

State of Oregon



**Oregon Student Assistance Commission
Issues the Following
INFORMAL REQUEST FOR PROPOSAL (RFP)
RFP Number 2010-1**

“Agency Website Redesign”

Date of Issuance May 11, 2010
Proposal Due Date: May 28, 2010

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Section 1: Purpose and General Information

1.1 Overview, Background, and Purpose

Overview

The Oregon Student Assistance Commission (Agency) seeks a website designer (Proposer) to redesign its websites and unify them for cohesiveness and graphic consistency. The Agency websites are: (Website descriptions are provided under Agency Background)

www.oregon.gov/osac

www.osac.state.or.us

www.GetCollegeFunds.org

www.AspireOregon.org

www.OregonOpportunities.gov

www.CollegeGoalOregon.org

www.osac.state.or.us/oda/

Final proposals are to be received by OSAC no later than 4:00 p.m. on, May 28, 2010. Late proposals will not be accepted.

Upon completion of the project, the Agency will own the design elements, and continue to be responsible for the content and hosting the domain.

Agency Background

The Oregon Student Assistance Commission (OSAC) is an independent state agency responsible for administering a variety of state, federal, and privately funded student financial aid programs, including grants and scholarships for the benefit of Oregonians attending institutions of postsecondary education. The Agency's major programs include the state's largest need-based grant -- the Oregon Opportunity Grant; private scholarships, and access and outreach programs such as ASPIRE, the state's official mentoring program that helps students plan for postsecondary education beyond high school; College Goal Oregon, and Oregon College Access Network.

OSAC maintains multiple websites to serve Oregonians in their quest for higher education and financial aid resources. The websites target specific topics and audiences:

www.oregon.gov/osac is the state of Oregon website for the agency. From this site, users can link to the agency program sites below. (The agency does not use or publicize this site. It is hosted and maintained by the State of Oregon)

www.OSAC.state.or.us is OSAC's main web site that describes agency programs, and provides access to information and resources for financial aid offices, high school counselors, and donors. The website also provides access to the board of commissioners meeting agenda, reports, and links to the other agency websites.

www.GetCollegeFunds.org Used primarily by students and families and links to the Oregon Opportunity Grant information, OSAC scholarship program and electronic application (eApp), OSAC public grant and access programs, and the ASPIRE program.

www.AspireOregon.org is the website for ASPIRE (Access to Student assistance Programs in Reach of Everyone), a mentoring program that helps high school students plan and prepare for postsecondary education and training. This site is used by students, parents, ASPIRE coordinators and advisors.

www.OregonOpportunities.gov is designed for nontraditional students thinking of attending or returning to college. The website features resources to help these students' research postsecondary programs, careers, and pay for college. The website is a partnership with the Oregon University System and the federal College Access Challenge Grant project.

www.CollegeGoalOregon.org features information about financial aid events in the state to help students and parents complete the FAFSA (Free Application for Federal Student Assistance). College Goal Oregon is a one-day event held statewide at more than 20 sites.

www.osac.state.or.us/oda is the state website for the Office of Degree Authorization. This office administers laws, standards, and services to protect students, holders of legitimate degrees, institutions, businesses, employers, patients or clients, and licensing boards. The site also contains information about diploma mills, publications and reports, and links to programs of interest.

Purpose of the Redesign

The purpose of the redesign is to help facilitate the website as a public communication tool, reduce content redundancy and visual clutter, and present a professional image.

The redesigned site(s) should consider an overall agency web design that uses creative and consistent branding, yet unifies each major program website. The site should be welcoming and professional.

The Agency's websites seek to fulfill specific goals such as:

1. Branding and identity reinforcement for the Agency and its major programs
2. Provide access to information and resources, online forms, and upload and export of data
3. Provide secure access to information through client portals
3. Communication to specific target audiences
4. Provide secure online transactions (donor contributions and payments)

The scope of work for this project shall be completed under this one contract.

