSS3, Javascript and JQuery. Karl has an Associate's degree in graphic design technology from Santa Fe College, Gainesville, FL.

Matthew Aponte

Director of Photography, Advantage Design Group

Mathew Aponte has over 15 years' experience in the photography and video industry. He has achieved certification from the New York Institute of Photography and has worked on multiple projects nationwide with companies such as Acura, Ford, GE, Golf Digest, Conde Naste and Cenegenics Elite. At Advantage Design Group he directs all video shoots for college online orientations and works closely with editors to ensure quality end products.

Roger Strange

Programmer, Advantage Design Group



Roger Strange is a multi-talented technology professional with 20 years' experience managing enterprise computer information systems. He programs all backend systems for Advantage Design Group online orientations. Expert in gathering, analyzing and defining business and functional requirements; advertising and sales reports, trend charts and other decision-making tools; data-modeling and process-mapping initiatives; and designing/re-engineering processes, workflows and technology solutions for business systems and networks. He has a proven ability to lead seamless implementations and deliver next-generation technical solutions improving revenues, margins and workplace productivity.

Subcontractors

All work is done by Advantage Design Group staff.

List of contracts with the College or the County of Suffolk within the last 5 years

N/A

Brief supplemental information

See enclosed relevant case studies and letters of reference

Quality Control

Operational Plan:

Advantage Design Group begins your project with a Kickoff conference call (Discovery) once the project proposal is approved, signed and the order is open in our system. During this call, Team Introductions, Advantage Design Group procedures, requirements and needs list are discussed with your team. We also gather information from your team in regards to branding guidelines, demographics preferences on style look and feel you would like in your new orientation. We then begin with our 5 step quality assurance process beginning with our concept stage:

1. Concept Stage (Includes 3 static designs based on your branding)
2. Alpha build (Functional Main Menu and 1 functional sample section)
3. Beta Build (Build out of all sections and slide content)
4. Master Build (Move to host sever, Advantage Design Group internal testing, spell check, browser compatibility testing, responsive testing).
5. Launch (Recommend 14-30 day soft launch with client provided students and staff approx. 30-60 people before full launch to all students).



Record and Reporting:

Advantage Design Group has established a highly effective quality assurance approach to each project that ensures each of our clients is involved in the process every step of the way so that the end result is a final deliverable that is exactly what is needed. This includes our 5 stage concept to launch process that is detailed in the attached timeline with Advantage Design Group and Client deliverables. Once you approve and sign the proposal and your order is opened in our system, our Project Manager will be the single point of contact for all communications regarding the project both inbound and out to you. He will direct our internal team with assignment of tasks and work closely with our creative director to ensure that the deliverables being sent out to you are of the highest quality and have been reviewed and tested internally at each stage prior to being sent to you for review.

Operating Problems addressed:

No operating problems have been encountered that have not been addressed and resolved on a timely basis. Please feel free to contact any of our references to support this.

Financial Viability**Financial Statement enclosed****Indebtedness to County and/or College, Liens and litigation**

N/A

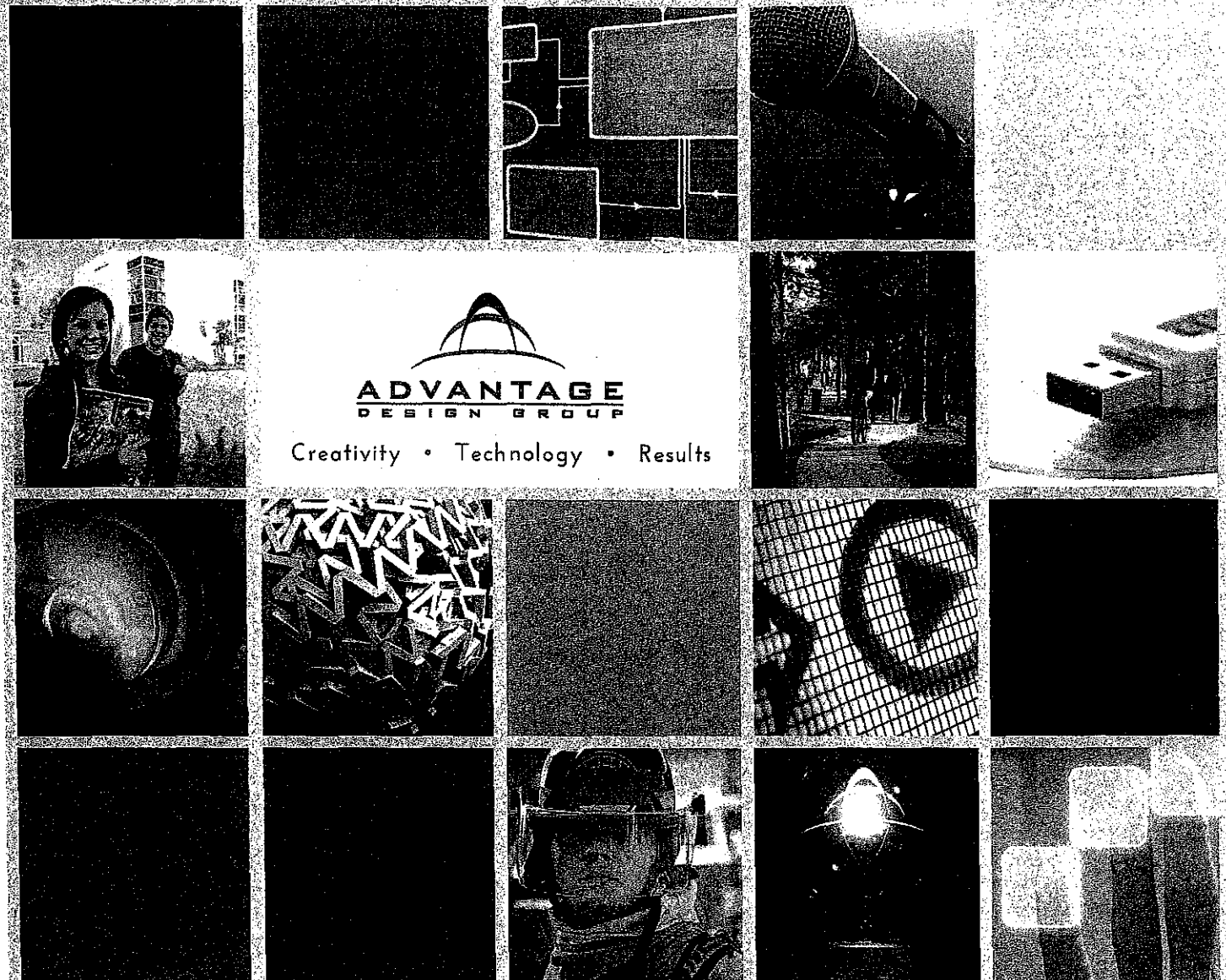
Scope of Work

See enclosed proposal



Advantage Design Group
Summary Balance Sheet
As of December 31, 2014

	<u>Dec 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	244,892.88
Accounts Receivable	432,878.62
Other Current Assets	15,632.00
Total Current Assets	<u>693,403.30</u>
Fixed Assets	43,473.72
Other Assets	3,477.83
TOTAL ASSETS	<u><u>740,354.85</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	19,194.43
Other Current Liabilities	81,917.77
Total Current Liabilities	<u>101,112.20</u>
Long Term Liabilities	<u>116,544.38</u>
Total Liabilities	217,656.58
Equity	<u>522,698.27</u>
TOTAL LIABILITIES & EQUITY	<u><u>740,354.85</u></u>



ADVANTAGE
DESIGN GROUP
Creativity • Technology • Results

Hillsborough Community College Online Orientation

Putting Educational Theory First - From Orientation to Graduation

Case Study

HILLSBOROUGH Community College

At Hillsborough Community College (HCC) it's about what's best for students. And to keep it that way the college keeps on top of their research game, continually looking for ways to improve.

Recent research conducted by Clarus Research Group uncovered that where the new student enrollment steps were concerned, there was room for improvement at HCC.

The Problem:

There was much information about the school that students were receiving too late in the enrollment process. Information such as program and degree information, student activities, support services, academic policies, student safety and welfare, and paying for college . . . all important to the full college experience at HCC.

Hillsborough Community College's current online orientation was functional but not appealing to students. So they would typically hurry through it just to get to the class registration portion. As a result, many

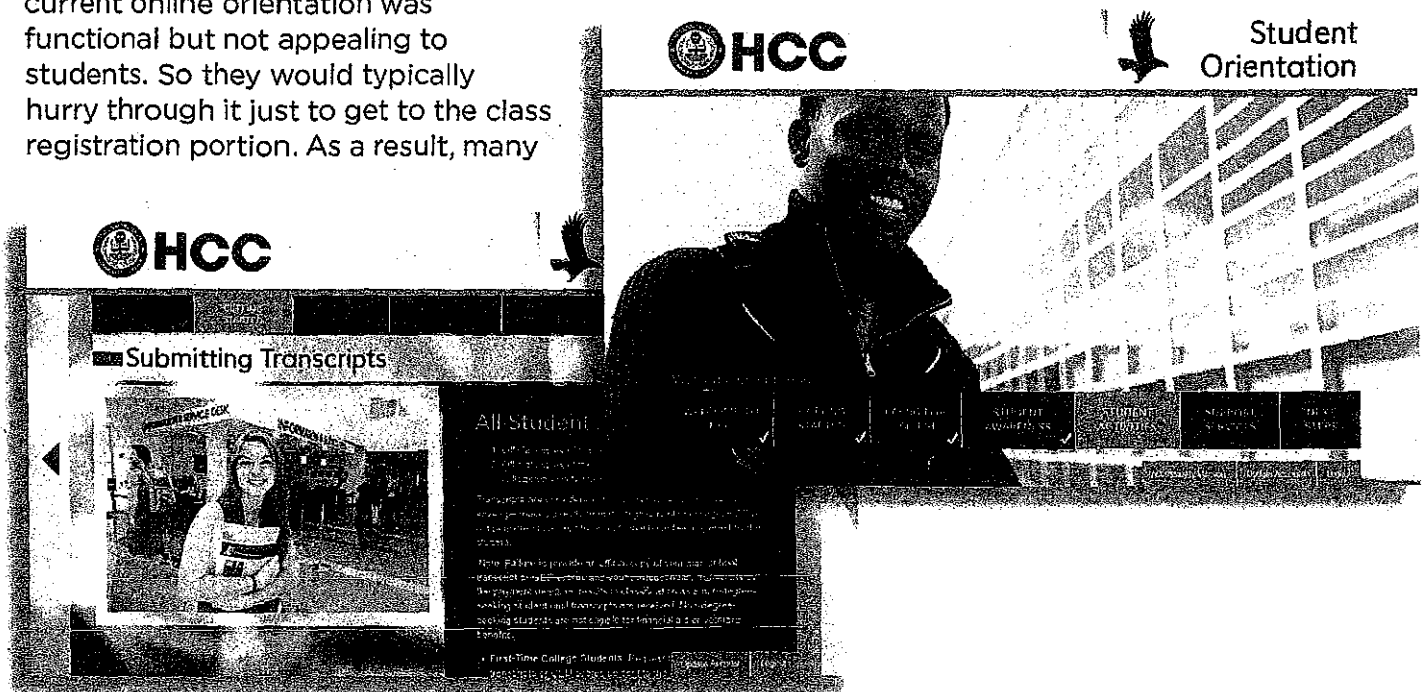
students would often meet with an advisor knowing little about what the school really has to offer.

Further, updating the content in the current orientation was cumbersome and time-consuming. This helped to justify another reason to improve their online orientation.

The Solution:

Hillsborough Community College set out to make the orientation more appealing and more effective by developing a two-step process: First, welcome students to the college and provide the base knowledge they need to succeed. And second, upon completion of the online orientation, an advisor determines which students continue with the registration process by taking a registration workshop online, and which students will be required to attend the registration workshop in person.

The online or in-person decision is individualized based on first time in college or previous college experience. But either way, all students are now better prepared to have a productive meeting with their advisor where



they will review their educational path and degree intent – determining course selection and sequence – *before* attending or completing the Registration Workshop enrollment step. Now, everyone is set up for success.

A well thought out program. But how would they design, develop and implement this?

To accomplish their new online orientation goals, HCC knew they needed a partner with several attributes:

- ▶ A partner with experience working with not only 4 year universities, but with 2 year community colleges as well.
- ▶ A partner with the technical savvy to successfully program a two-step online orientation process that would report on results.
- ▶ Someone who could capture the HCC brand to create more than just a functional product, but one that portrays HCC in its best and most meaningful light.
- ▶ Someone who could offer an easy to manage system for updates once the project was completed.

