

Worcester State University

Environmental Scan and Website Development

Request for Proposal # 11-06

**Worcester State University
486 Chandler Street
Worcester, MA 01602**

Worcester State University, an agency of the Commonwealth of Massachusetts, is soliciting bids/quotations for an environmental scan and website design. This contract will end on June 30, 2012, with two (2), one (1) year options to renew.

The Bids must be submitted for receipt NO LATER THAN April 29, 2011 at 2 P.M., at which time they will be publicly opened and read. Mail or deliver bids sealed and noting bid #11-06 Environmental Scan and Website Development to the procurement office at the above address. No fax responses will be accepted.

Prices quoted must be available for acceptance for at least sixty (60) days after the bid opening date unless otherwise noted in your quote.

All prices must be submitted on a net basis. Cash trade, and quantity discounts to be reflected in bid prices. Delivery free of all charges to Worcester State University receiving dept./Worcester, MA.

Firm Name: _____

Contact Individual: _____

Address: _____

Telephone: _____

Fax: _____

E-mail: _____

By: _____

(SIGN YOUR BID IN INK)

___ **I have received and reviewed the RFR and all amendments to Bid #11-06**

Bid #11-06

Description: Worcester State University is soliciting proposals for experienced and qualified vendors to partner with the University to conduct an environmental scan and website design.

The University reserves the right to accept the proposal deemed best for the Commonwealth of Massachusetts and the University. Inspection at the point of delivery, materials not in accordance with specifications will be returned at the Contractor's expense.

Schedule of Events

Questions due in by (All questions to be forwarded to procurement@worchester.edu)	April 20, 2011 @ 5:00 PM
Responses Posted on Comm-Pass	April 26, 2011
Bid Closing	April 29, 2011 @ 2:00 PM
Evaluation of Responses	May 2, 2011 to May 6, 2011
Vendor Presentation Notification	May 6, 2011
Vendor Finalist Presentations	May 11, 2011 to May 20, 2011
Award Date of contract	May 25, 2011

The dates stated above are estimated time frames supplied as a courtesy to the bidders only. These dates may change and are not binding. All dates and times for written questions and response submissions are binding. Responses not in compliance with the Bid Closing date will be deemed non-responsive. Bid closing will be held in the Administration Building, Room 330.

Selected vendors will be notified on May 6, 2011 via e-mail with dates and times for finalist presentations between May 11, 2011 to May 20, 2011.

If at the time of the scheduled bid opening, Worcester State University is closed due to uncontrolled events such as fire, snow, ice, wind, or building evacuation, the bid opening will be postponed until 2:00 PM on the next normal business day. Bids will be accepted until that date and time.

If at the time for a scheduled presentation Worcester State University is closed due to uncontrolled events such as fire, snow, ice, wind, or building evacuation, the presentation will be rescheduled and an e-mail will be sent to determine a new date and time.

The vendor will be required to execute a Commonwealth Standard Contract and Commonwealth Terms and Conditions with Worcester State University.

1. PURPOSE

Worcester State University is soliciting proposals for experienced and qualified vendors to partner with the University to conduct an environmental scan and website design. Proposals should include:

- 1.1. A brief general description of your business, including the number of years your company has been in business, area of expertise, history, awards, and reference information for clients you have served, relevant to the contract proposed.
- 1.2. The environmental scan will consist of two components, internal and external. The external scan will include but not limited to: An analysis of demographics, market trends, legislation, government actions and any external consideration that would help define the University's strategic plan and mission.
- 1.3. The internal scan will include but not limited to: Resources, personnel, abilities, customer service, student satisfaction, academic programs and all factors that relate to the University's preparedness to meet the University's strategic plan and mission.
- 1.4. Application of the environmental scan results will inform the redesign of the University's primary site (www.worcester.edu), website architecture and graphical presentation.

2. STUDY SPECIFICATIONS

2.1. Environmental Scan

The vendor must develop, implement, and analyze results of a perception survey in accordance with all terms and conditions specified herein. Services will include, but are not limited to, the following:

- A. Identify existing perceptions/brand associations of Worcester State's by the targeted groups.
- B. Provide a competitive analysis and perceptual map of where WSU's strengths, weaknesses, opportunities and challenges, in comparison to competitors on a number of dimensions.
- C. Identify any negative perceptions or misconceptions of the University and its mission.
- D. Define your methodology for the external scan.
- E. Collect, review, and analyze data to include findings, assumptions, limitations and suggestions for future research.
- F. Attend and participate in meeting(s) with Worcester State's designated representatives.
- G. Complete research and provide environmental scan report within 90 days after award of contract. All findings will be kept in the strictest of confidence and cannot be shared in any format without the explicit written permission of Worcester State.

