

UNIVERSITY STUDENTS COUNCIL REQUEST FOR PROPOSAL

SUMMARY:

The University Students' Council of The University of Western Ontario (USC) is accepting proposals to design, develop, and potentially host the USC's website. The purpose of this RFP is to provide all candidates with the evaluation criteria against which they will be judged.

INSTRUCTIONS:

1. Proposals will not be considered unless this document is returned completed, and signed.
2. The University Students' Council of The University of Western Ontario reserves the right to accept or reject all or any part of this proposal.
3. If you have questions about this document please contact:

Name: Geoff Pimlatt
Department: University Students' Council
Address: 1151 Richmond St.
UCC Building Rm. 340
London, ON N6A 3K7
Phone: 519 661-3574
Fax: 519 661-2094
Email: gapimlat@uwo.ca

4. Proposals are due back to the above person by:

Date: 1 April, 2011

Time: 4:00pm

Note: Proposals received past this deadline will not be considered.

5. Complete a proposal for the products or services listed in Section 4.
6. Sign the acknowledgement in Section 8

1.00 BACKGROUND

The University Students' Council (USC) of the University of Western Ontario is among the largest student governments in Ontario, representing more than 26,000 undergraduate students. The USC engages with our constituents through various means, but our website and social media tools are becoming increasingly important. While the website has undergone several design changes during the past four years, these mostly cosmetic updates have not leveraged the possibilities in a Web 2.0 environment. Student surveys and feedback have identified that the current site contains useful information but content is hard to find and navigation is difficult.

The USC's current web site is located at <http://www.usc.uwo.ca>. The current site runs under Windows 2003 (IIS) on our internally managed HP ProLiant ML350 G5 server. Traffic to the site varies depending on time of year, averaging between 100,000 visits (1,500,000 page views) and 40,000 (400,000 page views) each month, but this should not be considered to be a predictor of future use of a newly designed site.

Our primary objective is to continue to build awareness of the USC and to provide access our services and programs. Our website is as important a portal to students as is our physical location on campus.

2.0 SCOPE

The scope of this project is to update the existing USC web site. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content (including html code, text, PDF documents and images) and modify site design after the initial launch.

The web site research work includes: identify key viewers, web site objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints.

The web site redesign work includes: web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

3.0 DEVELOPMENT GUIDELINES

Please provide a proposal on the development, implementation and support of a database driven web based portal.

In describing our ideal website, we would use the following terms:

- Flexible
- Interactive
- Elegant
- Informative
- Functional
- Clear

- Active
- Logical
- Intuitive
- Alive
- Hip
- Current

The website must be an inviting portal to the students of Western and be able to deliver constantly changing information to our key audiences. The website must use a content management system so that a variety of staff can easily update the website without direct access to the source code. Administration of web content will be based on roles to control access and work flow.

The site should meet the following requirements:

1. Promote the USC's services and programs.
2. Retain current visitors and attract new visitors.
3. Strengthen relationships with students, community partners, alumni, and staff.
4. Improve efficiency of service delivery.
5. Provide information and resources in an easy to use format.
6. Present a consistent, fun image.

4.0 SPECIFICATIONS

The website designed by the successful candidate must have the following characteristics:

- 4.01 Content Management System – Once the site has been completed and accepted by the USC, the site will be maintained by the USC. A content management system will permit non-technical USC staff to instantly update website content on specific pages.
- 4.02 Interactive – We would like to have the capability to gain access to and use social media throughout our website. We want our website users to interact with us through the site. The interactivity features of a web 2.0 environment will be available throughout the website.
- 4.03 Visual Appeal – The site must have an attractive mix of text and graphics. Each section of the site should have a common look and feel. The use of fonts, photographs and layouts should be consistent throughout the site.
- 4.04 General visitor and Registered user –The site should include the ability for users to register with the site. The site should track area of interest and other demographic information from Registered users to customize their experience, and which will allow the USC to to build a demographic profile of users.
- 4.05 Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require limited levels of drilling down for the user to find information.