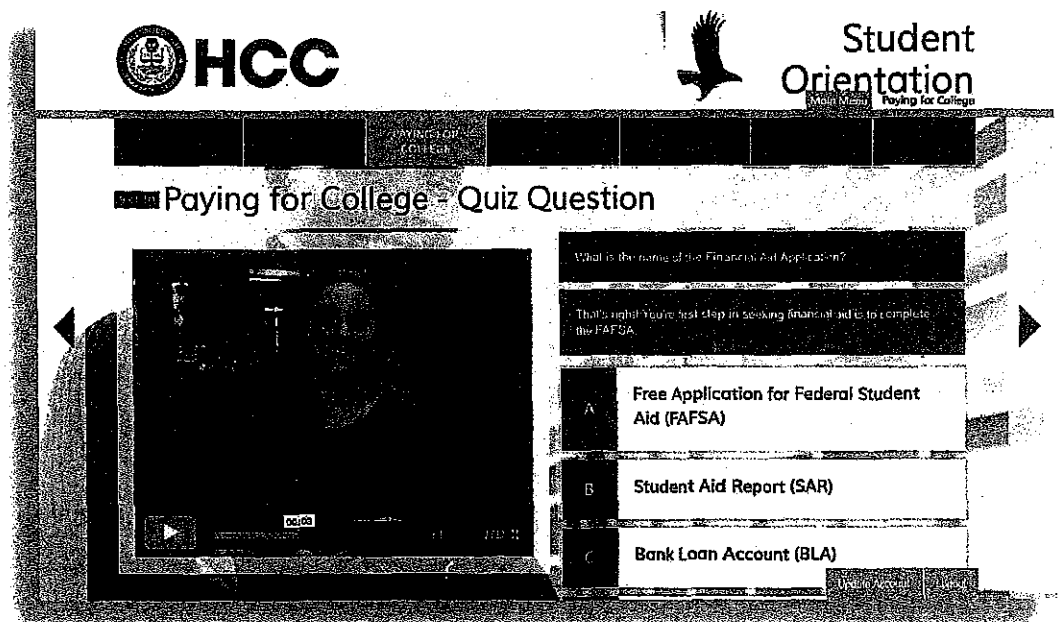
They turned to Advantage Design Group Online Student Orientations because they met all of these requirements. Further, through a peer recommendation, Hillsborough Community College felt comfortable approaching Advantage Design Group to get the job done.

After initial meetings where both Advantage Design Group and HCC took the time to fully understand the needs and the processes, work began. Consultation and a timeline were

provided which helped tremendously for keeping the project on track. It made it clear the obligations and deadlines for both parties.

“The process was great. Our whole group says Advantage Design Group was very organized for us, and the timeline sheet is very helpful. For a project of this magnitude it kept us on track”, said Cris Legner, Dean of Student Services, *“We would not have been able to do this in-house on our own.”*

Advantage Design Group first went to work on the custom HCC design. Following branding guidelines, and taking inspiration from HCC imagery and culture, they worked closely with HCC to make the right first impression on their students with an engaging, interactive program.



“This is not an out-of-the-box product. It's polished, professional and it helps us to implement our new enrollment steps more efficiently”, said Legner.

Advantage Design Group also provided the video production for Hillsborough Community College, filming as many takes as was needed to ensure that Hillsborough's president, staff and students delivered their messages in the best way possible.

Programming was also underway at this time to ensure the system would flow in the two-step process as needed. The well-thought-out strategy of students participating in basic college knowledge, then meeting with an advisor before being given access to the second part of the orientation, had to work flawlessly for HCC to accomplish its goal.

Further, building the back end program – content management system – was just as important to ensure that HCC could easily update images, text and videos whenever they need to.

“The content management system we acquired through this project truly puts us in control. There is no need to contact an outside company or internal IT services for us to make a change. And this means so much to us because it lets us easily and continually supply the most up to date and relevant information for our students”, said Legner, *“It’s always about what’s best for our students here.”*

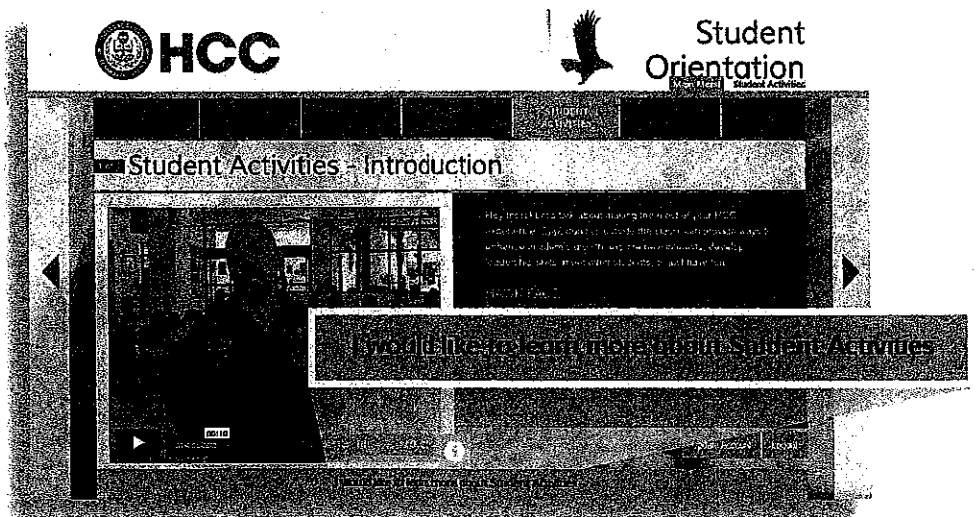
While Advantage Design Group designed and programmed, HCC was able to focus on their content. HCC formed an online orientation team, did the overall planning for necessary college knowledge vs. the registration workshop process, and gathered the content that they really wanted and needed students to know. It all came together and the final product has been described as ...

“Such a great representation for Hillsborough Community College. It really puts us out there. It’s how we want our students and community to see us. It works well and it looks good.”

Looking Forward

As HCC continues to put their students and educational theory first, they are looking ahead to further support their orientation project. They will soon be implementing a version in Spanish – and are considering adding a student survey feature in support of their ongoing research. They also know that down the road they can update videos as they need to in order to keep the orientation fresh.

Hillsborough Community College will continue researching, re-organizing, and reinventing all of their programs including orientations. It’s where the student education and experience begins – and for them it’s nothing but the best right from the start.



Advantage Design Group is a multi-media design and development firm based in Ponte Vedra, Florida with more than 15 years of experience in developing digital marketing, training and orientation materials. Recognized as a top 10 advertising and marketing agency in the Jacksonville Business Journal’s Book of Lists, they have done online orientations and other higher education projects for over 100 educational institutions across the country including Palm Beach State College, Mass Bay College, Embry-Riddle Aeronautical University, University of Georgia, Rutgers University, Temple University, George Mason University, NYU Steinhardt, Auburn, and the University of Florida.

AdvantageDesignGroup.com
Student-Orientation.com
141 Hilden Rd, Suite 203
Ponte Vedra, FL 32081
800.657.1338
info@AdvantageDesignGroup.com



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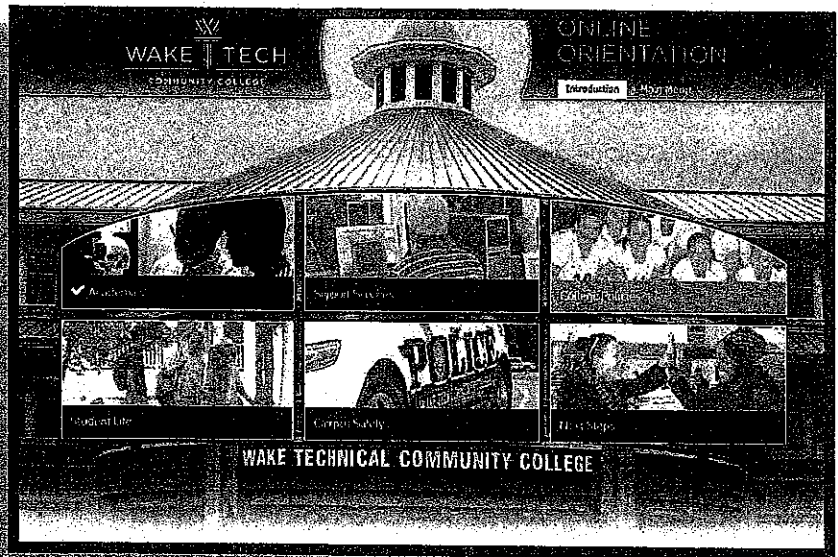


First, Wake Tech Community College senior staff did their homework.

Wake Technical Community College is North Carolina's largest community college, serving nearly 69,000 students annually with five campuses, two training centers, multiple community sites, and a comprehensive array of online learning options.

The size and scope of the college means massive coordination efforts for introducing students to the school and preparing them for success during orientation. Wake Tech had been holding large lecture hall style orientations. But these were not quite as personal as they would have liked and smaller orientation groups were requested so that students may ask questions and interact with student orientation leaders. However, in anticipation of the orientation process becoming mandatory for many students, an online option became a necessity. For Wake Tech Community College, creating an online orientation meant handling the volume, keeping it interesting, and keeping it practical.

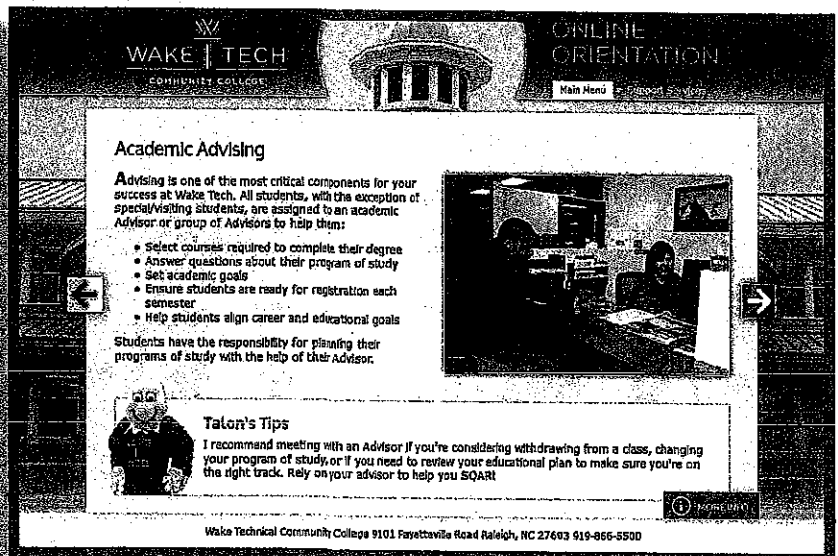
When researching the common approaches to orientation Wake Tech found that there are lots of static screens with stale text used as school introductions. They wanted to provide students with an exciting, visually appealing and interactive program. And the program had to offer administrators data integration with school records, reporting capabilities, and be updatable so they can change content as needed. Wake Tech soon learned that to



Wake Tech Community College orientation home page

How Wake Tech got it done.

Administrative staff who were busy enough just coordinating on-site orientations were now faced with the challenge of creating an online orientation. Their IT department was also very busy and they soon realized that this project could become overwhelming. But regardless, it needed to get done ... creatively, accurately and timely. So where did they start?



Design carried through all sections of the orientation

implement the kind of online orientation they desired, they needed more than what their IT department could offer.

So, they set out to find the right company to develop creative; functional multi-media programs that fall right in line with the way their students love to learn. They looked for people with experience working with schools, who have the creative process down, and who have the technical expertise to tie-in with their systems so the new orientation program is exceedingly efficient.

They found Advantage Design Group.

Right away the project management and creative team kicked in to plan and implement the process. Three style concepts were provided that complimented the school branding and culture - and Wake Tech actually had a hard time selecting their favorite. All three spoke to the goal they wanted to achieve! So they chose the best of the best.

When content creation challenges arose, Advantage Design Group's content strategist provided the guidance needed in terms of organizing the message and displaying proper imagery, video and interactive quizzes. This expertise enhanced the orientation, while keeping the process moving along at the pace Wake Tech needed to get it done.

In particular, the student video portion of Wake Tech's online orientation had to be done effectively. It had to bring a personal touch to the program so that the large student population felt connected to the school personalities and culture even before arriving on campus. Once again, experienced project management resulted in a video shoot that was organized, efficient, creative, and fun - all done in a timely manner.

"The Advantage Design Group videographers were easy to work with, patient, flexible, and they provided a lot of input and creative direction", said Christy Shields, New Student Orientation Coordinator, "it was obvious from the moment we met that they were here to serve us and help us get the best product possible."

After the shoot, the video editing came in to play. The editors made sure that the best clips were chosen and created seamless transitions from the best takes of each student spokesperson.

