



**REQUEST FOR PROPOSALS
RFP NO. CS-56-07**

ISSUE DATE: December 14, 2007

TITLE: MARKETING AND WEBSITE DESIGN

ISSUING AGENCY: George Mason University
Attn: Purchasing Department
4087 University Drive, Room 400
Fairfax, Virginia 22030-4444
Ph. (703)993-2580, Fx. (703)993-2589

LOCATION WHERE WORK WILL BE PERFORMED: George Mason University, School of Public Policy

PERIOD OF PERFORMANCE: Completed by April 30, 2008

SEALED PROPOSAL DUE DATE AND TIME: January 15, 2008 @ 2:00PM. Proposals will not be opened in public.

Note: A return envelope is not being provided. It is the responsibility of the offeror to ensure the proposal is submitted in an envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request For Proposals. Also see section V. herein.

QUESTIONS/INQUIRIES: E-mail all inquiries for information to:
Cindy Sempstrott, Senior Buyer csempsro@gmu.edu

HAND DELIVER OR MAIL PROPOSALS DIRECTLY TO THE ISSUING AGENCY SHOWN ABOVE

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

FEI/FIN No. _____
Fax No. _____
Email: _____

Date: _____
By: _____
Signature In Ink
Name: _____
Title: _____
Telephone No. _____

Virginia Contractor License No. _____ N/A _____ Class _____ Speciality Codes _____

This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia 2.2-4343.1D* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

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ADDITIONAL RESOURCES: The following are hereby incorporated by reference and can be downloaded from the Purchasing Department website at:

http://fiscal.gmu.edu/Departments/Purchasing/Purchasing_page.htm

1. Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Vendors.
2. Virginia Public Procurement Act.
3. Commonwealth of Virginia General Terms and Conditions.
See Section X – eVA Registration Requirements

- I. **PURPOSE:** The purpose of this request is to solicit proposals from qualified sources to establish a contract through competitive negotiations with a firm/contractor that will identify and integrate the School of Public Policy (SPP) brand in order to elevate its visibility and reputation, and to incorporate this brand into a new website for SPP at George Mason University, a corporate institution of the Commonwealth of Virginia
- II. **BACKGROUND:** The School of Public Policy (SPP) at George Mason University prepares graduates for high-level decision making in a fast-paced, technological world. Because of our formidable reputation and accessibility to Washington, D.C., outstanding students and faculty who have an interest in solving policy issues gravitate to this area. Founded in 1990 as an institute, and developing into a School of Public Policy in 2000, SPP is now recognized as one of the largest, most diverse, and respected public policy schools in the country. The school attracts tens of millions of dollars in grants to support research, establishing it as an indispensable resource for policymakers of public and private organizations. Core academic and research activities focus on six principal themes: Governance, Regional and Economic Development, International Commerce and Policy, Science and Technology Policy, Entrepreneurship, and Culture and Values. One of the school's strengths is its ability to combine practical aptitude with scientific and analytical expertise to address today's global policy challenges effectively.

More information can be found at the school's current website: policy.gmu.edu

- III. **STATEMENT OF NEEDS:** The following shall serve as a guideline and are minimum requirements only. Contractor shall meet, but is not limited to, the following when developing a customized operational plan:

- A. Research of SPP current message and marketing, and evaluate target audiences.
- B. Evaluation of current community perception of SPP and its brand and recommendation for branding and integrated message/marketing.
- C. Design of web site including concept, visual and architectural components, (creation or purchasing of images, photos, designs, sitemap), some writing of content, creation of some databases to make best use of resources (Opt-in list serves, management of faculty bios, news releases, events, admissions). At a minimum, all content on the existing site must be included on the new site.
- D. Migration of new site to Mason server.
- E. Evaluation of success of new message/marketing tools and identity.
- F. Recommendations for longer term integration of brand and maintenance.

