Request for Proposals
Website Design and Content Management System (CMS) Services RFP 7-003

General Information

A. Purpose
Ogden City School District (the "District") (OSD) is seeking to redevelop/redesign its district and school websites to advance the board of education's mission, vision, and values by serving as primary information/content hubs for all school district stakeholders (parents, students, employees, community members and industry partners). The desired outcome of this project will be to build and promote our district's brand and improve the reach and quality of district/school communication.

The purpose of the RFP is to solicit complete proposals in accordance to the Proposal Response Format listed in the RFP, from firms with expertise in developing large websites with high functionality. The district and school websites are complex and serve a broad range of stakeholders, therefore experience with successful management of similar projects is integral to this project's success. It will require newly reorganized and redesigned websites as well as a new content management system.

This RFP is designed to provide interested parties with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential data. Respondents are at liberty and are encouraged to expand upon the specifications as to provide further evidence of service capability under any proposed agreement. Bids will be evaluated and each requirement will be scored. Emphasis will be placed on backend content management tools, website navigation and functionality, website design options, interoperability, setup costs, initial training, and ongoing support.

The District reserves the right to reject any and all proposals or waive any non-statutory informality. The District further reserves the right to make the contract award deemed by the Ogden City School Board of Education to be in the best interest of the district. The Board's decision to accept or reject the contract will be final. Upon completion of the development of the site, Ogden City School District will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of Ogden City School District.

Respondents are strongly encouraged to carefully read the entire request for proposals.

B. Background

Ogden City School District has a student enrollment of approximately 12,500 students. The District currently operates 14 elementary schools, three (3) junior high schools, two (2) high schools, and one (1) alternative high school. District offices are located at 1950 Monroe Blvd, Ogden, Utah.

C. Scope of Services

The desired outcome for this service is to provide the District with a powerful, modern Content Management System (CMS) with consistent design/functionality across all district and school websites. Service providers should provide evidence that they can meet the following technical and professional services requirements.

Technical/Design Requirements

1. **Content Management System (CMS)**

   The service provider's CMS allows OSD website administrators to:

   ○ Leverage a variety of template/pricing options to suit our district's specific needs, including:
     ■ Custom built websites (i.e. from scratch)
     ■ Customizable templates
     ■ Pre-built templates

   ○ Enhance delivery and awareness of available educational services and facilitate a clearly accessible process for public inquiry.

   ○ Create different but duplicate instances of a page in multiple areas of the website navigation.

   ○ Post emergency notices on the website homepage.

   ○ Deliver accurate and consistent data to all stakeholders.

   ○ Increase storage to meet the District's content needs.

   ○ Expand critical features (e.g bandwidth, storage, pageviews, etc.) to meet potential increases in usage.

   ○ Add subdomains to meet demands.

   ○ Use tools (e.g. Widgets, WYSIWYG Editor) for a variety of user types to publish pages.

   ○ Set user permission levels to control access to information and manage page administration.

   ○ Manage user accounts, including but not limited to:
     ■ Creating/deleting users
     ■ Adjusting Permissions

- - Updating /retrieving passwords
    - Updating user profiles
  - Tag (keywords) content and posts for improved organization and searchability.

  - Control page/content versions.

  - Use plugin apps to enhance users' experience.

  - Preview page/content changes prior to publishing.

  - Create a Frequently Asked Questions page.

  - Post District office address & contact info.

  - Create/manage teacher web pages with pre-designed layouts that can be easily personalized by teachers.

  - Ability to easily create and publish custom databases, such as staff directories, book lists, and athletic schedules.

  - Publish school boundary information and maps.

  - Provide permalinks to important information.

  - Choose to self-host or have the the service provider host.

  - Maintain control of data, as determined in an data agreement.

2. **Structure, Navigation, and Usability**

  The service provider's website tools/templates include:

  - Powerful, user-friendly, & prominently placed search tool.

  - Consistent design and navigation across the District's family of websites.

  - Unique color schemes and logos for each site (the District and Schools).

  - Quick and intuitive navigation to top-level sections which can be limited to two clicks (e.g. starting from district website > click to: school website > click to: grades).

  - Links to school sites, District departments, school board pages, and other relevant information.