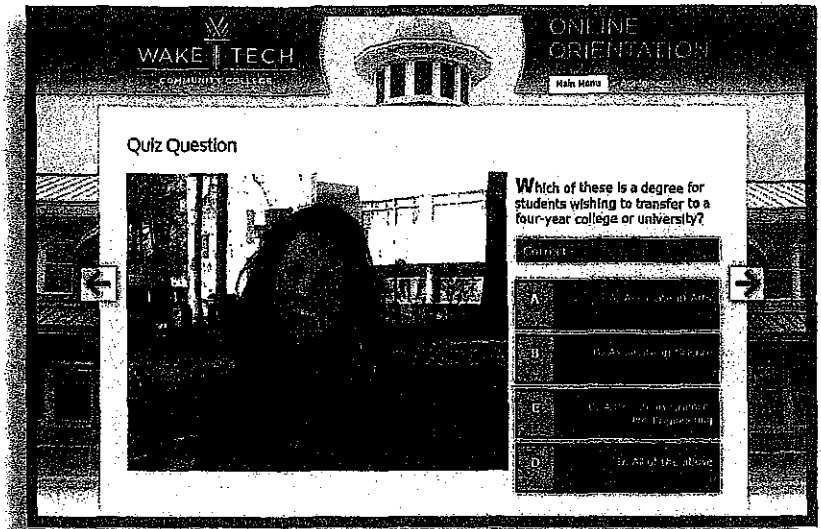
And then, it all came together.

The concept, the content, the imagery, the interactivity and the technical functionality all came together to result in an online orientation that personally serves the needs of Wake Tech's large community. With minimal staff and the help of Advantage Design Group, Wake Tech created their orientation in time for fall semester registrations. Today, Wake Tech's increasing student population counts on the online orientation to learn what they need to know about this community college. It's a resource they can refer to any time.

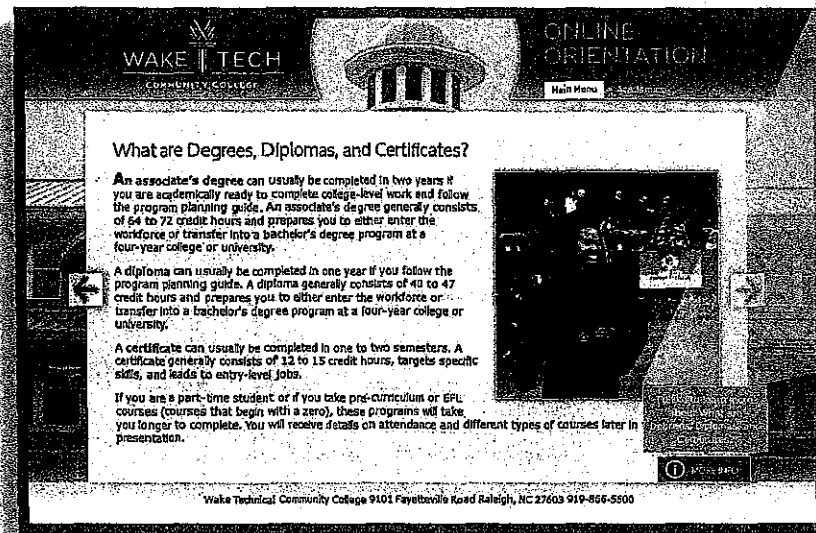


Advantage Design Group's video team records a student host

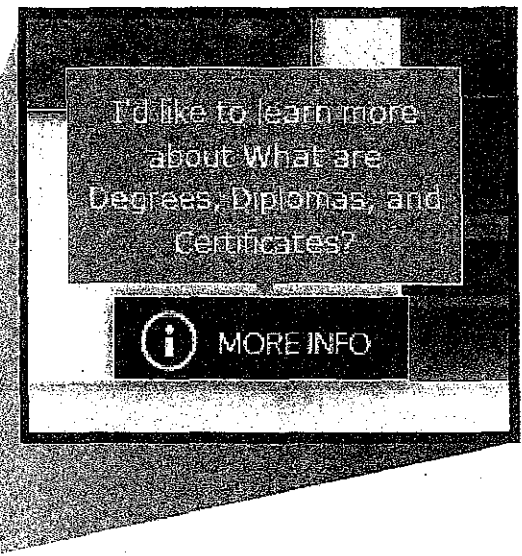
So now students know more before beginning their college career at Wake Tech. It allows them more time to meet faculty and prepare their curriculums when they arrive on campus. And even though there are more of them every year – the efficiency of online orientation meets the student volume demands, and meets them all . . . personally.



Student Hosted Videos



Learn more option on every page

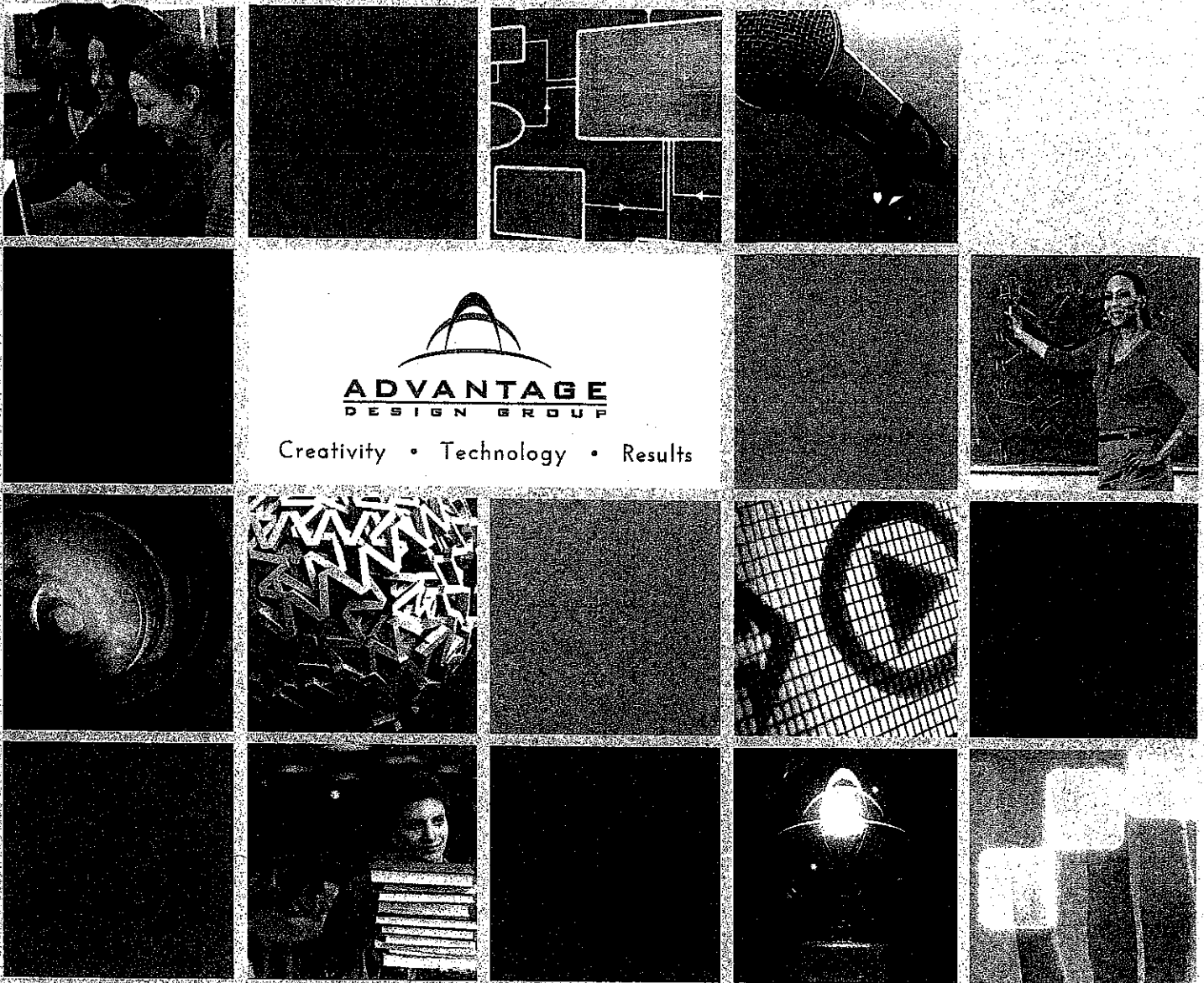


Advantage Design Group is a multi-media design and development firm based in Jacksonville, Florida with 15 years of experience in developing digital marketing, training and orientation materials. Recognized as a top 10 advertising and marketing agency in the Jacksonville Business Journal's 2012-2013 Book of Lists, they have done online orientations and other higher education projects for over 100 educational institutions across the country including Palm Beach State College, Mass Bay College, Montclair University, Embry-Riddle, Tulane, University of Georgia, Rutgers University, Perdue Calumet, the University of Florida, and Auburn.

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Palm Beach State College Online Orientation
Perfecting Student Orientation

Case Study



Four campuses. Thousands of students. Time-consuming orientation lectures held by various college advisors. Inconsistency in their message.

Palm Beach State College knew they could do student orientations better. And they did.

They knew they needed an orientation program that provided information consistently among their four campuses, professionally, and included a top-notch educational planning component. It also had to compliment the school image and engage their new and returning students in the process in an interesting way.

The approach to this challenge began with a strategic plan that considered the Southern Association of Colleges and Schools (SACS) accreditation requirements for distance learning. They knew that to acquire and maintain SACS accreditation, they had to provide everything for distance learning students that they do for students attending on campus. And they knew that orientation is mandatory for first time college students.

Staff members researched other school's approach to orientation. As they explored online, they found that competitive educational

institutions offered static screens with stale text. Here again, they knew they could do it better. They set out to provide their students with an exciting, visually appealing and interactive program.

Decision time: Palm Beach State concluded that to implement the kind of online orientation they needed, they had to have creative talent and technically savvy professionals in charge.

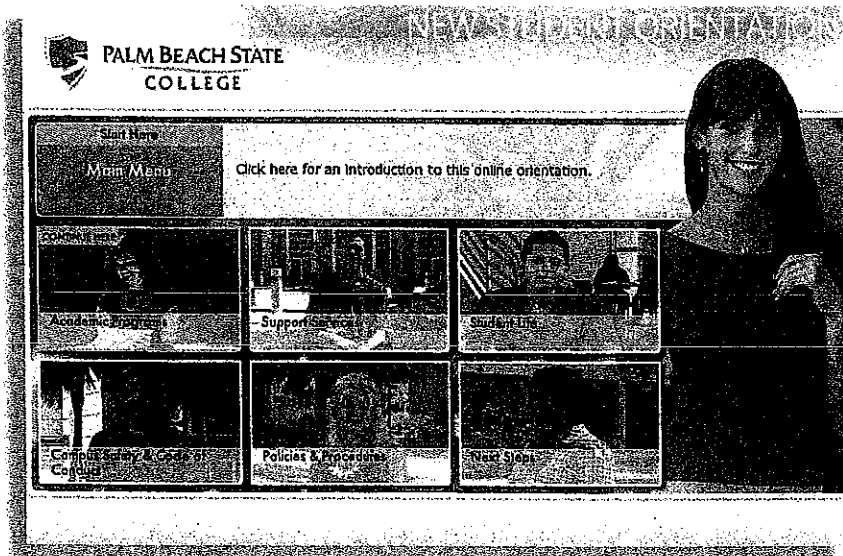
Big Job. Where to Begin?

Palm Beach State's committee chose Advantage Design Group to create their program based on the merits of previous work done with the school's director of college relations and marketing.

Advantage Design Group proposed an online orientation that featured students and staff telling their story only as Palm Beach State could. They created a Palm Beach State-branded Web design that included video, interactive modules, and easy access to more information so curious students could dig in more deeply. And, they developed program integration to connect students to their individualized academic records - streamlining the orientation, placement testing requirements, and course selection process.

Susan Lang, Director of College-Wide Student Programs, stated that she was "amazed" at how well the process worked with Advantage Design Group. Susan's internal process included

consulting various departments for approvals at each step, "but Advantage Design Group's project manager and creative team really helped in keeping the process moving to completion." Palm Beach State College truly leveraged the talent available from Advantage Design Group not only in terms of creative design and marketing, but in technology as well.



The Orientation Program Today.

Now, time is used more productively. Since the majority of topics are addressed online, the student gets more personal time with their advisor. Students can plan ahead for not only one term, but two. And the time is spent where they need it most - choosing the courses necessary to ensure their academic success.

Now, student orientation is intuitive. Once enrolled, students receive an email guiding them to the online orientation. Once registered, it remembers students and tracks responses. One valuable result - students are notified if they need to take placement tests before making course selections, easing this administrative burden. And, if a student wants to return to the orientation after stopping before completion, the information is always there - right where the student left off.

Now, sensitive topics such as additional fees for excess credit hours and code of conduct issues are broached online, professionally and with authority.

And now, they have a great tool for training new staff as well.

Worth the effort.

Palm Beach State College reports virtually no issues concerning student access or usability. They have achieved not only the visually interesting component of their program, but a solid technical foundation as well.

Now, online orientation just makes sense for Palm Beach State College.