IV. **EVALUATION AND AWARD CRITERIA:**

- A. **EVALUATION CRITERIA:** Proposals will be evaluated using the following criteria:
- | | |
|-------------|--|
| Point Value | |
| 50 | Quality of proposal, ability to meet GMU's requirements, etc. |
| 25 | Firm's ability to demonstrate experience in delivering the services requested in this RFP. |
| 25 | Price offered. |
- B. **ACCEPTANCE OR REJECTION:** The University reserves the right to accept or reject any or all proposals, in whole or in part, to take exception to any RFP specifications, to make an award based solely on the proposals received or to negotiate further with one or more offerors. GMU also reserves the right to negotiate a contract with the selected offeror(s), which is at variance with the RFP initially prepared by GMU and/or responded to by the offeror. Failure to comply with the RFP by an offeror, as determined by GMU, may be grounds for the exclusion of such offeror from further consideration by the University.
- C. **SELECTION:** The selection by the University of any proposal as ultimately negotiated will be at the University's entire discretion, which discretion shall extend to purely subjective considerations solely

exercisable by the University without regard to a claimed lowest cost by any proposed vendor. The University is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous (Section 2.2-4359D, *Code of Virginia*).

V. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:

A. GENERAL REQUIREMENTS.

1. RFP Response. In order to be considered, Offerors must submit a complete response to this RFP. One (1) original and five (5) copies of each proposal must be submitted to the University's Purchasing Department. Offerors must also submit a copy of the proposal on CD. If the offer contains propriety information then two CD's must be submitted; one with complete proposal and one with proprietary information removed. The Offeror shall make no other distribution of the proposals.
2. Identification of the Proposal Envelope: The signed proposal should be returned in an envelope or package, sealed and identified as follows:

_____ Name of Offeror	_____ Due Date & Time
_____ Street or Box Number	_____ RFP Number
_____ City, State, Zip Code	_____ RFP Title

Name of Contracting Officer: Cindy Sempstrott

The envelope or package should be mailed or delivered to the address as directed on Page 1 of this solicitation. No other correspondence or other offer should be placed in the envelope or package.

3. Proposal Preparation:
 - a. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in your proposal being scored low.
 - b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
 - c. Each copy of the proposal should be bound in a single volume where practical. All documentation submitted with the proposal should be bound in that single volume.
 - d. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposals should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, sub letter and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub letter should be repeated at the top of the next page. The proposals should contain a table of contents that cross references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposals and designated as additional material. Proposals that are not organized in this manner risk eliminating from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
 - e. Ownership of all data, material and documentation originated and prepared for the University pursuant to the RFP shall belong exclusively to the University and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under

the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section 2.2-4342D of the Code of Virginia in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary or trade secrets. Labeling the entire contents of a proposal is not acceptable and may result in rejection and return of the proposal.

4. Oral Presentation: Offerors who submit a proposal in response to this RFP **may** be required to give an oral presentation of their proposal to the University. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. The University will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and **may or may not be** conducted. Therefore, proposals should be complete.

The University will expect that contractors who are invited to give an oral presentation will utilize the person or persons who will be working on the project to make the presentation so quality and experience of the contractor's staff can be evaluated prior to making selection. Should presentations be required we have scheduled them for **January 28-30, 2008.** These dates are not negotiable so please allow for proper scheduling.

- B. SPECIFIC REQUIREMENTS: Proposals should be as thorough as possible so the University may properly evaluate the Offeror's capabilities and approach toward providing the required services. Offerors are required to submit the following items as a complete proposal:

1. Return the entire RFP #CS-56-07 signed and completed as required.
2. Proposals must identify key personnel and the level of effort for each such individual. Key personnel must be approved by the University and may not be substituted without prior written approval. Resumes must be included for all key personnel.
3. Proposals must include a task-timeline with milestones and scheduled deliverables. In addition, at a minimum, proposals must include scheduled bi-weekly progress meetings with the university's project manager.
4. Proposals must include work samples of at least one similar report and website designed for an institution of higher education or non-profit.
5. References. See Section VI, Paragraph L.

VI. SPECIAL TERMS AND CONDITIONS:

- A. ADVERTISING: In the event a contract is awarded for supplies, equipment, or services resulting from this bid/proposal, no indication of such sales or services to George Mason University will be used in product literature or advertising. The Contractor shall not state in any of its advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its product or services.
- B. AUDIT: The Contractor shall retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The agency, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
- C. AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that the agency shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
- D. BEST AND FINAL OFFER (BAFO): At the conclusion of negotiations, the offeror(s) may be asked to submit in writing, a best and final offer (BAFO). After the BAFO is submitted, no further negotiations shall be

conducted with the offeror(s). The offeror's proposal will be rescored to combine and include the information contained in the BAFO. The decision to award will be based on the final evaluation including the BAFO.