  - Translation service to multiple languages for all content with the option for permanent Spanish version for some content.

  - Capability for secure financial transactions online (district main page and school sites).

- ○ Seamless navigation throughout all district and school websites -- from the district home page to school sites, teacher web pages, and departmental sites.

- ○ Flexible/versatile online forms to meet the needs of a wide range of users.

- ○ Dedicated space/section for news & upcoming events, which can be integrated with the District's calendar(s).

- ○ Side-scrolling banner for highlighted events/stories.

3. **Mobile Access**

The service provider's website tools/templates include:

- ○ The site must have Responsive Web Design (RWD) with capability to respond to the size of device and platform it is viewed on. There should not be a separate "mobile-friendly" website.

- ○ Consideration for mobile app option.

- ○ The site must include a viewport meta tag & should not include a default zoom, e.g. <meta name="viewport" content="width=device-width, initial-scale=1">

- ○ The mobile experience should include an option to "view desktop version".

4. **Capacity to Display Multimedia**

The service provider's CMS and template designs provide:

- ○ Ability for administrators to embed and play media within multiple video and audio platforms, including an option other than Flash.

- ○ Site must have internal and external linking capabilities (e.g. Ogden School Foundation, School websites, YouTube, Twitter, Facebook).

- ○ Administrator control over how website communicates and interacts with users via systems, features and resources (e.g. mouse-over effect, disable video/audio automatic play feature, user uploads).

- ○ Site must provide user control over media settings (e.g. user can pause video, adjust audio volume).

5. **Social Media Integration**

The service provider's CMS and template designs provide:

- ○ Integration with all major social networking applications, allowing administrators to use the content management system to selectively update the District's Facebook & Twitter pages.

- The site must include social media share & follow links including, but not limited to, the District's Facebook & Twitter accounts.

- The site must include a customized preview of recent social media posts.

- The site must have the ability to adapt to emerging social media tools.

- Ability for end user to enroll in messaging service alerts and/or newsfeed.

6. **Systems Integration**

The service provider's CMS and template designs provide:

- Interoperability and integrations with other applications such as Aspire Student Information System (SIS), social media tools, school messaging system, and Google Apps for Education.

- A live calendar, synced with our district's various Google Calendars, with a listing of important dates and district events, which can be filtered/sorted according to school, department or category.

7. **User Community Portals**

The service provider's CMS and template designs provide:

- Password-protected user portals which provide access to a district-wide intranet solution (i.e. the communications hub for all staff to actively participate in collaboration, resource sharing, professional development, etc.).

- Ability to share community-specific content and services with the District's various community members through permissions managed by profile, role, or group.

8. **Compliance and Accessibility**

The service provider's CMS and template designs:

- Ensure compliance with Americans with Disabilities Act.

- Ensure compliance with The Children's Online Privacy Protection Act.

- Ensure TRUSTe Certification.

- Ensure compliance with all other relevant state and local laws.

Professional/Service Requirements

9. **Training, Service and Support**

   ○ Service provider has knowledgeable and capable website deployment specialists who will guide our district employees through the implementation process.

   ○ Service provider's customer support is available 24/7 via phone, email, or online support portal with a minimum guaranteed response of one business day after receiving notice of issue.

   ○ Service provider offers initial on-site training, training of trainers, and refresher trainings as necessary.

   ○ Service provider makes the following information available:

      ■ Guaranteed uptime

      ■ Total website size limits

      ■ Minimal performance expectations

      ■ Bug fixing policy

   ○ Service provider has knowledgeable client support staff who are available to personally take calls and provide the District's users with immediate assistance.

   ○ Service provider has the ability to identify and prioritize feature requests and product enhancements.

   ○ Service provider offers an online client community that provides collaboration and communication opportunities for sharing ideas, information, templates, best practices, and other resources.

10. **Evidence of Performance**

   ○ Service provider services a broad client base of districts of various sizes, with different requirements and unique needs.

   ○ Service provider exhibits a strong, steady client retention rate within the K-12 school market that proves its success in providing high levels of value and service to its clients.

   ○ Service provider can present multiple references from districts of similar size and requirements as Ogden School District.