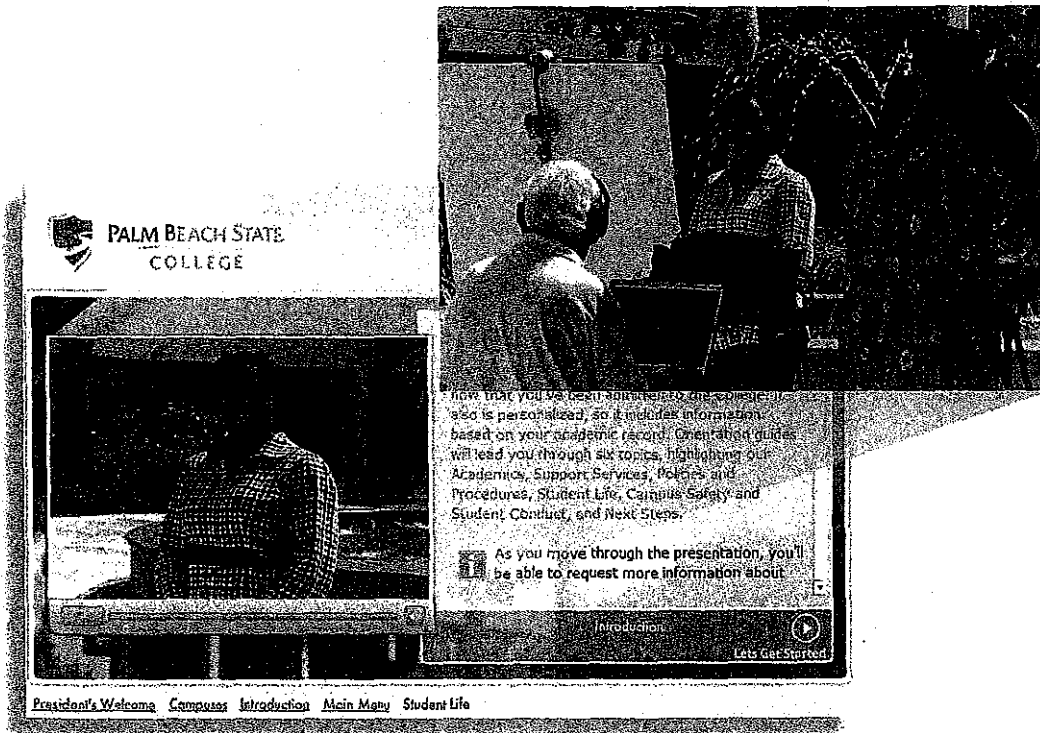
The screenshot shows the Palm Beach State College website header with the logo and name. The page title is "Support Services". The main content area features a video player on the left showing a person in a classroom setting. To the right of the video is a quiz question: "It's time for another quiz question. Students have the ability to do which of the following through their online PantherWeb account?". Below the question are three radio button options: A. Register or withdraw from classes, B. Pay tuition and fees, and C. Check on financial aid status. At the bottom of the quiz area, it says "Support Services Quiz" and "8 of 15". A navigation bar at the very bottom includes links for "President's Welcome", "Campuses", "Introduction", "Main Menu", and "Support Services".

The screenshot shows the Palm Beach State College website header with the logo and name. The page title is "Support Services". The main content area is titled "Student Learning Centers" and contains a text block describing the Student Learning Center (SLC). The text states: "The Student Learning Center (SLC) is open to all Palm Beach State students who need assistance with the skills necessary for success at the College and beyond. The SLC staff provides academic support, including tutoring, through their labs (Computer, English, Writing, Math/Reading) and they are equipped with computer software and other learning tools to support many credit and college readiness courses. Review materials for standardized tests are also available. Online resources, including tutoring, can be accessed through the SLC web page." To the right of the text is a video player showing a group of people in a classroom. At the bottom of the page, it says "Student Learning Centers" and "13 of 15". A navigation bar at the very bottom includes links for "President's Welcome", "Campuses", "Introduction", "Main Menu", and "Support Services".

Moving On.

The future at Palm Beach State looks bright, for administrators, advisors and students. Using the content management system installed by Advantage Design Group, select staff members can easily change content on the site. So, they stay on top of the frequently changing needs of online orientation. A vocational program version has already been successfully implemented online. And, the administrators are confident that they can build upon the site without needing to schedule time with their IT department. They can get the job done when they need it done.

Palm Beach State College has secured its future and set the stage for academic growth with its online student orientation. And they're glad they did.



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April 23, 2014

Online Orientation Testimonial

Advantage Design Group was instrumental in helping us reach our institutional goal of mandating orientation for new students at Aims Community College. Their talented staff of project managers, web designers, and programmers worked tirelessly to help us create an orientation that went above and beyond our expectations. They always came from a place of YES! We asked them to tailor our orientation specifically to our student population and their needs – some of our requests presented new challenges to ADG but they always viewed them as opportunities to improve their product.

The entire process from design and functionality, content development, and IT/Banner integration was seamless. ADG's customer service is by far one of the best we've experienced with a vendor in the tech industry. Their staff made us feel as if we were their only client and even post-launch they continue to answer our questions and provide support within hours. It is with great pleasure and confidence that we recommend ADG to any prospective college looking to create a professional and unique orientation experience for their students.

Rachel Veretto
Coordinator, First-Year Experience
Aims Community College

Shannon McCasland
Assistant Dean, Student Services
Aims Community College



Midland College

March 5, 2015

RE: Online Orientation ~ Midland College First Look

Big Thank you to Advantage Design Group

Midland College recently brought back a face to face new student orientation. Our orientation is formatted differently than many other programs. Instead of information on getting enrolled, financial aid, and starting the college process, it is held a few days before school starts and provides information that students need for the first day of class. It is assumed that students attending are already enrolled and paid.

New Student Orientation has been successful, but we worried about the students that might never get THROUGH the admissions and registrations processes to attend New Student Orientation. Should we add a pre-face-to-face orientation? Was this the best use of our resources? Could students make it? Could employees staff it? Would it spread departments too thin? These were all questions we faced.

An online orientation program for students to use and reference at the beginning, middle, and end of the registration process was determined to be the first course of action. Advantage Design Group provided a full and complete package from video – taping to editing and producing, computer programming to designing, front end to back end, with great training and support for me and others involved in the process. The idea of not having to coordinate a series of in house and outside contractors that was a great appeal of Advantage Design Group. In addition, the options we had with regards to customization (branding) and student tracking was a tremendous asset.

My experience with Advantage Design Group has been amazing. Both working with John on the layout and design and with Matt when he came to film our videos has been a pleasure. Throughout the process they waited on me way more than I ever had to wait on them. Their technical expertise, positive and outstanding customer service, and "can-do" response to every request lead me to recommend them without hesitation; even to our webmaster who is looking into a new web page design for our school.

While we are in the final stages and haven't "gone live" as yet. I am beyond excited. The graphics and layout are amazing. The back end program we will use to make editing changes seems user friendly and I am confident after the training that Advantage provided.

As we move forward, I am eager to see the full campus and student body response.

3600 N. Garfield • Midland, Texas 79705-6399 • (432) 685-4500 • www.midland.edu

MIDLAND COLLEGE IS AN EQUAL OPPORTUNITY EMPLOYER/EDUCATOR.

Midland College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificate and associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Midland College.



July 23, 2014

To whom it may concern:

George Mason University has recently launched our online orientation using Advantage Design Group to develop the project. We needed to implement an online orientation to accommodate a growing number of topics, as well as several user tracks so students only need review material relevant to their school and situation.

After exploring our options, we selected Advantage Design Group because of the quality of the final product related to online orientations, as well as the ability to customize many options. They also were able to meet all required accessibility needs for ADA compliance.

Among these services was a custom designed, George Mason-branded interface that makes an strong, Mason-spirited impression on all students. The creative director and design team provided three concepts and worked closely with us to ensure originality and that the orientation was in line with our brand standards. Further, the layout shows well on a desktop, and ADG developed a version that responds to tablet and smart phone devices.

An on campus video shoot including script writing, staging, directing, and editing completed this important part of our program. We provided students and faculty as on-camera representatives. Advantage Design Group worked with them to produce a series of video and video quizzes and placed these within our orientation.

Programming of quizzes, a survey, memory return, access to more information on personal items of interest, as well as integrating with our internal records were must-haves for our orientation. Advantage Design Group accommodated these needs and others. Not only did their technology allow for trackable logins for each student, it also served up unique content by the school and student type. These customizations were difficult to find in other vendors.

Implementing online orientations is a large undertaking. But with the help and proven expertise of Advantage Design Group, we were able to accomplish ours with great success.

Sincerely,

A handwritten signature in black ink, appearing to read "Sally Sagen Lorentson".

Sally Sagen Lorentson, Ed.D.
Director of Orientation and Family Programs and Services
George Mason University

End of Text for Exhibit D

Exhibit E
Payment Terms and Conditions

1. General Payment Terms

- a. Contractor shall prepare and present a claim form supplied by Suffolk County Community College and approved for payment by the Association. Claims shall be documented by sufficient, competent and evidential matter. Payment by the Association will be made within thirty (30) days after approval by the Association.
- b. Contractor agrees that it shall be entitled to no more than the fees set forth in this Exhibit E for the completion of all work, labor and services contemplated in this Agreement.
- c. The charges payable to Contractor under this Agreement are exclusive of federal, state and local taxes, the Association being exempt from payment of such taxes.
- d. The acceptance by Contractor of full payment of all billings made on the final approved voucher under this Agreement shall operate as and shall be a release to the Association and/or College and/or County from all claims and liability to Contractor, its successors, legal representatives and assigns, for services rendered under this Agreement.

2. Limit of Association's Obligations

The maximum amount to be paid by the Association as set forth on the cover page of this Agreement shall constitute the full obligation of the Association in connection with this Agreement and any matter arising therefrom.

3. Specific Payment Terms and Conditions

See ATTACHMENT 2

ATTACHMENT 2

1. Cost proposals must be provided in a separate sealed envelope.
2. Contractor shall provide all information it deems necessary to explain or clarify its Cost Proposal.



PROPOSAL

Advantage Design Group
141 Hilden Rd, Suite 203
Ponte Vedra, FL 32081
<http://AdvantageDesignGroup.com>

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Beatriz Castano
Suffolk County Community College
Crooked Hill Road
Brentwood, NY 11717

Date: May 18 2015

Title: Suffolk County Community College Online Student Orientation Gold with virtual campus tours **Proposal #:** 2471

Prepared By: Dave Roberts

Scope Of Work **Cost**

Online Orientation

Orientation - Consulting: Consultation and Creative Direction \$3,000.00

Working with Advantage Design Group means you have a professional project manager assigned to your project. Your project manager ensures accurate communication and timely workflow is accomplished so that your project stays on course to completion. Your project manager schedules a kick off call to review the scope of your project, to verify your contracted services and to discuss your vision of the completed work. In this initial meeting we introduce your team to our team including our creative director, lead designer and programmers assigned to your order.

Further, we know that creative direction is vital to the success of your online orientation. For your school, it must be interesting, original, adhere to your branding requirements and keep your message on track throughout the process. Our creative director ensures that your message is communicated accurately and according to your branding standards. The creative team is expert at concepting, creating, listening to your feedback, and implementing. We work closely with you, so you have the benefit of our efficiency and diverse experience.

Orientation - Consulting: Production Planning \$1,800.00

Advantage Design Group's production process encompasses five main areas - concept, alpha, beta master Web approval, and launch. Based on your feedback at each stage, we include one round of revisions at no additional charge. The following is a list of the review point stages.



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1. **Concept** – You will receive 3 orientation concepts for review and selection. We provide one round of revisions with your feedback to refine the one that you like best.
2. **Alpha** – The concept design you choose is developed into the main interface of the orientation. It provides insight into the transition effects of the menu and content sections. Content sections shown at this point are a text/image page, and video and video quiz pages, if applicable.
3. **Beta** – The beta stage encompasses the design elements approved from the alpha stage including copy writing, images and sections. At this stage, your orientation is built out with all content.
4. **Master Approval** – The master stage is provided for you to review for accuracy and for final changes. At this stage we test for view-ability on multiple web browsers (Internet Explorer 8.0 or higher, Chrome, Safari, Firefox).
5. **Launch** – A soft launch date is agreed upon with a controlled college selected group for a two week period. After that, your go live launch date is scheduled and implemented. Also, at this time your back office training session is scheduled.

If additional rounds of revisions are necessary, these may be billable.

Orientation - Consulting: Branded Custom Interface Design

\$2,500.00

Advantage Design Group works with you to custom design your orientation so it speaks to the culture of your school and tells your orientation story effectively. Our creative team provides you with your concept designs for discussion. Each concept is custom designed to reflect your objectives, yet each one offers you variances from which to choose. We work closely with your team to ensure that the design you select, along with your revision, will make the right impression from the very start. Your custom interface sets the tone for the look and feel of your orientation moving forward. So we refine your selection based on your feedback before the alpha stage begins.