- E. CANCELLATION OF CONTRACT: The purchasing agency reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- F. INCLEMENT WEATHER/SUSPENDED BUSINESS: Bid or proposal receipt deadlines scheduled during a period of suspended University business operations will be rescheduled for the appropriate times on the next regular business day.
- G. SPECIAL EDUCATIONAL OR PROMOTIONAL DISCOUNTS: The contractor shall extend any special educational or promotional sale prices or discounts immediately to the Commonwealth during the term of the contract. Such notice shall also advise the duration of the specific sale or discount price.
- H. INDEMNIFICATION: Contractor agrees to indemnify, defend and hold harmless the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the contractor/any services of any kind or nature furnished by the contractor, provided that such liability is not attributable to the sole negligence of the using agency or to failure of the using agency to use the materials, goods, or equipment in the manner already and permanently described by the contractor on the materials, goods or equipment delivered.
- I. SMALL BUSINESS SUBCONTRACTING AND EVIDENCE OF COMPLIANCE: Where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, the contractor is encouraged to offer such subcontracting opportunities to small businesses. This shall include DMBE certified women-owned and minority-owned businesses when they have received DMBE small business certification. If small business subcontractors are used, the prime contractor agrees to report the use of small business subcontractors by providing GMU's Purchasing Department at a minimum the following information: name of small business, phone number, total dollar amount subcontracted, category type (small, women-owned, or minority-owned), and type of product/service provided.
- J. PRIME CONTRACTOR RESPONSIBILITIES: The contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime contractor. The contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.
- K. SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent of the University's Purchasing Department. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish the University's Purchasing Department the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.
- L. REFERENCES: Bidders shall provide a list of at least 3 references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

<u>ORGANIZATION</u>	<u>ADDRESS</u>	<u>CONTACT PERSON</u>	<u>TELEPHONE</u>
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1. _____	_____	_____	_____
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2. _____	_____	_____	_____
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3. _____	_____	_____	_____
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VII. CONTRACT ADMINISTRATION: Upon award of the contract the University shall designate, in writing, the name of the Contract Administrator who shall work with the contractor in formulating mutually acceptable plans and standards for the delivery, installation and on-going service and/or maintenance that may be required.

- A. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work.
- B. All direction and orders from the University shall be transmitted through the Contract Administrator, or his designee. However the Contract Administrator shall have no authority to order changes in the work which alter the concept or scope of the work or change the basis for compensation to the contractor.

VIII. METHOD OF PAYMENT: Contractor shall be paid 30 after receipt of proper invoice.

IX. BUSINESS STATUS: To be filled out by offeror:

A. Type of organization (circle one):

Individual	Partnership	Corporation
Sole Proprietor	Government	Other (explain)

B. Category (circle one):

Manufacturer/Producer	Mfgr's Agent	Retailer
Service Establishment	Distributor	Wholesaler
Other (explain)		

C. Status (circle one):

1. (LB) LARGE BUSINESS
2. (SB) SMALL BUSINESS. Defined by the US Small Business Administration as independently owned and operated, with annual revenues less than \$5M (services) or less than 500 employees (manufacturing). May include non-profit or publically owned business entities.
3. (MB) MINORITY OWNED. Defined as actively managed and at least 51% owned by an American Citizen of one of the following ethnic backgrounds; Native American, Black, Hispanic, Asian or Asian Pacific.
4. (WB) WOMAN OWNED. Defined as actively managed and at least 51% owned by a woman or group of women.
5. (SM) SMALL MINORITY OWNED. B and C apply.
6. (SW) SMALL MINORITY WOMEN OWNED. B,C and D apply.
7. (WS) WOMEN OWNED, SMALL BUSINESS. B and D apply.

X. RFP CS-56-07 SCHEDULE:

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| • Post proposal in eVA: | 12/14/07 |
| • Advertise in Washington Post: | 12/23/07 |
| • Mandatory Pre-proposal Conference: | N/A |
| • Proposals Due: | 1/15/08 @ 2:00PM |
| • Proposals to committee: | 1/16/08 |
| • Evaluation Committee - review and score proposals: | 1/16/08 – 1/24/08 |
| • Scores sheets due to Purchasing: | 1/25/08 |
| • Oral presentations: | 1/28/08-1/30/08 (if necessary) |
| • Negotiations: | 1/31/08 – 2/1/08 |
| • Best and Final Offers: | 2/4/08 – 2/5/08 |
| • Award: | 2/6/08 |
| • Contract start date: | TBD |