- 4.06 Accessibility – The Western community has a component of people with a variety of disabilities. . Compliance with Accessibility for Ontarians with Disability Act (AODA) is required. The design must be mindful of our need for enhanced accessibility, e.g. changeable font size, ALT text for images.
- 4.07 Compatibility – The site must be compatible with all leading browsers and platforms. Mobile device compatibility is a key consideration.
- 4.08 Calendar - We require an interactive Calendar feature.
- 4.09 ListServ – The site must include capability to develop and maintain mailing lists. This should provide the USC with the ability to target emails to registered users with shared interests.
- 4.10 Search – The site must include an effective keyword search capability.
- 4.11 Security – The site must be secure from all known security threats (i.e. cross site scripting) and be designed as
- 4.12 Staff Only Area - We would like our website to have a Staff Only page where we can post news, forms and other information.
- 4.13 Ownership – Once the website has been completed and accepted by the USC, the website design and all of its contents, software and architecture become property of the USC.

5.00 GENERAL CONDITIONS AND BIDDER INSTRUCTIONS

- 5.01 Bidders must acquaint themselves with the terms and conditions and clearly identify, by clause, any exceptions. Failure to do so will be deemed that all terms and conditions have been accepted by your organization.
- 5.02 Proposals should be received no later than 4:00 pm on April 1st, 2011.

Mail:

Geoff Pimlatt, Senior Manager – Media and Communications
The University Students' Council of The University of Western Ontario
Room 340 UCC
London, Ontario N6A 3K7

Fax: 519-661-2094

Email: gapimlat@uwo.ca

- 5.03 Proposals received after the closing time and date will be returned unopened to the sender. Proposals will be accepted by fax or email. However, the USC takes no responsibility for the availability or completeness of any electronic

transmission.

- 5.04 All communications regarding this RFP must be directed to Geoff Pimlatt in writing or via e-mail. Violation of this directive will result in the disqualification of the bidders from the RFP process.
- 5.05 Bidders interested in submitting proposals must provide their primary contact email address to Geoff Pimlatt immediately upon receipt of the bid documents. All questions and answers during the bid period will be communicated by email with the primary contacts.
- 5.06 Responses to questions and requests for clarification will be distributed to all bidders, through the bidders primary contact via e-mail, in a timely fashion. Questions pertaining to this RFP must be received no later than seventy-two (72) hours (excluding weekends and holidays) prior to closing time and date.
- 5.07 No amendments or change to proposals will be accepted after the closing date and time.
- 5.08 If information within this proposal is proprietary or confidential, the USC will sign a non-disclosure agreement if required.
- 5.09 Proposals must be prepared in accordance with the conditions outlined in this and any associated documents. Failure to comply may result in the disqualification of the proposal.
- 5.10 The USC is not responsible for any expenses incurred by a bidder in preparing and submitting a response to this RFP.
- 5.11 The complete proposal document and any attachments shall become part of any contract entered into between the successful bidder and the USC.
- 5.12 Unit prices will govern where arithmetical errors may occur in the extension of prices. Where it appears the bidder may have made a major mistake in calculation, USC shall consider the intent of the bidder and may accept the proposal for consideration and subsequent correction.
- 5.13 Proposal pricing shall be irrevocable for one hundred and twenty (120) days following the closing date of the RFP.
- 5.14 The USC intends to award a Purchase Order to the bidder whose proposal offers the best value to the USC. However, the USC is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all of the bidders who have responded.
- 5.15 The conditions listed on the USC's purchase order shall form part of the contract.