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<p>Orientation - Consulting: Responsive for Tablets and Smartphones</p> <p>Responsive design is a methodology that assures the online orientation experience is user friendly across devices – from desktop, to tablets and smartphones. We develop your online orientation using responsive design techniques and we test for accurate playback. This ensures that your students can complete a full orientation on these devices seamlessly, while maintaining the integrity of the orientation. The orientation is responsively designed so that content can be updated in a single location from the administrator's back office and applies across devices.</p>	<p>\$2,400.00</p>
--	-------------------

<p>Orientation - Sections: Main Menu Sections (8)</p> <p>This serves as the main navigation from your home page and is designed to carry the colors and backgrounds throughout the site. A welcome section and seven (7) menu sections are suggested here, for a total of eight (8) sections.</p>	<p>\$2,400.00</p>
---	-------------------

1. Welcome Message
2. Campus Locations
3. Academic Programs and Degrees
4. Support Services
5. Student Life
6. Campus Safety and Code of Contact
7. Policies and Procedures
8. Next Steps

Eight (8) main menu items are suggested. However, you may include more, or less, and you are charged or credited based on the actual final count.

NOTE: Each additional menu section is \$300.

<p>Orientation - Sections: Supporting Screen Design (58)</p> <p>We ensure your selected concept style is carried throughout each page of your orientation. To accomplish this we populate your pages with the text, videos, and photos provided by you. Following are a suggested number of screens for each section.</p>	<p>\$8,700.00</p>
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Scope Of Work	Cost
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1. Welcome (1 screen)
2. Campus Locations (4 screens)
3. Academic Programs and Degrees (10 screens)
3. Support Services (15 screens)
4. Student Life (6 screens)
6. Campus Safety and Code of Conduct (6 screens)
7. Policies and Procedures (13 screens)
8. Next Steps (3 screens)

Fifty eight (58) screens are suggested. However, you may include more, or less, and you are charged or credited based on the actual final count.

NOTE: Additional screens created and set up by us will cost an additional \$150 per screen.

Orientation - Video: Video Production

\$6,000.00

Advantage Design Group full service video production includes planning, and on location filming.

Video Production Planning: We ensure a successful video production by providing important guidelines before we begin. We host a meeting with your team separate from our initial kick off meeting where we discuss and provide documents that cover:

- On-camera tips (PDF)
- Location scouting (remote consultation)
- Script writing guidelines
- Your shoot schedule
- What you can expect the day of your shoot

We also discuss the specific talent you'll choose and suggest who may work best on camera. You may have up to two (2) spokespeople on camera at a time if so desired.



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Services also available to you are script writing, talent search and acquisition, and b-roll footage to be taken on your campus. These are available for an additional charge.

On Location Filming: Your on location filming includes sixteen (16) hours of shoot time on campus. We provide a video crew consisting of a camera operator, director and grip filming all your subjects in high definition video. Our state-of-the-art equipment includes video cameras, lights, microphones, and teleprompter. We stage at various locations around your campus.

We include twenty eight (28) videos as outlined below:

- . 1 President's Welcome
- . 1 Online Orientation Welcome Overview
- . 10 Section videos: 2 each in the 5 main sections: Opening, and Closing videos
- . 15 Quiz videos: 5 quiz question sets made up of 3 in each of the 5 sections (Each section includes 1 question, the correct answer, and the incorrect answer)
- . 1 Congratulatory Next Steps Closing

Orientation - Video: Video Post-Production Editing (16 Hour Shoot - 28 Segments)

\$6,500.00

All footage is edited to include the best takes and to consider the appropriate length for your online orientation videos. The subject videos appear throughout the orientation and are optimized at the best resolutions. Your finished video lengths are outlined below.

- . 1 President's Welcome (up to 90 seconds finished length)
- . 1 Online Orientation Welcome Overview (up to 90 seconds finished length)
- . 10 Section videos: two (2) each in the five (5) main sections: Opening, and Closing videos (up to 1 minute each finished length)



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- 15 Quiz videos: Five (5) quiz question sets made up of three (3) videos in each of the five (5) sections. Each section includes one (1) question, the correct answer, and the incorrect answer. (up to 30 seconds each finished length)
1 Congratulatory Next Steps Closing (up to 90 seconds finished length)

If you need your videos to be longer than outlined, this is available for an additional charge.

Upon completion, the College will retain all video files/footage from the project.

The name of our video editing program is Adobe Cloud Service Suite.

Orientation - Video: Video Placement (33) \$4,125.00

Once the final edited videos are ready, we ensure they are inserted into your presentation properly and in the right location. Includes placing up to thirty three (33) videos. If more are needed, they may be added for \$125 each.

This includes the original twenty eight (28) orientation videos, plus the five (5) virtual tour videos, for a total of thirty three (33) videos placed.

Orientation - Programming: Core \$5,850.00

Our core programming package includes the administrator back office program, a student profile login, and glossary terms bubbles features.

Administrator Back Office Program (Content Editing including text, photos, videos, PDFs): Advantage Design Group develops your online orientation with your future update needs in mind. Our administrator back office gives you the ability to add, remove, and update your screens and content using a separate, secured log in. Be empowered with full control to change photos, video and text as you need. The back office is easy to use and simple to customize. It features export capabilities, and robust real-time reporting with information graphics.



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Student Profile Login (stand alone only): The student profile login screen complements your online orientation design and allows each student to create a new account. It collects student information such as name, email, user ID and password. It also includes a "forgot password" feature which provides the student his or her pre-determined password if forgotten.

Glossary Terms Bubbles: A simple mouse over of a term that needs definition or explanation is achieved with our glossary terms bubbles. It's a quick way to get information needed without having to navigate outside of the current screen. This keeps students focused and helps them to understand terms that may be unfamiliar to them. Once the orientation is launched, you populate the terms you want. This feature empowers administrators with the ability to provide definitions for words and/or acronyms for students.

Orientation - Programming: Tracking and Reporting

\$2,500.00

Our tracking and reporting feature allows each student to be monitored so that their progress can be tracked. First time registration includes a (Name/Email/ID) form. Based on the account information entered, this provides what is needed for the reporting on student progress as it relates to your orientation. Advantage Design Group collects information by student that tells you when a student has begun the orientation, how far through the program they have progressed, and when they have completed the orientation. The results can be easily exported to a .CSV file.

Orientation - Programming: Personalized Items of Interests Program

\$3,000.00

As students progress through the orientation, they have the option to check items on which they would like more information. Upon completion of the orientation, a landing page appears recapping the items in which the student expressed interest. Each item that appears offers a link to the school's website, a supporting PDF or video link, for more information on the topic. Pricing includes up to twenty four (24) items of interest from



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<p>which the student may choose. If more are needed, they may be added for an additional charge.</p>	
<p>Orientation - Programming: Memory Return Program</p> <p>Students may need to complete their orientation in more than one session. Advantage Design Group makes it easy to continue the process from where the student left off through our auto-memory return programming. It saves time and ensures that the student doesn't need to start from the beginning if it's necessary to exit before completion.</p>	\$500.00
<p>Orientation - Programming: Additional Resources Links</p> <p>Adding additional resources links to your orientation allows students to explore various areas of your website or other destinations such as financial aid, school handbook, and event calendars. Later if the students want to access this information, it is also available from the alert bar. We provide for up to ten (10) links that you may select. If more than 10 are needed, they are available for an additional charge of \$30 per link.</p>	\$300.00
<p>Orientation - Navigation: Core</p> <p>Our core navigation package includes an alert bar, a delay timer, lock down navigation order and an intelligent search feature.</p> <p>Alert Bar: includes resources links, student checklist, announcements: Our Alerts toolbar feature is unique to Advantage Design Group online orientations. It's a convenient visual tool on the main screen where students can quickly access important announcements, resources, and review items they need to do in a checklist format. (Announcements such as a welcome message; links to important resources; or checklist to-do items such as "meet with adviser", or "register for classes")</p> <p>The resource button includes the resource links as well as the students selected items of interest. These lead students to important resources that they can refer to throughout their college career. The announcements and checklist buttons show how many new announcements or checklist items there are that must be reviewed or</p>	\$900.00



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completed. A number next to each button provides the quantity of current announcements or checklist items.

Navigation Delay Timer: Our navigation delay timer feature helps students to avoid the temptation to rush through the online orientation. It helps to ensure that they are reading the material and absorbing more of this needed information. Each screen remains available and will not allow the student to click forward for a time pre-determined by your administrator. The time may be set globally for the entire orientation, or for each individual screen based on each screen's content.

Lock Down Navigation Order: Advantage Design Group allows you to set navigation for your students in a linear order. This will lock down the order in which the students may navigate the information.

Intelligent Search: Our intelligent search feature works in tandem with the lock down order of the online orientation. The search functionality is smart – meaning that it shows only the information students may see based on their progress through the orientation. If students search an item that is further along in the content than they have reached, the smart search alerts them that this information is forthcoming. Once students complete all sections in the order intended, they will have access to all terms searched.

Orientation - Student Assessments: Video Pop Quizzes

\$1,800.00

Video pop quiz questions keep the students engaged as they navigate through the program. The on-screen host asks a question and the student chooses an answer. Based on the answer given, one of two videos appears verifying the correct or incorrect answer. Tracking and reporting of quiz results is included in this feature. It shows the date, section, question, answer and overall score. There are five (5) pop quizzes included for the five (5) main menu items. However, we do not recommend a pop quiz for the Welcome, the Campus Locations, and the Next Steps. There would be a twelve (12) question trackable master test after the "Next Steps" module.



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<p>Orientation - Administration: Administrator Back Office Training</p> <p>Once your orientation is launched, Advantage Design Group provides two (2) one-hour training sessions for the administrator back office system in a one-on-one video conference. Your first session is scheduled at launch of your orientation, and covers an overview of all the topics you need to know to update your content. Your second training session is scheduled at your convenience and covers reporting and any specific questions you may have once you have had the chance to use the system.</p>	\$1,800.00
<p>Orientation - Administration: Support and Subscription</p> <p>Unlimited call-in or email technical support is included within the first twelve (12) months of your launch date. After one year that your orientation has been live, the annual renewal for unlimited student usage and unlimited administrators is \$2500, and subscription access is \$1800. These are recurring annual fees for each year that you continue using your online orientation.</p>	\$0.00
<p>Orientation - Integration Real-time Reminders</p> <p>Our developers build-in secure feature communicates with your institution existing system so that each student experience is personalized. This means we can provide up to ten (10) real time reminders about items that students still need to address based on your records. So you automatically notify students about items such as prerequisites that need to be done according to your records. Integration includes IT meeting and documentation. (This feature requires Integrated User Log In also be part of scope)</p>	\$3,000.00
<p>Orientation - Integration: Guest Version for Parents and Prospective Students</p> <p>A guest version of your online orientation can be used for marketing/ recruiting purposes to attract new students, as well as a parent portal so parents can learn about the school their child wishes to attend. This is available as a stand-alone version only. The login is accessed outside of</p>	\$2,500.00



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<p>Banner/Luminus, via a "guest login." It provides a login page that collects student/prospect or parent's basic identifying information such as name and email. The guest information and activity is recorded and is view-able on an administrator's report. All testing and quiz functionality are removed from this version. A link to this guest login will be provided on the college's website.</p> <p>We can also remove sections from the main orientation that you do not want parents and prospective students to view.</p> <p>If you would like to add any additional screens or videos to your guest portal for prospective students and parents, these may be designed and added for an additional charge. The additional charge if we set up additional screens for you is \$150 per screen. The additional charge if we add additional videos for you is \$125 per video.</p>	
<p>Orientation - Integration: Integrated Student Profile</p> <p>The integrated student tracking feature allows us to establish a SSL (secure socket layer) secure communication with your institution's system. An authenticated student's basic identifying information (properties such as: student ID, first name, last name, email address) is passed to the orientation using a query string for account creation, tracking and reporting.</p> <p>Once this is complete the student is directed first to the welcome screen or to the last page the student visited in the orientation. Integration includes IT meeting and documentation.</p>	\$2,500.00
<p>Orientation - Integration: Integrated Post-Back to School</p> <p>This integration option allows for the system to post back to the college at a specified single event, for example when each student has completed the orientation. With the data that is sent back to the school, your IT department can update your existing student management software such as Banner, Datatel, Colleague, Peoplesoft, etc.</p>	\$2,500.00



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Orientation - Special Users: ADA Version \$3,500.00

At your request, Advantage Design Group provides HTML versions of all text and video closed caption for client-provided video scripts so that they are accessible by ADA readers for students with disabilities. The content is easily edited in one location from the administrators back office system. It automatically updates these edits throughout the orientation.

Orientation - Student Assessments: Trackable Tests \$2,500.00

Trackable tests help you see how students are absorbing the content. Administrators can define the questions and answers, as well as set pass/fail percentages. The feature notifies students if they pass or need to retake the test after referring back to the related material. If passed, the system shows the user the questions they missed along with the correct answer. The graded score is recorded in the back office reporting section. Up to twelve (12) questions are available in your online orientation. More than 12 questions, or additional tests can be added for additional charges.