1.2 Single Point of Contact (SPC)

All questions, whether about the technical requirements of the RFP, contractual requirements, or any other aspect of the project or needed services shall be directed only to the person listed on the first page of the RFP. The RFP document may be reviewed upon request at the address listed on the first page of the RFP.

1.3 Contract Term

The Contract is anticipated to start in May 2010. The initial Contract term shall be for four (4) months. The parties may agree to extend the term of the Contract up to a maximum of six (6) months.

1.4 Proposal Alternative

An alternative proposal titled “Alternative Proposal” may also be submitted **in addition** to responding to this specific proposal, to better carry out and meet the project’s objectives. An alternative proposal may include a bid on a portion or on portions of the website redesign or additions needed to fulfill the project objectives. An examination of alternative proposals may result in a cancellation of all proposals received to permit rewriting the agency’s objectives to provide for the alternative method, or the alternative method may be considered either on its own merits or for future requirements.

1.5 Schedule

Event	Due Date
RFP Release – Date of Issuance	May 11, 2010
Written Questions (email: carrie.s.matsushita@state.or.us)	May 17, 2010
Answers to Proposal Questions (approx.)	May 18, 2010
RFP Closing	May 28, 2010 by 4:00 p.m.
Presentations or Interviews (if necessary)	June 7-8, 2010
Award Notification (approx.)	June 10, 2010
Contract Award (approx.)	June 14, 2010
Site goes live:	By or before September 30, 2010

1.6 Definitions

For general definitions, see OAR 125-246-0110, which are incorporated by reference herein.

“**Agency**” means Oregon Student Assistance Commission.

“**Single Point of Contact (SPC)**” means the primary contact person at the Agency listed on the cover page.

“**RFP**” means this Request for Proposals.

“**Scope of Work**” means the general character of the Services, the work’s purpose and objectives, and Agency’s expectations. Examples of expectations include, if applicable, a description of the purchase, specifications, tasks (obligations), deliverables, delivery or

performance schedule, and acceptance requirements. The Scope of Work helps the prospective Proposers develop the Proposals.

1.5 “**Statement of Work**” means the specific provision in the final Contract, which sets forth and defines in detail the agreed-upon objectives, expectations, performance standards, and other obligations.

1.7 Scope of Work

Project Objectives

The following principals should be incorporated into the redesign:

1. Unify the existing sites through the use of cohesive branding or theme (color scheme, fonts, use of existing agency logos), but allow for flexibility to maintain program identity and include new agency programs in the future that may require their own identity. Avoid using color combinations that strongly reflect one of the state’s major universities (e.g., University of Oregon’s green / yellow; Oregon State University’s orange/black). See the following examples of website designs that contain consistent branding, are content rich and graphically appealing, and easy to navigate:
<http://www.college.gov/wps/portal>
<http://www.artinstitutes.edu/portland/>
<http://www.knowhow2go.org/>
2. Provide a user-friendly site that meets these requirements:
 - a. The redesign should not overwhelm the user with visual clutter. Animated or flash graphics are appropriate if used judiciously and appropriately.
 - b. It should be designed for use on major web browsers, as well as non-graphical browsers, and must be compatible with all platforms.
 - c. It should also be ADA accessible.
 - d. It should offer a quick and user-friendly way to locate information easily (search capabilities and take into consideration navigation, workflow, and skip-logic within each program site.
 - e. Graphic files should not be complex and slow to load. Web pages should load quickly, and accommodate dial-up modem speeds.
 - f. The design elements and text should be easily updated or manipulated, if necessary, by OSAC IT staff
3. Incorporate navigational and search tools. Include graphic navigation buttons or bars. Offer shortcuts when necessary (move forward, back, up, down, and back to home page, etc.)
4. Allow for interactivity. The website(s’) redesign should be adaptable to new and changing technology. Existing features and software tools such as web-based databases, client

portals, online transactions, RSS, MP3, video, and e-mail and chat features, should be maintained and easily accessible by the Agency's target audiences.

