

Message from Dexter King, Director, Strategic Procurement Services**Website Design, Development and Maintenance Services VOR****July 2026****Background**

We are pleased to advise the community of an updated roster of vendors to perform Website Design, Development and Maintenance Services. We would ask that community end users take the actions required in support of the new Website Design, Development and Maintenance Services Vendor of Record ("VOR") program.

Rationale

To ensure the York community has access to qualified vendors for all website service needs, Strategic Procurement Services has conducted a formal competitive bidding process with an evaluation team consisting of a diverse group of subject matter experts from a variety of divisions and faculties across campus with the goal to develop a roster of competent vendors.

The result of the competitive bid process is a roster of VORs that have the requisite qualifications, experience, and appropriate insurance coverage with the university.

Services include supporting the University's goals by defining a clear website journey for identified audiences through intuitive user experience ("UX"), AODA guidelines and supported by content optimized templates. Vendors will work effectively with university units and within university processes to produce compelling, consistent and integrated web communications. Agencies will be provided institutional guidelines and awareness of the University processes and can advise clients if required.

Examples of Services

The vendors listed below have been selected to provide specialized expertise in web development, design, and maintenance. Some examples could include, but are not limited to:

- Content Audit: involves looking at all the content on the current website and assessing its relative strengths and weaknesses to prioritize future marketing activities and website search. A qualitative assessment and evaluation based on established Key Performance Indicators ("KPIs").
- Content Validation: involves working with end users (i.e. Faculty content creators, C&PA, and/or unit management staff) to clarify how the faculty's existing content is supporting the faculty's objectives in function of their audiences.
- Content Preparation: assist York end users in optimizing content, including writing for mobile, content layout, image optimization.

- Website Architecture: guiding the client through the website architecture process to create a logical layout
- Website Development: building, creating, and maintaining websites. It includes aspects such as web design, web publishing, web programming, and database management

Implementation, Monitoring and Maintenance

- Implementation: Use existing templates, guidelines, standards to roll-out website within York's CMS
- Monitoring: Process of testing and verifying that end-users can interact with a website or web application as expected. Website monitoring is often used by businesses to ensure website uptime, performance, and functionality is as expected.
- Maintenance: The act of regularly checking website for issues and mistakes and keeping it updated and relevant. This should be done on a consistent basis to keep your website healthy, encourage continued traffic growth, and strengthen your SEO and Google rankings.

Selected Vendors

After the competitive bidding process, the evaluation team along with Procurement Services has selected the following vendors to form the new Web Design, Development and Maintenance VOR list. The term of the Agreement shall be until June 9, 2029.

The awarded VORs are as follows:

BOLD LIP	Elite Digital	Evolving Web	Foster Interactive Inc.
Hambly & Woolley Inc.	ImageX Media	Orthoplex Solutions	Speer Technologies Inc.

How to Buy

As per Procurement policy, quotes must be obtained from the VOR list for the following dollar thresholds:

- Projects under \$121,000 one VOR must be considered, additional quotes are recommended
- For projects over \$121,000 quotes are required from three (3) or more vendors

Rush jobs or jobs that require specific services from non-VORs shall follow the Procurement Policy for quotes and justification for not using the established VOR list.

Implementation Details

Effective immediately the York community shall begin transitioning any new projects to the above vendors. Contact details for the new program are available on the Procurement Services Pan University VOR website, including vendor contact information.

We appreciate that this change could impact the normal operation of your unit, and we ask your continued cooperation as the University undertakes every effort to maximize opportunities to save costs while maintaining levels of service and products that meet its operational requirements.

For questions about the programs listed above or procurement process, please contact: Carolyn Fasick, Procurement Specialist, Email : cfasick@yorku.ca