Orientation - Communications: Automated Email Reminder \$1,500.00

Students who have started the orientation but have not completed it can automatically receive one reminder. You decide the number of days that may pass before the student is notified.

Orientation - Content Assistance: Copywriting - Video Scripts and/or Screen Text \$6,000.00

An interview with key personnel and content managers is conducted to clarify direction and tone desired throughout the orientation. Our copy writer works from your outline of menu items and desired slide content. Two editing opportunities are included. Further editing is available for an additional fee.

For your online orientation, the cost to write your content for your screens is \$4,000.

The cost to write your video scripts for the twenty eight (28) main orientation videos is \$2,000.

Scripts and storyboards for the videos will be provided to the College for approval before video production commences.



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Orientation - Video:Virtual Campus Tour Videos (5) \$15,000.00

Advantage Design Group will create a virtual campus tour video of each of your FIVE (5) locations, including the three (3) main campuses, and the two (2) downtown locations.

Our writer will interview a contact at each campus to find out what is special about each campus, that your virtual tour will showcase. Once the script is written, you will receive a copy for review. Then we will edit it, based on your feedback. Up to two rounds of editing are included with each script, in order to make sure it is perfect before it is recorded by your student spokesperson, or "Virtual Tour Guide," during the on-campus video shoot.

We produce the video, directing your spokesperson at the shoot, and edit the videos.

Each of the three (3) main campus virtual tour videos will be up to 2.5 minutes long. The two (2) downtown location videos will be up to one (1) minute each. Each of these videos will utilize a student (virtual tour guide), who will read the script you have approved.

The "B" roll footage will capture your campus, the campus activities going on at the time, as well as important locations of student services that you want to bring to their attention, with an introduction to important resources, such as the New Student Orientation department, or other offices that provide student services.

In addition to "B" roll footage that captures the campus on video, if you can provide existing "B" roll footage of campus activities that have taken place during the year, including your student life activities, we can utilize some of your existing video footage during our editing phase, to profile not only the campus, but also campus life. You can "show off" your campus life, and your student life, while providing valuable information to your new students.



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The video will educate incoming students about the campus they will be attending and show how nice these campuses are to prospective students, parents, and incoming students.

We can bring your story to life and help your incoming students appreciate that they are a part of a unique community. The virtual tour, through the orientation program, will be accessible from the student's school portal, and from the guest login, for prospective students and parents.

Finally, we will provide background music, with copyright clearance for distribution, to be used in your virtual tour videos. Tell us the genre of music you prefer. We will then send you five (5) selections that we recommend for you to preview and choose from. The music track you select will play in all five (5) of your videos.

These virtual tour videos will be available to incoming students through integration with Banner/Luminus. The student will access the online orientation through the link provided to the student, while they are logged in to Banner. While in the online orientation, they will access the virtual tour videos while viewing the "Campus Locations" module.

The virtual tour videos will also be available to prospective students and parents via the "Guest Login" portal. After the prospective student or parent proceeds to login to the online orientation, tailored to them, they will be able to access the video virtual tours via the campus locations module as well.

Travel

\$2,900.00

Travel expenses are passed through to you, with NO mark up from us. The estimated travel is based on Five (5) days, six (6) nights hotel stay, air travel, including passenger tickets, baggage checks, airport parking, as well as car rental, and food for the duration of the travel. Hotel costs and



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food costs are kept to a minimum, as we are very cost conscious on behalf of our clients.

This trip has been extended to Five (5) days on campus and Six (6) overnight stays, due to the extra time needed to video the virtual tours, in addition to the twenty eight (28) videos already incorporated into the online orientation. The video production team will fly up on Sunday, and fly home on the following Saturday. This will allow them to have five full days of video production on the campuses.

Total travel costs for this orientation, including the five (5) virtual tours, is estimated at \$2900.

Total

\$95,975.00

-This proposal will be honored for 30 days from the day it was sent.

-Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

-Advantage Design Group requires a deposit equal to half of our agreed upon fee to begin your project. The deposit is due 10 days after your project is approved internally.

-The balance is due once we deliver the link to your completed project. If your project is delayed for more than 90 days due to an interruption in your company workflow, the balance becomes due on day 91.

signature

printed name

date

Approved to proceed and have read and agree with terms and conditions.

signature

printed name

date

Jonathan Swingle

End of Text for Exhibit E

**Exhibit F
Request for Proposals**

See ATTACHMENT 3

ATTACHMENT 3

1. Purpose of RFP

Suffolk County Community College (College) invites proposals from qualified companies for an online virtual orientation program and associated training/consulting services.

The College's mission statement embodies the essence of its commitment to student success – "Suffolk County Community College promotes intellectual discovery, physical development, social and ethical awareness, and economic opportunities for all through an education that transforms lives, builds communities, and improves society."

The orientation program at the College is an essential component of transforming students' lives as one of the first steps in their journey toward pursuing their educational aspirations.

Our goal is to design an informative, engaging, online orientation utilizing text, graphics, multimedia, etc. The purpose of the virtual orientation will be to convey large amounts of important information to students to prepare them for their college experience.

The College's current process for new student orientation is in-person and on-campus. The College's commitment to increased persistence, retention and graduation rates prompted a review of its orientation process. The need to develop a virtual orientation was identified as paramount to student engagement efforts.

In addition to serving as a user-friendly and informative virtual orientation, the program must be ADA compliant and be able to interface with the College's Banner/Luminus system.

The College's online orientation will be organized into two components that will serve different purposes and populations. The program must be able to address both new incoming students and prospective students and their parents. *Incoming new* students are individuals who are actively involved in the process of enrolling at the College for the first time for the upcoming semester. This can include both students who have not previously attended college and transfer students. *Prospective* students are individuals who might attend the College in the future and may be seeking information about the College on our website.

The College is seeking a virtual orientation program that is:

- An alternate way for incoming students to be oriented to the College;
- Well-organized;
- Visually appealing;
- User-friendly;
- Easy to navigate;
- Easy to maintain;
- Accessible 24/7;

- Informative;
- Engaging;
- Fast-loading;
- Able to provide reporting and tracking capabilities, including but not limited to analytics;
- Capable of administering quizzes and scoring;
- Able to allow students the ability to complete the orientation in multiple seatings. Memory return;
- Able to interface with Banner/Luminus;
- Single sign-on capable;
- ADA compliant;
- Able to be personalized;
- Interactive with mobile, smart phone, and tablet formats;
- Able to produce automatic e-mail reminders to students about completing the orientation and;
- Inclusive of a virtual tour.

The College intends to award one contract with a term of one (1) year with four (4) additional one (1) year renewal options to be exercised at the College's sole and absolute discretion. The terms of each option shall be mutually agreed upon by both parties.

2. Background Information

- a. The College is a non-resident, public, two-year college with three campuses (located in Riverhead, Brentwood and Selden) and extension centers located throughout Suffolk County.
- b. The College annually enrolls approximately 27,000 students.

3. Coordinating Departments

a. Prior to Award of Contract

The College's Office of Business and Financial Affairs (contact listed below) is responsible for coordinating the issuance of the RFP.

Contact: Beatriz Castaño
Administrative Director of Business Operations
Suffolk County Community College
533 College Road, Rm. 11, NFL Building
Selden, New York 11784-2899

Tel: (631) 451-4435
Fax: (631) 451-4404
E-mail: castanb@sunysuffolk.edu

b. After Award of Contract/Prior to Execution of Contract

The College's Office of Legal Affairs will be responsible for coordinating with Company regarding the negotiation and execution of the contract.

c. After Execution of Contract

The Office of Business and Financial Affairs is responsible for administration of Company's contract, including payments.

4. Evaluation Committee

A College Evaluation Committee will make the final selection of Company. The Evaluation Committee will include, but not be limited to, the Associate Dean of Student Services, the College Dean of Enrollment Management, the Associate Dean of Student Services, the Associate Dean of Student Services, the Director of Campus Activities and Student Leadership Development, the Director of Campus Activities and Student Leadership Development, the Director of Campus Activities and Student Leadership Development, the Director of Athletics, the Director of Business for the Suffolk Community College Association and an Information Technology staff member.

5. Administrative and Technical Questions

a. Administrative Questions may be submitted in writing to the contact listed in paragraph 3 above. E-mail and fax are acceptable; e-mail is preferable.

b. Technical Questions must be submitted in writing on or before **May 8, 2015** to the contact listed in paragraph 3 above. E-mail and fax are acceptable; e-mail is preferable. The College Evaluation Committee will develop responses to the technical questions. Responses will be issued by the College in the form of an Addendum to this RFP.

c. Office of Business and Financial Affairs is Sole Contact during RFP Process

All communications during the RFP process should be directed to the Office of Business and Financial Affairs or, as appropriate, the College's Office of Legal Affairs. Communication with any other College or County employee or any member of the College Evaluation Committee or any incumbent company for the goods and services being procured pursuant to the RFP may be cause for disqualification from the RFP process.

6. Proposer's Conference

No proposer's conference will be held.

7. Due Date for Proposals

Proposals must be submitted to the attention of Beatriz Castaño, at the address listed in paragraph 3 above by **May 21, 2015 no later than 12:00 p.m.** In the interest of fairness to all participants, no extensions or exceptions will be permitted, unless issued as an Addendum to this RFP and applicable to all companies.

8. Number of Copies

One hardcopy original and twelve (12) copies of the Proposal are required, plus one copy on a CD using an MSWord or ASCII format. Envelopes or boxes containing RFP responses must be clearly labeled with the title of the Request for Proposal. Failure to properly label the responses may be cause for disqualification. Do not submit proposals that are permanently bound.

9. Proposal Format

Proposals must include the following:

a. Transmittal Letter on Company Letterhead

Signed by a corporate officer or an authorized agent of Company

b. Company Profile: Response to Questions set forth in Section II

This section will be used in the College's evaluation of Company's general qualifications. Use the format (expand as appropriate) set forth in Section II, entitled "Company Profile."

c. Company's Proposed Technical Services/Products: Responses to items set forth in Section III

This section will be used in the College's evaluation of Company's proposed technical services. Use the format (expand as appropriate) set forth in Section III, entitled "Technical Proposal Requirements."

d. Company's Cost Proposal: Responses to items set forth in Section IV

i. This section will be used in the College's evaluation of Company's proposed fees. Use the format (expand as appropriate) set forth in Section IV, entitled "Cost Proposal." The Cost Proposal must be submitted in the same package as other items requested by this RFP, but must be in a **separate sealed envelope** labeled "Cost Proposal."

ii. One original and twelve (12) copies of the Cost Proposal are required, plus one copy on CD using MSWord, Excel or PDF format. Do not submit cost proposals

that are permanently bound.

e. List (if applicable) of Subcontractors

Identify all subcontractors Company plans to use and the function for which such subcontractors will be responsible. Provide qualifications, including prior relevant experience, for subcontractors anticipated to be used. Failure to include this information in the Proposal may be grounds for disqualification.

f. Requested Changes to Model Agreement

Company should identify any items not set forth in the Model Agreement (reference Section V) which Company requests be negotiated.

g. County Disclosure SCEX Form 22

Three originals, signed by a corporate officer or an authorized agent of Company and notarized, are required. SCEX Form 22 is included in the Section VI entitled "Miscellaneous Forms."

h. County Bid Certification Form SCPD-7

One original, signed by a corporate officer or an authorized agent of the Company. Form SCPD-7 is included in the Section VI entitled "Miscellaneous Forms."

10. Selection Process

The College will evaluate the submission through a point rating system, set forth below in Paragraph 11. The College may invite firms to make presentations to the Evaluation Committee to demonstrate their qualifications and approach to the project. The final selection will represent the best interests of the College.