2.2. Website Redesign

- A. Provide market analysis data comparing features and functionality of the University's website with comparable sites offered by peer institutions.
- B. Review current site's information architecture and graphical treatment within the context of accepted best practices and also within the context of the institution's marketing and branding initiatives.
- C. Review current WSU sites, that are outsourced to other vendors, and provide an analysis of all the partner websites presentation with the goal toward one cohesive brand
- D. Provide analysis and recommendation on the optimization of the use of the Community System [<http://community.worcester.edu>] as the institutions primary internal portal.

- E. Content developer will need to work within the parameters of the current website infrastructure [MS Sharepoint] and Blackboard's modules for the institutions internal portal.

2.3. On-Campus Visit

- A. The vendor must conduct an on-site visit no later than 15 calendar days after award of the contract. The vendor and the University will mutually determine the exact dates for the visit. It is anticipated the on-site visit will require 1-2 days. While on-site, the vendor must meet with and/or present to identified groups to gather information to be used in the survey. The University will schedule all meetings and invite the necessary participants.
- B. The University reserves the right to require the vendor's attendance at subsequent on-campus meetings.

2.4. Methodology

The vendor must provide a draft of the survey(s) no later than 30 calendar days after the campus visit with research to begin no later than 14 days after University approval of the survey, unless the University deems a later date preferable. Prior to distribution, the University has the right of final approval.

- A. Written analysis of data: prepare and provide a draft report within 30 days following completion of research and a final report that includes a detail of major issues that should be addressed based on analysis of data and offer written recommendations for strategy.
- B. Final report: the vendor must provide an electronic copy of the final report to the University no later than 30 days following completion of research. Each final report must include all issues discussed/resolved after review of the draft report by the University. Included in the report should be the research methodology, assumptions/limitation and suggestions for future studies/research. The report must also include an executive summary. In addition, an electronic file of the final report and raw data must be provided to the University. All data, surveys and reports will remain the sole property of the University.
- C. Vendor must provide detailed description of methodology to the University for approval.

2.5. Fee Structure

The total costs of proposed items, service, proposed solution, indicating whether each cost is one-time, incremental, or recurring costs for the University after completion, should be clearly delineated within the proposal. Vendors can submit separate proposals for environmental scan or website redesign or one combined proposal for both.

3. EVALUATION OF PROPOSALS

All responses will be evaluated by designated Strategic Planning liaisons. The evaluation will be based upon the vendor's ability to meet Worcester State University's requirements. Each proposal will be evaluated against specifications outlined in this RFP. In addition to the price, the following will be considered:

- a. the greatest value with respect to the bidders response and its material content and responsiveness to the requirements of the RFP,

- b. the quality of the services offered,
- c. the general reputation of the firm,
- d. the quality of the references provided,
- e. the qualifications of the personnel assigned to work on the project,
- f. the demonstrated understanding of the respondent of conducting the work as required by the scope of services,
- g. the bidder's functionality, performance, flexibility, and ability to meet Worcester State University needs and timetable.

4. AWARD

This RFP will award a contract (or contracts) to complete these projects only and does not imply any further project awards from Worcester State University.

INSTRUCTIONS FOR SUBMISSION OF RESPONSES

Bidders must acknowledge understanding and compliance with each section of this RFP. If the bidder's document conflicts with this RFP, the RFP's language takes priority.

This is a sealed-bid submission. Bids will be opened and examined according to the timetable set forth on page 3 of 9. Bidders will not have the opportunity to amend bids once they are submitted. If a bid is not complete, it will not be accepted. Further, if the contract is awarded and then discovered to be incomplete, that award will be rescinded.

Bids must be submitted BEFORE the posted deadline and will not be accepted after. Please submit one (1) hardcopy, bids must be bound in some manner (3-ring, stapled, pressure-plate, etc.) and not submitted as loose pages, whether in an envelope or folder pocket, and one (1) electronic copy (CD).

Any bid that does not specifically address the RFP will not be considered a valid bid-response.

5. COSTS FOR PROPOSAL PREPARATION

Any costs incurred by Contractors in preparing or submitting a proposal shall be the Contractor's sole responsibility.

6. DISQUALIFICATION OF PROPOSALS

Worcester State University reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements specified in this RFP and which demonstrate an understanding of the scope of the work. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP shall be disqualified without further notice. A Contractor shall be disqualified and the proposal automatically rejected for any one or more of the following reasons:

- The proposal shows any noncompliance with applicable law.

- The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous as to its meaning.
- The proposal has any provision reserving the right to accept or reject award, or to enter into a contract pursuant to an award, or provisions contrary to those required in the solicitation.
- The Contractor is debarred or suspended.
- The Contractor is in default of any prior contract or for misrepresentation.

7. ADDENDA TO THIS RFP

Worcester State may need to issue one or more addenda related to this RFP. Such addenda shall be posted on Comm-pass, www.comm-pass.com. It is the sole responsibility of prospective contractors and other interested parties to familiarize themselves with the web site and visit it regularly during the RFP process for updated information or addenda related to this RFP.