D. Proposal Response

Each respondent should set forth its most compelling case to provide Website Design and Content Management System (CMS) services based on the scope of services required. All proposals must be organized and tabbed to comply with the following sections:

1. **Transmittal Letter** (2 pages Maximum)
   The letter of transmittal should include: a) an introduction of the agency, including name, address, telephone number and email address of primary contact and others authorized to deal with this proposal response; b) A general statement of interest and what sets your agency apart from other potential respondents.

2. **Executive Summary** (2 pages Maximum)
   The executive summary should briefly describe the agency's philosophical approach to public education websites and its summarized approach to completing the scope of services outlined. Clearly indicate any options or alternatives being proposed and clearly disclose any major requirements included in the scope of services the agency cannot address.

3. **Detailed Discussion** (6 pages Maximum)
   This section constitutes the major portion of the proposal and must contain at least the following information:

   - Provide a brief narrative of the Website Design and Content Management System (CMS) services. Describe the agency organization and list of the agencies personnel available to the District.

   - Briefly summarize your agency experience and overall qualifications as a Website Design and Content Management System (CMS) service provider. Provide three (3) to five (5) references of existing clients.

   - Provide summary resumes and credentials for the professionals anticipated to be assigned to work with the District. (Professional resumes will not count toward six page maximum).

   - Provide a statement regarding your agency's ability to provide the scope of services requested.

4. **Protected / Proprietary Information**
   Protected information should be clearly identifiable and included in the *Detailed Discussion* section of the proposal. Do not incorporate protected information throughout the proposal. Rather, provide a reference in the proposal response directing readers to the specific area of this Protected Information Section.

5. **Fee Proposal** (1 page Maximum --- Separately Sealed)

   a. The District is interested in a Fee for Services arrangement under this agreement. All respondents must include a fee for services proposal.

b. Fee proposals should enumerate any costs the District can expect to be charged and specify the types of services that would generate any additional charges; including ongoing costs, maintenance fees, technical support costs, and professional development costs.

c. Fee proposal should include longitudinal costs for five-year period.

d. Respondents are welcome to submit alternative fee proposals for consideration.

E. Evaluation Criteria

The technical/design and professional/service sections will be evaluated first, separate from the fee proposal. Based on the results of these categories, two to five respondents may be required to meet (face-to-face or online) with a committee of District officials for an oral presentation and comprehensive product demonstration.

Proposals, however, may be accepted without oral presentation and the District reserves the right to accept or reject any proposal. It is also the right of the District to waive any formality or technicality if determined to be in the best interest of the school district.

<p align="center">Evaluation Rubric</p>

Part 1

Category	Weight
Technical/Design Requirements (Scope of Services 1-8)	10%
Qualifications, Experience, and Support (Scope of Service 9-10)	30%

Part 2

Category	Weight
Demonstration of Services	20%
Fee Proposal and Fee Schedule	30%
Perception of Agency's Ability to Accomplish Scope of Service	10%

Award shall be made to the respondent deemed most capable of accomplishing the Scope of Services required, taking into account the proposals and evaluation factors here outlined.

F. Term of Agreement:

The Contract resulting from this RFP shall be renewable annually for up to five (5) years.
Tentative date for formal approval by the Board is **January 19, 2016**.

Effective date of contract will be **January 20, 2016**.
Annual renewal is contingent upon the District's satisfaction with the services provided and overall performance of the firm.

G. Due Date

To qualify as a responsive proposal, five (5) hard copies of the proposals must be sealed and received by Ken Crawford, Director of Purchasing (1950 Monroe Blvd., Ogden, Utah 84401) not later than **2:00 PM** on **December 8, 2016**. Outside of submission must be marked **RFP 7-003.**

H. Tentative Timeline (Subject to modification)

RFP Advertised: November 22, 2016

Deadline for Questions: December 2, 2016

RFP Response Deadline: December 8, 2016

Service Provider Demonstrations: December 12-20, 2016

Final Proposal Evaluation: January 5, 2016

Board Action: January 19, 2016

Contract effective date: January 20, 2016

I. Questions and Contact Info.

All questions should be directed to Ken Crawford and be received before 8:00 AM **December 2, 2016**. Questions must be submitted electronically via BidSync.com. Reference **RFP RPF7-003**.

Contact with any other district employee or school board member during the tentative timeline period may be grounds for disqualification.