

**ST. TAMMANY PARISH SCHOOL BOARD
COVINGTON, LOUISIANA**

**REQUEST FOR PROPOSALS ON
WEBSITES**

1. Written proposals will be received until 4:00 p.m. on Tuesday, March 24, 2015. All proposals shall be either hand delivered or sent by registered or certified mail with a return receipt requested to the St. Tammany Parish School Board Office, 321 N. Theard Street, Covington, Louisiana 70433, in a sealed envelope clearly marked on the outside "WEBSITES – MARCH 24, 2015". All proposals arriving after the above date and hour will be returned unopened to the proposers.
2. Proposals may also be submitted electronically. Please find related materials and submit electronic proposals at www.centralbidding.com.
3. Proposals submitted will be evaluated by a committee consisting of at least three (3) members appointed by the St. Tammany Parish School Board Superintendent. During the evaluation process, the evaluators may, at their discretion, request any one or all firms/individuals to make oral presentations. Such presentations will provide firms with an opportunity to answer any questions the evaluators may have on a firm's proposal. Not all firms may be asked to make such oral presentations.
4. An original and six (6) copies of the proposal shall be submitted. Proposal must be signed by a company official duly authorized to sign proposals or contracts. All costs associated with developing, preparing, copying, and participating in the proposal process are entirely the responsibility of the proposer. The St. Tammany Parish School Board will not in any way be responsible for any costs incurred by prospective proposers.
5. The successful proposer shall furnish a Certificate of Insurance within fifteen (15) calendar days after award but prior to delivery/installation of merchandise.

As a minimum the certificate should provide for:

- a. General Liability insurance with a minimum of \$300,000 combined single limit and \$50,000 property damage.
 - b. Comprehensive General Automobile Liability insurance with minimum limits of \$100,000/\$300,000 bodily injury and \$50,000 property damage.
 - c. Workmen's Compensation with \$100,000 employers' liability coverage.
6. In accordance with Revised Statute 38:2237 A(9), the School Board may reject all proposals when it is deemed that such action is in the best interest of the School Board.

7. Questions pertaining to this Request of Proposals must be faxed to (985)898-6412 by 4:00 PM on Tuesday, March 17th, 2015.



W. L. "TREY" FOLSE, III
Superintendent

St. Tammany Parish School Board

Request for Proposal (RFP)

WEBSITES
2015

OBJECTIVE

The St. Tammany Parish School Board (STPSB) is inviting proposals from experienced and qualified firms to create and provide a new District website for the St. Tammany Parish Public School System as well as new websites for all 55 schools and an estimated 3,500 corresponding teacher webpages.

The St. Tammany Parish Public School System already maintains a district website, a mobile website, a mobile app and 55 school websites as well as thousands of teacher maintained webpages. Please see www.stpsb.org for reference. The goal of the new websites is to provide a user friendly, interactive experience for stakeholders that will be compatible with all major devices and Internet browsers such as Chrome, Safari, IE, and Firefox. The new websites must contain an easy to use content management system that can be used by district administrators, department employees, school employees and teachers. The websites must interact with an existing mobile app and be optimized for mobile usage.

FINANCING

The vendor will provide a contract, which includes this Request for Proposal (RFP) and vendor response, to St. Tammany Parish School Board. STPSB reserves the right to terminate the contract at any time if dissatisfied with the product or services. The contract must include complete pricing. If for any reason STPSB should lose funding from any source, including approval of the funding budget by the STPSB, the STPSB is only responsible for the work provided up until funding loss.

INSTRUCTIONS TO VENDORS

It is requested that vendors keep their responses concise and to the point, while still providing a complete response to the request. The selection committee will review each response in relation to the evaluation criteria listed in this RFP.

Technical questions concerning this RFP should be directed to Louis Boullion, Senior Supervisor of Information Technology by fax at (985) 898-6412 before 4:00 PM on, March 17, 2015.

St. Tammany Parish School Board must receive and stamp at the address below an original and six (6) copies of the response document by 4:00 PM on March 24, 2015. Please include a contact name, mailing address, email address and telephone number in your response.

St. Tammany Parish School Board
Websites 2015
321 North Theard St.
Covington, LA 70433

VENDOR EXPENSE

The St. Tammany Parish School Board will not be responsible for any expenses incurred by any vendor in the development of a response to this request including any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to the School Board or its representatives. Further, the School Board reserves the right to cancel the work

described herein prior to issuance and acceptance of any contractual agreement/purchase order by the recommended vendor even if the School Board has formally accepted a recommendation.

PROPOSAL DETAILS

Proposals must provide the following:

- Vendor email, phone number, physical address and any other necessary contact information and company overview, including years in business and experience designing websites for K-12 school districts
- Preliminary plan for developing websites for St. Tammany Parish Public Schools, including training and support, implementation and continued updating and maintenance
- A complete cost estimate for developing the websites, including overall cost of the project, licensing costs of any products that may be incurred from technologies used to develop and support the product and costs for ongoing support and future development. Any associated hosting costs must be included if applicable. In addition, please provide the timeframe necessary to develop the websites. The rollout plan should include the website design and completion of district website first, then school websites and finally teacher and staff websites.
- Proposal must include example designs (at least 2 pages deep) of District website, school website, and one teacher website. The district design should be based on information found at www.stpsb.org, the school website design off of information found at www.mandevillehigh.stpsb.org/ and the teacher website off of information found at www.teacherweb.com/LA/MandevilleHighSchool/JohnsonColleen/h0.aspx.
- Cost of adding additional school websites and teacher websites, in order to address future growth in the district
- Include any backup disaster recovery hosting your company may provide as a potential option.
- At least five references from recent projects with similar size, scope and technology. St. Tammany Parish Public Schools must be able to contact these references.