8. RIGHTS RESERVED

Worcester State reserves the right to award in part, to reject any and all proposals, in whole or in part, and to waive technical defects, irregularities and omissions if, in its judgment, the best interest of Worcester State University will be served. Should the University determine that only one Bidder is fully qualified, or that one Bidder is more highly qualified than the others under consideration, a contract may be negotiated and awarded to that Bidder.

9. FINAL CONTRACT

Worcester State University intends to use this RFP and the successful proposal as a basis for the final contract. The winning vendor will be required to sign a Commonwealth of Massachusetts Standard Contract and Commonwealth Terms and Conditions. Sample is available at:
http://www.mass.gov/Aosc/docs/Forms/Contracts/standard_contract_frm.doc
http://www.mass.gov/Eoaf/docs/osd/forms/contracts/c_tc.doc

10. INSPECTION OF PROPOSALS

Proposals may be available for public inspection upon notice of award and shall be available for public inspection after the contract is signed by all parties.

11. CONTRACT INVALIDATION

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

12. RFP TERMS AND CONDITIONS

The terms and conditions of Worcester State University (sections A to G), specified below, should be reviewed carefully to ensure full responsiveness to the RFP. The anticipated contract will be, in form and substance, consistent with applicable policy and regulations of Worcester State University and the Commonwealth of Massachusetts statutes and regulations regarding the creation and execution of such contract. The failure of any respondent to receive or examine any contract, document, form, addenda or to visit the sites and acquaint itself with conditions there-existing, will not relieve it of any obligation with respect to its proposal or any executed contract. The submission of a proposal shall be conclusive evidence and understanding of the Worcester State University's intent to incorporate such terms and conditions into the contract.

A. PURCHASE TERMS

Where a term or condition contained in this RFP differs from a term or condition set forth in the state contract, the terms or conditions of the state contract shall prevail.

B. ADDITIONAL TERMS AND CONDITIONS

No additional terms and conditions included with the proposal response shall be evaluated or considered and all such additional terms and conditions shall have no force and effect and are inapplicable to this proposal.

1. Customer Payment and Privacy Protection Conditions- responses should certify compliance and/or company policies and procedures regarding the following.
 - (a) PCI-DSS Compliance - presently in effect, any merchant processing, storing, and transmitting customer credit card information must show evidence of being PCI compliant. Please submit a Certification of Compliance with your submission.
 - (b) PA-DSS Compliance - effective July, 2010, any payment application sold, distributed or licensed to a third party must be PA-DSS compliant. Please identify your firm's plans for compliance in your submission.
 - (c) "Red Flag Rules" - effective November 1, 2009, any third party vendor of the University that handles, stores or transmits personal identifying information must comply with federal trade Commission's Red Flag Rules. Please identify your company's Red Flag Administrator and policies related to this regulation.

Please note: any submission that does not address these conditions will be deemed to be incomplete and subject to disqualification from consideration.

C. PRICING

Quoted pricing shall remain firm for the entire term of the contract.

D. EXCUSABLE NON-PERFORMANCE

The vendor will use its best effort to provide satisfactory and uninterrupted service as described in the RFP. The vendor will not be responsible or in default for any failure of service arising from an act of God, civil riot, war, restrictions imposed by governmental authorities, or other causes determined by Worcester State University to be beyond the vendor's control.

E. CONTRACT TERMINATION

If the contractor persistently disregards the laws, ordinances, rules, regulations or orders of any authority having jurisdiction, or otherwise is in substantial violation of a provision of the contract documents, or the University deems the services provided to be unsatisfactory, then the University may, without prejudice to any right or remedy and after given the carrier thirty (30) days written notice, terminate the employment of the carrier.

The University shall be obligated only for those services rendered and accepted prior to the date of Notice of Termination.

F. CONTRACT RENEWAL

The contract may be renewed upon the same terms and conditions, provided that the parties agree on pricing terms. The vendor shall no later than thirty (30) days before the expiration of the contract provide written notice of its intent not to renew the contract or of any changes to pricing that may be required.

G. EMPLOYEES

All workers performing services shall be employees of Contractor and shall not under any circumstances be considered employees of Worcester State University. Contractor shall provide and be responsible for all required services and benefits with respect to its employees, including but not limited to worker's compensation and unemployment insurance.

13. EQUAL EMPLOYMENT OPPORTUNITIES REQUIREMENTS

In entering into any contract resulting from this RFP the Contractor agrees not to discriminate against any employee or applicant for employment because of race, sex, color, religious creed, national origin, and/or ancestry. The contractor agrees to post in conspicuous places notices to be provided by the Massachusetts Commission Against Discrimination with respect to the Fair Employment Practice laws of the Commonwealth which are herein made of this contract reference.