5. Delivery or mock-up options that meet project objectives.
6. Delivery of mock-ups, revisions, and final product within the planned timeline.

1.8 Content

The design consultant shall work with the OSAC Marketing & Development Specialist on site map and layout, hypertext structure and repurposing content for ease of use. Essential graphics shall be provided by the Agency.

1.9 Statement of Work

The "Statement of Work" categories below represent an outline that may be negotiated in consultation with the successful Proposer once the contract is awarded.

1. Project Concept
2. Project Tasks
3. Delivery of mock ups, revisions, acceptance requirements
4. Timeline

Section 2: Proposal Requirements

2.1 Administrative Proposal Requirements

The response to the RFP shall contain one (1) original and four (4) copies of the signed Proposal Cover Sheet (Attachment A) and all required supporting information and documents. The originals and all copies of the Proposal shall be submitted in a sealed envelope, labeled "Proposal to RFP #2010-1" and delivered to the SPC.

2.2 Technical Proposal Requirements

The Proposal shall describe how the Proposer shall meet the technical requirements described in the Scope of Work in Section 1.7, including the cost proposal, and identification of key persons who shall perform the work and their background and expertise.

2.3 Cost Proposal Requirements

Proposer should submit cost proposals for specific components of the project. Cost proposals shall be firm for a period of 120 days from the deadline for proposal submission.

2.4 References

In Attachment A, Proposers shall provide the names, addresses, telephone numbers, website URL, for three (3) clients for whom Proposer has provided within the last ten years services equivalent to those described in the RFP. Agency may use references provided as part of the proposal evaluation process as described in Section 4.

2.5 Proposal format

Website Designer Request for Proposal	
PART 1	ADMINISTRATIVE REQUIREMENTS
I.	Attachment A: Proposal Cover Sheet – Vendor name, contact person, address, fax, e-mail address, phone number
II.	Vendor Profile – Provide a description or prospectus of the company and relevant work experience on similar projects. Include awards or recognition of website design work.
III.	Vendor Staff – Submit a brief biography showing qualifications of staff who will be working on the project.
IV.	Professional References – Provide 3 vendor client references where you or assigned staff prepared the design. Include client name, location, website address, phone number
PART 2	TECHNICAL REQUIREMENTS
I.	Project Concept– Provide description of project concept
II.	Project Task/Timeline – Provide specific tasks and timeline for completion. Be realistic since this will be considered in the Statement of Work to be negotiated once the contract is awarded. The design and implementation can be broken into sections with different target dates.
III.	Collection of Information – State how you intend to collect required information
IV.	Applications – List the applications you plan to use in the design of the site.
V.	Sample or example of Home Page –Provide a sample of what you envision as the home page for this project.
VI.	Cost – The costs should be itemized to coincide with project tasks, if possible. (Alternative proposal should tasks and costs in a separate document)
Part 3	OPTIONAL: ALTERNATE PROPOSAL

Section 3: Solicitation Process

The Agency shall use informal solicitation for proposals as well as the Oregon Procurement Information Network (ORPIN) to announce this opportunity.

3.1 ORPIN

The RFP, including all Addenda and Attachments, shall be posted on the Oregon Procurement Information Network System (ORPIN). Agency is not required to mail the RFP, its Addenda, or Attachments. Notification of any substantive clarifications provided in response to any question will be provided and published at the ORPIN web site below. For complete RFP documentation, please go to the ORPIN web site: <http://orpin.oregon.gov/open.dll/welcome> and view **Agency Opportunity** number **2010-1**. Proposers without electronic access to ORPIN may obtain access to ORPIN and download copies at the location listed on the front page of the RFP. Proposers may also order hard copies from the SPC for a fee.

3.1.1 ORPIN Usage

Proposers unfamiliar with ORPIN may contact the State Procurement Office (SPO) at the Department of Administrative Services, 1225 Ferry St. SE - U140, Salem, OR 97301-4285; telephone (503) 378-4642. Proposers may also look for updates about ORPIN on the SPO website: <http://procurement.oregon.gov/>.