11. Award Criteria

	Points
a. General Qualifications	40
Consultant's technical expertise, assigned team, size relative to the project, references reflecting similar work and related experiences. See Section II, entitled "Company Profile," for specific requirements.	
b. Proposed Services/Products	40
Ability to meet proposed deadline, responsiveness of proposed strategy, recognition of issues and problems,	

innovative and creative ideas and effective strategies for input and feedback. See Section III entitled “Technical Proposal Requirements” for specific requirements.

c. Cost Proposal	20
Total cost, record of staying within cost and realism. Separate sealed envelope. See Section IV, entitled “Cost Proposal,” for specific requirements.	
Total	100

12. RFP Policies and Procedures

- a. All RFP documents are available for download from the Suffolk County Community College’ website under the following link: <http://www.sunysuffolk.edu/Administration/BusinessAffairs/RequestForProposals>. The Office of Business and Financial Affairs has responsibility for maintaining a control list of all potential Proposers. Companies who intend to submit a proposal must complete “Bid-RFP Contractor Registration Form” included in the RFP documents and submit it to the contact person identified in Section I.
- b. It is the College’s intent to select the Company that provides the best solution for the College’s needs.
- c. Reference is made to the Model Agreement attached (set forth in Section V) for the terms and conditions of the Agreement to be entered into, including indemnification and insurance. The Model Agreement is subject to revision arising out of the terms and conditions imposed by law or deemed appropriate by the College’s Office of Legal Affairs.
- d. Company’s response to this RFP, as may be subsequently modified in negotiations with the College, may be included as exhibits in any contracts that the College may execute with Company.
- e. The College reserves the right to amend this RFP. The College reserves the right to reject any or all of the proposals, or any part thereof, submitted in response to this RFP, and reserves the right to waive formalities, if such action is deemed to be in the best interest of the College. The College reserves the right to request additional information from any Proposer. The College reserves the right to award negotiated contracts to one or more Companies

- f. This RFP is not intended and shall not be construed to commit the College to pay any costs incurred in connection with any proposal or to procure or contract for any services.
- g. The decision to award a contract shall be based on Company's ability to provide quality services and products and to comply with all applicable laws, rules and regulations, including without limitation the Local Preference Law and other Suffolk County local laws, as applicable.
- h. The award of any contract will be made as judged to be in the best interest of the College. The final selection of the company will be made by the College Evaluation Committee, including but not limited to, the representatives set forth in paragraph 4, entitled "Evaluation Committee" of Section I of this RFP.
- i. The College General Counsel acts as counsel to the Evaluation Committee, but does not vote in the selection process.
- j. Each Proposal will be examined to determine whether it is responsive to the requirements of this RFP. All responsive proposals will be evaluated in accordance with the criteria set forth herein.
- k. While the College is under no obligation to contact companies for clarifications, it reserves the right to do so. Depending on the number and quality of the proposals submitted, the College, at the sole discretion of the College Evaluation Committee, may elect to interview all or some of the companies during the selection process and to request presentations, including demonstrations of products and services.

End of text for Section I

**Section II
Company Profile**

1. General Information/Company History

- a. Company Name, e-mail, main address and all branch office addresses.
- b. Describe the nature of your organization (e.g. business corporation, not-for-profit corporation, proprietorship, etc.). If applicable, identify all principals and the ownership interest of each.
- c. Year Company was founded and brief history.
- d. Total number of employees and total number of licensed professionals. Include an organization chart as relevant.
- e. Location(s) from which services will be performed.
- f. Annual fee income for the past three (3) years.
- g. The general and specific design specialties/expertise and overall resources.

2. Technical Approach

Indicate your understanding of the scope of work requirements and demonstrate a thorough recognition of the problems to be addressed. Summarize how you will respond to the specific project scope of work and the College's technical requirements.

3. Expertise of Company, including Qualifications and Experience of Personnel

- a. Describe your Company's experience in providing services and products similar to those requested in this RFP, particularly any projects for governmental entities, colleges or universities, especially at community colleges.
- b. References must be provided. Each reference description must contain the client name and address, a project description, photographs, location, project cost, completion date, company's role and contact name with title and telephone number. Each reference description must also identify whether the project was completed within budget and within the agreed upon design and construction timetables. The College reserves the right to contact any client listed. Consultants should check the references they submit to ensure that each reference and the associated contact information is current. The entire list of references should be clearly identified and separated in the proposal. An incomplete references section may result in disqualification.
- c. Describe the qualifications and background of your staff, insofar as they relate to this project.

- d. Provide the title and role of each team member, including principals. Provide a resume for each team member that includes the team member's technical expertise and experience on similar projects.
 - e. Any and all subconsultants or subcontractors to be employed must be identified in similar detail.
 - f. Provide a list of all contracts with the College or the County of Suffolk within the last five years (regardless of type of service) and the time period for those services.
 - g. Include any brief supplemental information that may be relevant to your qualifications for the project. Elaborate or superfluous material should not be presented and may count against the company in the evaluation.
4. **Quality Control**
- a. **Operational Plan:** Describe how Company will ensure performance through adequate management, supervision, review and control.
 - b. **Record and Reporting Systems:** Describe Company's system for self-monitoring and to ensure maintenance of complete and accurate records.
 - c. **Operating Problems:** Discuss any operating problems, other than litigation, which you have experienced within the past five years, and their resolution.
5. **Financial Viability**
- a. **Financial Statements**

For nongovernmental agencies, submit current financial statements prepared and certified by an independent CPA, or internal statements if certified statements are not available or have not been issued within the past twelve (12) months.
 - b. **Indebtedness to County and/or College, Liens and Litigation**
 - i. Submit a statement as to indebtedness, if any, to the County and/or College.
 - ii. Submit a listing of all outstanding liens, if any, against Company.
 - iii. Submit a summary of litigation, if any, against Company and its disposition.

End of text for Section II

Section III

Scope of Work

Minimum Contractor requirements and guidelines for the project are as follows:

- Virtual Orientation Program must be functional by **November 2, 2015**.
- All proposals must take into account the multi-campus structure of the College and the need for campus-specific virtual tours, etc. in the proposed plans.
- The proposed programs must be able to address both new incoming students and prospective students and their parents (see definitions above-page 3).
- All proposals must include a virtual tour.
- Contractor must provide links to **Five (5)** online orientation samples it has created so the quality of the Contractor's work and ease of navigation can be viewed.
- Contractor should have at least **Five (5)** references for Higher Education clients that can be called for a reference check.
- Proposal must include all costs for Contractor's video crew to come to Brentwood, NY, Selden, NY, Riverhead, NY and the two downtown centers for a video shoot.

Proposals must include details and pricing according to the outline below:

- I. Production Process
- II. Components
 - a. Design of three unique concepts for the College to select from and refine the one the College likes best. Provide an additional round of designs if the College does not like the first presented options. Each concept shall be custom designed to reflect the objectives, yet each one must offer variances from which to choose.
 - b. Virtual tour with campus-specific components
 - c. Eight Main Menu Sections (Cost of adding additional sections)
 - d. 58 Secondary Pages (Cost of adding additional pages)
 - e. Two days or more, as deemed necessary by the Contractor and approved by the College, of Video Production and Post-Production Editing
 - f. Video Quizzes to reinforce key learning points
 - g. Item of Interest Check Box Programming
 - h. Save Your Place – Memory Return Programming

- i. Tablet & Smart Phone responsive design
 - j. Content Management System
 - k. Tracking & Reporting
 - l. Master Test with automated scoring
 - m. Automated Email that reminds to students that have not completed the orientation to log in and continue
 - n. ADA Version
 - o. On-Campus video shoot
 - p. Full integration with Banner/Luminus
 - q. Ability to serve up real-time reminders to the students about items they need to take care of based on college records
- III. Project timeline: Contractor shall submit a detailed project timeline that includes all project activities with target dates for start and completion. This timeline must be developed in a manner that ensures the November 2, 2015 completion and roll out.

Production Process

Include pricing for the following stages where Contractor will provide College the opportunity to review the project progress and associated draft or final deliverables. At each stage, the College expects to have a complete round of revisions that will have to be incorporated into the project by the Contractor at no extra charge.

1. Concepts - Three main interface concepts for selection
Refining selected concept as needed based on the College's feedback
2. Alpha Build
The concept design the College chooses is developed into the main page of the Web site. It provides insight into the animation effects of the menu items as well as the transition effect from the main page to a single sub section.
3. Beta Build
The beta build encompasses the design elements approved from the alpha build stage including copy writing, images and sections built out.
4. Master Build
The master build is provided on a test server for the College to review for accuracy and for final changes.

Virtual Tour

The College requires a photorealistic visually-appealing interactive virtual tour as part of the program that allows students to select which of our three campuses or two downtown centers they wish to experience. Access should be available via the College's website to both prospective students and

parents who do not have passwords as well as via the virtual orientation program to new incoming students who may already possess passwords to enter the student portal.

8 Menu Sections

Main Menu - 8 Sections

This serves as the main navigation from the College's home page and is designed to carry the colors and backgrounds throughout the site.

Following are *suggestions* for the 8 menu selections:

1. **Welcome Message**
2. **Campus locations**
3. **Academic Programs and Degrees**
4. **Support Services**
5. **Student Life**
6. **Campus Safety and Code of Conduct**
7. **Policies and Procedures**
8. **Next Steps**

Contractors should include costs for additional menu sections

58 Sub Pages

Sub Pages (58)

This is the navigation that appears within the main pages to help navigate within each section. Following are suggested number of slides for each secondary page:

1. **Welcome Message** (1 screen)
2. **Campus Locations** (4 screens)
3. **Academic Programs and Degrees** (10 screens)
4. **Support Services** (15 screens)
5. **Student Life** (6 screens)
6. **Campus Safety and Code of Conduct** (6 screens)
7. **Policies and Procedures** (13 screens)
8. **Next Steps** (3 screens)

Contractors should include costs for additional sub pages

Personalized Items of Interest Program

As students' progress through the orientation, they should have the option to check items on which they would like more information. Upon completion of the orientation, a landing page should appear recapping the items the student expressed interest in with the supporting information on the topics selected.

Memory Return Program

Students may need to complete their orientation in more than one sitting. Contractors' proposals need to show that Contractors' solution makes it easy to restart the process from where the student left off through an auto-memory return program.

Inserting Videos in Eight Main Sections

Videos need to be converted to a format for the web and placed throughout each section. Each main section should have up to eight unique videos that will appear on the supporting screens.

Video Pop Quizzes

Pop quiz questions keep the students engaged as they navigate through the program. A video host asks a question and the student chooses an answer. Based on the answer given, one of two videos appears verifying the correct or incorrect answer. For this proposal, there should be a video quiz for each section.

Video Pre-Production

Contractor will be expected to provide both the scripts and the storyboards for the videos for the College approval before video production commences. The storyboard acts as a visual roadmap for the project and provides a full sense of how the narrative will be paired with images. Both parties will be expected to agree on the storyboards before shooting begins.

Video shoot in High Definition (2 or more days at College campuses and downtown extension centers)

Include being on site for two full days to film all subjects. Also include all tapes, video cameras, a teleprompter, teleprompter operator/grip, director, a camera operator, lights and backdrop for inside shots and microphones. Your proposal should cover filming six students and the College President, staged at various locations around the College's campuses. All footage must be shot in High Definition and each featured speaker should be able to look directly into the camera to see the script that has been written for them, as they read from the teleprompter.

Post Production Video Editing

Edit all footage from the on-campus video shoot to include the best takes and to consider the appropriate length for usage. The subject videos appear throughout the orientation and are optimized at the best resolutions without requiring the installation of any other programs to view the videos.

Upon completion, the College will retain all files/footage from the project.

Contractors are requested to include the name of their video editing program in their proposals.

Content Management System (CMS)

The Online Orientation should be built in a content management system (CMS) that will give the College an administrative area that makes it easy for the College to add, remove, and update content using a separate, secured Admin Area. The Online Orientation should be fully installed and configured in the CMS.

CMS Training and Support

Once the College's Online Orientation is launched, the Contractor will provide training sessions to train College's staff as to how to make updates in-house. All proposals should include phone support for the first-year after the online orientation has been launched.

Integrated Single Sign on Log on Programming

The integrated user login and tracking feature automatically authenticates the student. By using their current student login on our network, the student clicks on a link set up by the Contractor in coordination with the College's IT department that will redirect the student to the beginning of the orientation. Also as an option, the online orientation landing page can receive the student ID and name from the existing student portal.

Reporting

Contractor's Online Orientation solution should collect information from each student that tells the College when a student has begun the orientation, how far through the program they have gotten, and when they have completed the orientation. The results should be able to be easily imported to a .CSV or Excel file so the College can report on aggregate data as needed.

Americans with Disabilities Act (ADA) Version

Proposed programs must meet all ADA requirements for students with disabilities.

Alternate Version for Smart Phones and Tablets (Responsive Design)

Proposed programs must interact appropriately with smart phones, tablets and other interactive technologies

Integration Real-time Reminders

Contractor must build-in a secure feature that communicates with the College's existing system so that each student experience is personalized. This should enable the College to provide up to 10 real-time reminders about items that students still need to address based on College records.

Additional Resource Landing Page

Additional resource links should be made available to our students upon completion of the orientation through an "Additional Resource Links" page. This page should have up to 10 links that are selected by the College. *Contractors should include costs for additional links.*

Copy Writing - Video Scripts and/or Screen Text

An interview between the Contractor and the College, with key personnel and content managers, should be offered to clarify direction and tone desired throughout the orientation. Contractor's staff must be willing to work closely with the College's personnel to prepare relevant video scripts, and quiz questions. Multiple editing opportunities must be included.

Training

The awarded Contractor shall provide training with the appropriate staff prior to the system being put into service, as well as ongoing training for new employees on an as-needed basis throughout the term of the Contract. Contractor shall provide all necessary audiovisual materials and instructors for this purpose. All capabilities and controls shall be demonstrated and all service requirements shall be reviewed.