GENERAL PROPOSAL OBJECTIVES

The St. Tammany Parish Public School Board (STPSB) would like to develop and implement a new, updated district website, school websites and accompanying teacher websites that will allow stakeholders to access information about the School System, 55 schools, and approximately 3,500 teachers. The proposals must also include or address the following:

- Ability to develop and implement open platform websites
- External hosting will be considered, but internal hosting is preferred. STPSB would consider hosting locally and using externally hosted backup or failover site.
- Design dynamic and visually pleasing district-branded websites that provide an easy to use stakeholder experience. School and teacher websites should follow district layout for access to information but allow for personalization of approved components at each school site and for each individual teacher.
- Design of separate top level, but consistent pages for six categories: the district site, high school sites, junior high school sites, middle school sites, elementary school sites and teacher sites. Teacher/staff websites must integrate seamlessly with school websites.
- Describe in detail the Content Management System of the website.

- Describe how teachers will maintain and update their own websites. In addition, describe what features can be made mandatory before a teacher page is published and live.
- Create a custom design that is distinctive and engaging, following the look and feel of the School System branding. District branding requirements will be provided to winning bidder, please see www.stpsb.org for current example.
- Provide a platform with robust and easy to use content management capabilities that allow users with little or no technical skill to update and edit content within a self-service environment. The content management system should not require users to know HTML programming to change or add content. The content management system should include tools for users to develop and load content including text, photos, videos, presentations, etc.
- Must be considered intuitive, easy to navigate, and user-friendly for both those updating content and end-users of the website (parents, students, staff, etc.).
- The content management functionality must work properly on all modern Internet browsers, specifically including but not limited to Chrome, Safari, Firefox, and Internet Explorer (including the last three versions of these browsers).
- Provide robust websites that allows for showcasing of photographs, news items, calendars (event, sports, lunch etc.), and a multitude of department and program pages.
- News items must be able to be sorted, filterable and searchable by school, topic, keyword and date.
- Photos must be able to be sorted, filterable and searchable by school, topic, keyword and date.
- Websites must be able to handle electronic application creation, submission and results on online forms.
- Filterable district and school level calendars that can be synched with personal calendars such as iCal, Outlook, Yahoo and Google calendars.
- Provide a platform for sports schedules and scores, including occasional live score updates.
- Include a solution to provide Superintendent and School Board information.
- Integrate social media including Facebook, Twitter, Instagram, YouTube, and other possible future social media.
- Provide portals to other STPSB district software systems.
- Provide school directory with integrated map showing locations of all schools and work sites.
- Provide interactive map for STAR businesses that can be easily updated. Please see www.stpsb.org/STAR for current businesses.
- Integration of Channel 13 features including video on demand and YouTube. For example, please use www.stpsb.org/Channel13/channel13homepage.htm
- Display district and school level photos that can be easily updated. Provide a redesigned version of photo page found at www.stpsb.org/news
- Provide mapping functions to allow users to easily locate school districts and school board districts based on a physical street address.
- Examples to be used for reference of design preferences include Notre Dame University, Loudoun County Schools and Hillsborough County Schools.
- Explain in depth how security is maintained to allow secure updating of the website. This security must be available from inside the school board's network as well as outside of the network.
- Content management system should have distributed administrative abilities: the ability to assign editing rights to various levels of users.

- Have ability to restrict access to content based on role. For example, School Board member only, employee only, etc.
- District must have ability to control and update all school and teacher websites from the district level, if needed. Schools must have the ability to control and update all teacher websites.
- Provide for transfer of content and archives from current websites to new websites at all levels and provide all existing functionality of current websites.
- Ability to easily add new school, teacher/staff websites and/or easily replace or terminate websites of schools and teacher/staff websites.
- Include ability to add custom information and features as the needs of the STPSB continue to grow.
- Have responsive design on every web page for all major mobile and tablet devices including iPhone, iPad, and Android, etc.
- Integrates with Parentlink mobile app including but not limited to providing RSS feeds, iCal feeds, sports scores platform, and photos.
- Must provide platform for district staff to view detailed analytics and reporting of district, school and teacher level websites.
- Need to have the ability to easily archive all websites and webpages.
- Provide functioning internal search feature.
- Must be ADA compliant
- Need ongoing software maintenance made available for all future versions of browsers as they are released.
- Provide guaranteed service reliability and guarantees for emergency recovery.
- Provide search optimization on all major search engines including google, google chrome, yahoo, etc.
- Follow any and all student information privacy policies and laws put in place by STPSB and the state of Louisiana.
- Describe how you plan to maintain and update the code and database of the websites.
- Describe in detail all functions and features that are available with your proposed solution.

GENERAL CONTRACT REQUIREMENTS

All RFP, contracts and related documents submitted to St. Tammany Parish School Board by the vendor are governed under the laws of the State of Louisiana.

1. It is understood that the vendor and their representatives shall follow all applicable school district regulations.
2. The contractor should provide training for the Information Technology and Communications District staff covering administration and general use of the platform.
3. The contractor must provide timeline for creation, implementation and training.
4. The contractor should provide details of any and all ongoing training and support which may be in the form of how-to videos, online support, dedicated phone support, etc.
5. It is required that the contractor provide information related to the complete cost structure, including support, future changes, maintenance, software updates, etc. including a rate schedule for one year, three years and five years.
6. All work on St. Tammany School Board property must adhere to all applicable city, parish and state codes.

All proposals received will be evaluated by a committee appointed by the St. Tammany Parish School Board Superintendent in accordance with the following evaluation criteria table:

Evaluation Criteria	Pts
Website Designs and Content Management System	25
Cost Structure, Support Costs and Recurring Fees	35
Examples Provided	20
Previous Experience, Vendor Information, References, and Capability to meet Project Requirements	20
Total	100