3.1.2 ORPIN Registration

Proposers are responsible for ensuring that their registration information is current and correct. SPO accepts no responsibility for missing or incorrect information contained in the supplier's registration information in ORPIN.

3.2 Clarifications and Questions relating to the RFP

Questions including requests for explanations of the meaning or interpretation of provisions of the RFP, shall be submitted in writing, arrive by the date and time specified in the Schedule (1.5), and be addressed to the attention of the SPC. Faxes (including Proposer's fax number) and emails are acceptable at carrie.s.matsushita@state.or.us or 541-687-7414 (fax)

3.2.1 Response to Requests for Clarification

Agency shall respond to each properly submitted written request for clarification in accordance with ORS 279B.405. Where appropriate, Agency shall issue revisions and clarify RFP provisions via Addenda posted on ORPIN. Agency may also informally respond to Proposer questions. **Informal responses, however, do not affect the provisions of the RFP. The RFP, contractual terms, and specifications can only be changed via formal addenda issued by Agency.**

3.3 Submission of Proposals

Proposals shall be received by the SPC no later than the closing date and time specified in ORPIN at the address listed on the front page of the RFP. Proposals may be delivered via U.S. Mail or courier, or hand-delivered. Proposals shall be sent to the attention of the SPC's name:

Carrie Matsushita
OSAC
1500 Valley River Dr. Suite 100
Eugene OR 97401
or carrie.s.matsushita@state.or.us, or 541-687-7414 (fax)

Late, faxed or electronically transmitted (with the exception of ORPIN) Proposals shall not be accepted.

Section 4: Evaluation and Award

4.1. Evaluation Process

Agency shall evaluate and score all Proposals on the completeness, quality, and applicability of their content in accordance with the Sections in the RFP. Preference will be given to vendors who can meet in person with agency representatives within 48 hours, if needed, and at the vendors own expense.

4.2 Evaluation of Technical Proposal

The evaluation committee shall score all Proposals based on the quality of information provided. Points assigned by each evaluation committee member shall be added together and divided by the total number of evaluation committee members to compute an average score for the evaluation questions.

The evaluation committee may request additional clarification from Proposers for any portion of the Proposals. If a Proposal is unclear, Proposer may be asked to provide clarification. No new information or documentation may be submitted, however, and clarifications may not be used to rehabilitate a non-responsive Proposal. Proposers shall remain available during the evaluation period to respond to requests for additional clarification. Proposers shall submit written signed clarification(s) within 24 hours of request (Monday-Friday) following receipt of the request. Failure to provide clarification may result in a lower score. The evaluation committee shall assign points to its evaluation of each Proposal as follows:

<u>Points possible</u>	<u>Point Basis</u>
30	Proposed plan to meet project objectives, including workflow and timeline,
30	Work samples
20	Experience in providing requested services (i.e., similar projects)

- 10 Proposer's qualifications
- 10 Cost Proposal

4.2.1. Evaluation of Presentations and Interviews

Agency may conduct and score presentations or interviews (collectively called "events") at the discretion of Agency. If any events are conducted, the following procedures shall apply. Agency reserves the right to provide further procedures, or change any of the following procedures, and if it does so, Agency shall notify the Proposer of such further procedures or changes when it notifies the Proposer of the time and date of the event.

The high-scoring Proposer(s) shall be invited to provide an event to the evaluation committee. All costs associated with the event are the responsibility of the Proposer. If applicable, Proposer shall provide all audio/visual equipment necessary for the event. Agency shall provide a room equipped with a network connection; Agency is not responsible, however, if this connection fails for any reason. Agency suggests that Proposer have a back-up event (visual aids, handouts) prepared in the event of connection failure. Agency reserves the right to not reschedule any event due to technical difficulties absent extraordinary conditions.