- 5.16 The USC reserves the right in its sole discretion to request clarification and/or further information from one or more bidders after closing without becoming obligated to offer the same opportunity to all bidders.
- 5.17 All proposals must be signed by an authorized company representative.
- 5.18 Any terms or conditions that cannot be fulfilled should be clearly stated in the proposal.
- 5.19 All bidders shall treat as confidential and safeguard all knowledge and information acquired during the course of this exercise.
- 5.20 The successful bidder shall not assign or sub-contract for the provision of any services or products hereby tendered on without the written consent of the USC.
- 5.21 The terms of this proposal shall be governed and construed in accordance with the laws of the Province of Ontario.
- 5.22 The USC has the unqualified right to accept or reject any submission and to waive irregularities included in the submission documentation, as may be in the best interest of the USC, without giving reason for such action.
- 5.23 The successful bidder shall indemnify and hold harmless the USC, its employees, servants and/or agents from all claims, demands, losses, costs, damages, actions, suits or proceedings initiated by third parties arising from the negligence or wrongful acts of the successful bidder, its employees, servants and/or agents.
- 5.24 The USC reserves the right in its sole discretion to request clarification and/or further information from one or more bidders after closing without becoming obliged to offer the same opportunity to all bidders.
- 5.25 The USC reserves the right in its sole discretion to request one or more bidders to present its/their proposals to the USC Executive Council after closing without becoming obliged to offer the same opportunity to all bidders. No bidder will be asked to present later than April 14th, 2011.

6.0 FORMAT FOR PROPOSALS

The proposal must demonstrate the ability to fulfill the requirements and perform the necessary work outlined in this RFP. Vendors must submit a complete solution to the requirements of this RFP. Partial or incomplete bids will not be accepted.

At a minimum, the proposal must include:

- 6.1 A company profile, including length of time in business, core competencies and relevant experience;

- 6.2 Current reference information for three former or current clients;
- 6.3 A list of websites (including urls) the vendor has produced that best reflect the work and relevancy to this RFP. This should be accompanied by a description of the objectives of these projects and an appraisal of the vendor's success in achieving objectives.
- 6.4 A list of primary personnel to be assigned to the work outlined in this RFP, with a description of each person's duties, experience and training;
- 6.5 A critical path up to the proposed launch date (July 1, 2011 or sooner), including a description of required input from USC staff;
- 6.6 A full detailed budget that includes all elements of site redevelopment and design, including revisions, fees, graphics etc. If the price excludes certain fees or charges (license fees), a detailed list outlining the excluded fees and explanation must be included.
- 6.7 A section that outlines the yearly costs associated with maintenance or any upgrades to the website/intranet and the scope of the work provided.
- 6.8 Based on the information provided in the RFP, proposed concepts and ideas, an overview of proposed website structure and sample visuals should be included.

7.00 SELECTION CRITERIA

7.01 The following criteria will be used to evaluate the proposals submitted:

- | | | |
|----|---|-----|
| 1) | Price | 45% |
| 2) | Design and Delivery/Company experience | 30% |
| 3) | References, service/support, proposal quality | 25% |

7.02 Following evaluation of all proposals, Participating Institutions may enter into negotiations with the Proponent who offers the best overall value to them. During such negotiations (if any), the scope of work may be refined, responsibilities will be delineated, implementation issues will be clarified and the final terms and conditions of any project contract will be determined.

7.03 If negotiations with the selected Proponent are unsuccessful, any Participating Institution reserves the right in its sole discretion to enter into negotiations with any other Proponent(s).

7.04 Participating Institutions also reserve the right to conduct site visits and performance testing (to include, but not necessarily to be limited to, the running of specific benchmarks on proposed system configurations) as part of the evaluation process. Please outline what sites can be made available for this review.

Section 8: Acknowledgement

Company Name

Date

I/We _____ the undersigned HEREBY DECLARE AND
ACKNOWLEDGE:

THAT I / WE have examined, and agree to, the terms and conditions contained in this RFP
and standard term and conditions.

THAT full disclosure has been made of any conflict of interest or potential conflict of
interest.

Contact Information:

Address: _____

Phone: _____

Fax: _____

Email: _____

Signed: _____