Customer Service

The awarded Contractor shall be responsible for providing customer service to the College on an as-needed basis throughout the term of the Contract. Proposals shall include a detailed description including contact information for customer service and how the Contractor will work with the College to resolve any potential problems they may have with using the system.

Technical Proposal Requirements

Software Technical Requirements

1. Will the program be hosted by the Contractor or by the College? If hosted, the Contractor must provide secure data connection, transmission, and storage.
2. Provide project plan that outlines the proposed timeline and milestones. Provide communication plan.
3. Design must include the ability to link to external web links.
4. Contractor must be able to host all video and stream video at multiple bit rates that includes all levels of high quality streaming.
5. The program must incorporate an adaptive/responsive design feature that provides consistent and accurate display and playback on desktops, tablets and other mobile devices.
6. The program must provide compatibility and view-ability on all major Web browsers (IE, Chrome, Safari, and Firefox).
7. The program must provide all content so that they are accessible by ADA readers for the visually impaired.
8. Describe the options for student and administrator authentication. The proposed system must have the ability to work with the College's authentication methods (CAS).
9. The program must support a dual-entry virtual tour component.

Maintenance of Content, Tracking and Ease of Use Requirements

1. Content must be easily editable by approved College's staff, including the ability to add, remove, and update text, video, photo and any other site content as needed to maintain accurate and up-to-date information.
2. The program must support the capability for each student user to be tracked individually on their personal progress; Tracking should be tied to a College-generated ID.
3. The product must support a placeholder, bookmarking or memory functionality to allow students to complete the online orientation process in more than one sitting, enabling students to return to the exact place where they previously left the process and begin from there.
4. Describe the technical support that will be available to the College.

End of text for Section III



May 14, 2015

ADDENDUM NO. 1

**REQUEST FOR PROPOSAL NO. R1500005
VIRTUAL ORIENTATION PROGRAM AND ASSOCIATED
CONSULTING SERVICES**

Attention to Proposers:

This constitutes Addendum No. 1 to the referenced Request for Proposals (RFP). This Addendum provides answers to questions raised by prospective proposers as follows:

Q 1: What is the expected budget range for the development of the Virtual Orientation Website?

A 1: The budget for this project is approximately \$75,000.

Q 2: Is there a desired format/technology platform preference for the virtual tour? Would multiple deliverables be desired (interactive map that integrates Google Street View, 360 views of key locations with the ability to navigate between?)

A 2: For the virtual tour, the College seeking a responsive design that can be accessed across platform and devices. Multiple deliverables are desirable but not necessarily mandated.

Q 3: Are there any planned/future amenities that would need to be considered in the virtual tour?

A 3: New buildings are currently under construction or soon will be at two campuses.

Q 4: What are the parameters for an "Online Orientation" example? Do these examples have to be for a University, if they include similar technology and functionality that is being requested in this RFP?

A 4: Online orientation examples from colleges and/or universities are strongly preferred.



Q 5: With regards to the 5 required University Project References, will other governmental entity references be considered to satisfy this requirement?

A 5: 5 project references from colleges and/or universities are strongly preferred.

Q 6: Is consultant responsible for developing content or will that be provided by the college?

A 6: Consultant and College will develop content collaboratively

Q 7: If the College hosts website, what hosting environment(s) could be provided?
E.g. Linux/Apache/MySQL/PHP, Windows/IIS/SQL Server/.Net

A 7: The College has Linux/Apache, Windows/IIS servers.

Q 8: What specific integration will the virtual orientation program have with Banner/Luminus?

A 8: Final decisions have not yet been made on this. Integration with Banner/Luminus will vary.

The proposal due date and time of May 21, 2015, no later than 12:00pm remains unchanged.

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

Beatriz Castano

Beatriz Castaño
Administrative Director of Business Operations

Acknowledged and Subscribed to:
Firm Name: Advantage Design Group
By: (Sign in ink) [Signature]
Title: C.E.O.



May 20, 2015

ADDENDUM NO. 2

**REQUEST FOR PROPOSAL NO. R1500005
VIRTUAL ORIENTATION PROGRAM AND ASSOCIATED
CONSULTING SERVICES**

Attention to Proposers:

This constitutes Addendum No. 2 to the referenced Request for Proposal (RFP). This Addendum consists of this cover page and revises the points assigned to each of the Award Criteria as follows:

- | | |
|-------------------------------|-----------|
| a. General Qualifications | 30 Points |
| b. Proposed Services/Products | 50 Points |
| c. Cost Proposal | 20 Points |

The proposal due date and time of May 21, 2015, no later than 12:00pm remains unchanged.

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

Beatriz Castano

Beatriz Castaño
Administrative Director of Business Operations

Acknowledged and Subscribed to:

Firm Name: Advantage Design Group

By: (Sign in ink) [Signature]

Title: CEO

Suffolk County Community College

Proposed Orientation Project Timeline

ID	Task Name	Duration	Start	Finish	Predecessor	Resource Names	Notes
1	Project Kick Off	0 days	Tue 6/30/15	Tue 6/30/15			
2	Receive Folder/Paperwork	0 days	Tue 6/30/15	Tue 6/30/15			
3	Schedule KD meeting	0 days	Tue 6/30/15	Tue 6/30/15	2		
4	Production	14 days	Tue 7/7/15	Tue 7/14/15			
5	Kick off Call	1 hr	Tue 7/7/15	Tue 7/7/15	3		
6	Receive assets from client	5 days	Tue 7/7/15	Tue 7/14/15	5	Client	includes outline, logos, colors, photos
7	Concepts	7 days	Tue 7/14/15	Fri 7/24/15			
8	Concepts Construction	8 days	Tue 7/14/15	Fri 7/24/15	6		
9	Concept for Review	3 days	Fri 7/24/15	Wed 7/29/15	8	Client	
10	Concepts Revision	4 days	Wed 7/29/15	Tue 8/4/15	9		
11	Concepts For Approval	2 days	Tue 8/4/15	Thu 8/6/15	10	Client	
12	Script (Orientation)	6 days	Tue 7/7/15	Wed 8/19/15			
13	First section written	6 days	Tue 7/7/15	Wed 7/15/15	5		This is suggested schedule for copy
14	Client review of tone/style	3 days	Wed 7/15/15	Mon 7/20/15	13	Client	
15	Full copy written	16 days	Mon 7/20/15	Tue 8/11/15	14		First Draft Full Copy Slide Content
16	Full copy review	2 days	Tue 8/11/15	Thu 8/13/15	15	Client	
17	Full copy revisions	2 days	Thu 8/13/15	Mon 8/17/15	16		
18	Final copy approval	2 days	Mon 8/17/15	Wed 8/19/15	17	Client	
19	Script (Video)	25 days	Tue 7/7/15	Tue 8/11/15			
20	First Copy Written	5 days	Tue 7/7/15	Tue 7/14/15	5		This is suggested schedule for copy
21	Client review of tone/style	2 days	Tue 7/14/15	Thu 7/16/15	20	Client	
22	Full copy written	12 days	Thu 7/16/15	Mon 8/3/15	21		First Draft Full Copy Slide Content
23	Full copy review	2 days	Mon 8/3/15	Wed 8/5/15	22	Client	
24	Full copy revisions	2 days	Wed 8/5/15	Fri 8/7/15	23		
25	Final copy approval	2 days	Fri 8/7/15	Tue 8/11/15	24	Client	Provide final script to Videographer
26	Video	15 days	Thu 7/16/15	Wed 8/19/15			
27	Pre Video shoot Prep	2 days	Thu 7/16/15	Mon 7/20/15	21		
28	Video Shoot	2 days	Tue 8/18/15	Thu 8/20/15			
29	Video Edits Style Guide	3 days	Mon 7/20/15	Thu 7/23/15	27		
30	Video Style Guide Review	2 days	Thu 7/23/15	Mon 7/27/15	29	Client	
31	Video Beta Build	10 days	Mon 8/24/15	Mon 9/7/15	30		+2 c
32	Video Beta Review	2 days	Mon 9/7/15	Wed 9/9/15	31	Client	
33	Video Beta Revision edits	4 days	Wed 9/9/15	Tue 9/15/15	32		
34	Master Video approval	1 day	Tue 9/15/15	Wed 9/16/15	33	Client	
35	Alpha	15 days	Thu 8/6/15	Tue 8/25/15			
36	Alpha Construction	6 days	Thu 8/6/15	Fri 8/14/15	11		Menu, sample page, sample quiz
37	Alpha for Review	2 days	Fri 8/14/15	Tue 8/18/15	36	Client	
38	Suffolk CC IT Query String Format	5 days	Tue 8/18/15	Tue 8/25/15	37	Client	Suffolk CC to provide sample query string to ADG with all variable defined
39	Suffolk CC IT Post Back URL	5 days	Tue 8/18/15	Tue 8/25/15	37	Client	Suffolk CC to Provide ADG with Post Back URL Information
40	Suffolk CC IT Orientation Domain Name	5 days	Tue 8/18/15	Tue 8/25/15	37	Client	Suffolk CC to provide Domain Name to be used for orientation to ADG
41	Alpha changes	3 days	Tue 8/18/15	Fri 8/21/15	37		
42	Alpha approval	2 days	Fri 8/21/15	Tue 8/25/15	41	Client	
43	Beta	75 days	Thu 8/6/15	Thu 11/19/15			
44	Beta Construction	25 days	Tue 8/25/15	Tue 9/29/15	42		
45	CMS Base Build	75 days	Thu 8/6/15	Thu 11/19/15	11		
46	Beta for Review	5 days	Tue 9/29/15	Tue 10/6/15	44	Client	
47	Beta Revisions	4 days	Tue 10/6/15	Mon 10/12/15	46		
48	Beta for Approval	2 days	Mon 10/12/15	Wed 10/14/15	47	Client	
49	Master	14 days	Wed 10/14/15	Thu 10/29/15			
50	Master Construction	5 days	Wed 10/14/15	Wed 10/21/15	48		
51	Master Review	2 days	Wed 10/21/15	Fri 10/23/15	50	Client	
52	Master Revisions	2 days	Fri 10/23/15	Tue 10/27/15	51		
53	Master Approval	2 days	Tue 10/27/15	Thu 10/29/15	52	Client	
54	ADA Version	15 days	Mon 10/12/15	Mon 11/2/15			
55	ADA Construction	6 days	Mon 10/12/15	Tue 10/20/15	47		
56	ADA for Review	4 days	Tue 10/20/15	Mon 10/26/15	55	Client	
57	ADA Revisions	3 days	Mon 10/26/15	Thu 10/29/15	56		
58	ADA for Approval	2 days	Thu 10/29/15	Mon 11/2/15	57	Client	
59	Launch	0 days	Mon 11/2/15	Mon 11/2/15	58		
60	Training	10.5 days	Thu 10/29/15	Thu 11/12/15			
61	Training session 1 - CMS	2 hrs	Thu 10/29/15	Thu 10/29/15	53		
62	Training Session 2 - CMS	2 hrs	Thu 11/12/15	Thu 11/12/15	+10		

End of Text for Exhibit F

**Exhibit G
Association Resolution 2015.A9**

See ATTACHMENT 4

Suffolk

COUNTY COMMUNITY COLLEGE

Law No. 20-CC-022

ATTACHMENT 4

Office of the President

BOARD OF DIRECTORS

June 18, 2015

RESOLUTION NO. 2015.A9 - AUTHORIZING A CONTRACT WITH ADVANTAGE DESIGN GROUP FOR A VIRTUAL ORIENTATION PROGRAM AND ASSOCIATED CONSULTING SERVICES

WHEREAS, on April 30, 2015, a request for proposals (RFP) was issued seeking a company to develop and implement a virtual orientation program with associated training and consulting services in order to deliver information about Suffolk County Community College to new and potential students in an effort to increase enrollment, retention and overall organizational efficiency, and

WHEREAS, one response to the RFP was received and evaluated by an evaluation committee, and

WHEREAS, it was determined that the proposal submitted by CD Advantage, Inc. (doing business as Advantage Design Group) will provide the desired benefits, and

WHEREAS, the cost of the virtual orientation program shall be funded by the Suffolk Community College Association, Inc. and by U.S. Department of Education Title III grant funds, be it therefore

RESOLVED, that the Board of Directors authorizes a contract, upon such terms as shall be approved by the College General Counsel, with CD Advantage, Inc., dba Advantage Design Group, for a virtual orientation program and associate consulting services for an initial term of one year, with four additional one-year terms thereafter, for a cost of \$95,975.00, plus an additional fee of \$4,300.00 per year for licensing renewal and system support.


Bryan Lilly
Secretary

End of Text for Exhibit G

Central Administration
533 College Road
Selden, NY 11784-2899
(631) 451-4112

Ammerman Campus
533 College Road
Selden, NY 11784-2899
(631) 451-4110

Western Campus
Crooked Hill Road
Brentwood, NY 11717-1092
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Eastern Campus
121 Speonk-Riverhead Road
Riverhead, NY 11901-3499
(631) 548-2500