Each Proposer shall be given a maximum of one (1) hour for its event. Following the event, the Proposer shall allow a maximum of 30 minutes for the evaluation committee to ask questions. Items to be covered in the event shall include, but need not be limited to:

Powerpoint, Internet access, or handouts of website examples where Proposer had a significant role in the design and development.

Interview Scoring

Evaluation points provided by each evaluation committee member shall be added together and divided by the total number of evaluation committee members to compute an average score for the demonstration. This average score shall be combined with all other scores to arrive at a total cumulative score.

4.3 Reference Checks

Reference checks shall be done by phone.

4.4 Award Notification and Process

Following the identification of an apparent successful Proposer, Agency will notify the Proposer and issue a contract for professional services that specifies a return date.

Section 5: Attachments

Attachment A – Proposal Cover Sheet

Attachment A - Proposal Cover Sheet

Proposer Information

Organization Name: _____

Primary Contact Person: _____ Title: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Name and title of the person(s) authorized to represent the Proposer in any negotiations and sign any Purchase Orders that may result:

Name: _____ Title: _____

Proposal Requirements:

1. Includes current vendor profile, relevant work experience on similar projects (including client name and location, website URLs), and resumes for each of the Proposer's key staff working on the project.
2. Includes Technical Proposal Requirements covering Scope of Work and Statement of Work
3. Includes a cost proposal
4. Includes list of client references, name, location, phone/email address, website URL.
5. **(Optional):** Alternate Proposal, including costs to meet project objectives)

Representations, Attestations, and Certifications: The undersigned further acknowledges, attests and certifies individually and on behalf of the Proposer that:

1. No attempt has been made or shall be made by the Proposer to induce any other person or organization to submit or not submit a Proposal.
2. Information and prices included in this Proposal shall remain valid for one hundred and twenty (120) days after the proposal due date or until a Contract is approved, whichever comes first.
3. The undersigned recognizes that this is a public document and open to public inspection.
4. The Proposer acknowledges receipt of all Addenda issued under the RFP.
5. Proposer does not discriminate in its employment practices with regard to race, creed, age, religious affiliation, sex, disability, sexual orientation or national origin, nor has Proposer or

will Proposer discriminate against a subcontractor in the awarding of a subcontract because the subcontractor is a minority, women or emerging small business enterprise certified under ORS 200.055.

6. The Proposer, acting through its authorized representative, has read and understands all RFP instructions, specifications, and terms and conditions contained within the RFP and all Addenda, if any;
7. The Proposer agrees to and shall comply with, all requirements, specifications and terms and conditions contained within the RFP, including all Addenda, if any;
8. The Proposal submitted is in response to the specific language contained in the RFP, and Proposer has made no assumptions based upon either (a) verbal or written statements not contained in the RFP, or (b) any previously-issued RFP, if any.
9. The Proposer agrees that if awarded the Contract, Proposer shall be authorized to do business in the State of Oregon at the time of the award;
10. Agency shall not be liable for any claims or be subject to any defenses asserted by Proposer based upon, resulting from, or related to, Proposer's failure to comprehend all requirements of the RFP.
11. The Agency shall not be liable for any expenses incurred by Proposer in either preparing or submitting its Proposal, or in participating in the proposal evaluation/selection or Contract negotiation process, if any.

THIS OFFER SHALL BE SIGNED IN BLUE OR BLACK INK BY AN AUTHORIZED REPRESENTATIVE OF THE PROPOSER; ANY ALTERATIONS OR ERASURES TO THE OFFER SHALL BE INITIALED IN INK BY THE UNDERSIGNED AUTHORIZED REPRESENTATIVE.

SIGNATURE OF PROPOSER'S DULY AUTHORIZED REPRESENTATIVE FOR ALL SECTIONS:

Authorized Signature: _____

Print Name: _____

Title: _____

Contact Person (Type or Print): _____

Telephone Number: (____) _____

Fax Number: (____) _____