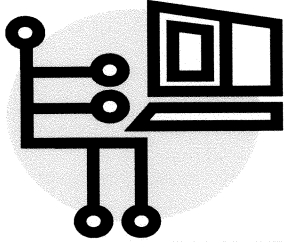


Moon Area School District



Technology Department

Website Re-Design Request for Proposal

Dan Vogel, Director

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Technology Department

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ADMINISTRATIVE OFFICES

8353 UNIVERSITY BOULEVARD • MOON TOWNSHIP, PA 15108-2597 • 412-264-9440 • FAX: 412-264-3268

Advertisement for Bid

This is a notice that the Moon Area School District is inviting bids for:

Moon Area School District Website Re-design

Specifications and proposal forms may be obtained during regular office hours from the Central Office located at 8353 University Boulevard, Moon Township, PA 15108 or on the Moon Area School District Website. Direct technical questions to Mr. Vogel via email.

Mr. Daniel Vogel
Director of Technology
Moon Area School District
8353 University Boulevard
Moon Township, PA 15108
Email: dvogel@masd.k12.pa.us

All emails will be posted and answered via the following webpage
http://www.masd.k12.pa.us/admin/Technology/website_rfp/index.htm

All sealed bids must be received by 3:00 p.m. on Friday, May 25, 2007. Bids will be publicly opened at that time.

The School District reserves the right to accept or reject all of any part of any bid and to waive any informalities.

Daniel Vogel
Director, Technology Department

DV/bl

MOON AREA SCHOOL DISTRICT

DISTRICT WEBSITE REDESIGN: REQUEST FOR PROPOSAL

1.0 INTRODUCTION

The Moon Area School District is currently looking for a vendor to re-design the district website. Therefore, the district is asking interested vendors to submit a response to this Request for Proposal (RFP). Background information and technical specifications have been provided by the District and are included in this packet.

2.0 BACKGROUND

2.1 Purpose

The Moon Area School District is currently seeking responses for the creative re-design of the district website. The “new” district website should be aesthetically pleasing and personalized, as well as template driven for consistency. It should provide the ability for district personnel to host the website and manage the content, but should be easy enough for a novice to update information. Rich search capabilities should be integrated in to the design. The overall design should also consider future integration of a CMS solution.

2.2 District Description

The Moon Area School District services the communities of Moon and Crescent Townships, which is located in southwestern Pennsylvania’s Allegheny County, 15 miles west of Pittsburgh, Pennsylvania. The district provides public education for grades K-12, approximately 3,725 students with the expectation of growing over the next several years.

There are six current sites and one proposed site:

- Moon Area High School
- Moon Area Middle School
- Allard Elementary
- Hyde Elementary
- J. H. Brooks Elementary
- Bon Meade Elementary
- *McCormick Elementary (proposed)*

There is also the District Administrative Office building that houses Central Office staff and is located in the Middle School and the Maintenance Building that houses Buildings, Grounds, and Transportation staff located between the high school and middle school. Total staff for the district is approximately 500.

2.3 Current Website Status

The District website address is <http://www.masd.k12.pa.us>

- The current website has about 2000 pages of which 1000 are most likely outdated and need to be removed
- Designed and developed by a student a few years ago, not aesthetically pleasing and design lacks understanding of human interaction/design
- Hosted and managed by internal tech staff on a Web Server
- Content is managed by staff and students using MS Front Page. Lack of ability to enforce consistent styles across pages
- Exchange mail server handles emails (there is a link to this functionality on the district site)
- No search capabilities, dynamic pages or general backend database in use
- Website does not integrate with any other district applications/systems like SIS
- All website content is manually entered or copied from other documents in to MS Front Page and served to web
- The district will deploy a portal solution called Edline for parent engagement, posting of grades, club activities, etc.(this will also be where most students and teachers will build their own web pages – Front Page will be used less frequently but still remain available)
- There are links on the district website that go to other sites for additional functionality and this will remain an option going forward such as a link to “Subfinder”

2.4 Technology Infrastructure

The District has a high speed Wide Area Network (WAN) and all buildings are connected to the central office building via a gigabit fiber backbone network. Each building has a LAN which is 100 Mbps category 5 wiring. Wiring closets are connected together via fiber optic cabling. A 10 Mbps fiber connection is present to our current ISP. Netterrogator, an internet content filter and caching appliance, is used for filtering internet requests and a Cisco Pix 515 is used for firewall purposes.

2.5 Design Requirements

<u>WEBSITE PROJECT COMPONENTS</u>	<u>EXPECTATIONS</u>
Creative GUI Redesign Template Development CMS Solution (Optional)	• 2 to 3 website GUI design schemes • Alternate Navigation Recommendations • Main Page and Sub Page Templates (i.e. cascading style sheets, xhtml) • Use of MASD logo and photographs • Custom production artwork if needed • Creative and technical consulting included

	• Site Map • Technical Consulting Services for additional programming Optional: • Content Management System Software • Installation and set-up of CMS software on existing MASD server or new hardware • Database if needed (depends on CMS solution selected)
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3.0 REQUEST FOR PROPOSAL GUIDELINES

3.1 Limits of the RFP

This RFP is solely exploratory in nature. Moon Area School District reserves the right to determine what further action, if any, will be taken.

3.2 Information Requested

Respondents to this RFP should respond to the criteria outlined in section 4.0 General RFP Requirements. Respondents are also asked to complete the “Website Functionality” matrix (See attachment A) and return in packet as directed below.

3.3 Respondent Information

The respondent should provide the organization name, mailing address, and primary contact person information. Also, indicate whether the respondent will require a nondisclosure agreement to be executed with Moon Area School District.

All RFP items are to be returned by May 25, 2007 to:

Mr. Daniel Vogel
 Director of Technology
 Moon Area School District
 8353 University Boulevard
 Moon Township, PA 15108
 Email: dvogel@masd.k12.pa.us

Direct technical questions to Mr. Vogel via email. All emails will be posted and answered via the following webpage http://www.masd.k12.pa.us/admin/Technology/website_rfp/index.htm

3.4 Selection Process

Once the responses have been opened they will be given to the committee to review and determine next steps. Should the district want to meet and discuss any of the vendor responses, you will be contacted by Barb Lewis, IT Department (412-264-9440 x2106 or balewis@masd.k12.pa.us)

The district is hoping to make a final decision and presentation to the Board of Education on June 18, 2007 and the web redesign project can begin immediately upon final approval. The new website is to be tested and operational by the start of school, August 28, 2007.

4.0 GENERAL RFP REQUIREMENTS

All vendors must include all of the following information in their RFP Response.

4.1 Respondent Information

Provide information about your company and contact information for all person(s) responsible for the RFP Response.

4.2 Marketplace Status

Provide information regarding how long your organization has been developing/selling/servicing website products/services, its location, size.

4.3 References

Provide 3 references for customers who have used your product or services in the last two years. Include contact names and phone numbers/emails of individuals who are familiar with your company and have used your services/products.

4.4 Training/Support

Identify the basic training and optional training opportunities that are offered. Include information as to who provides the training, where it is provided, duration, amount of sessions, and the levels of support that are provided/offered.

4.5 Technical Specifications

Indicate the recommended server requirements, client workstation requirements, and any on-line requirements that are pertinent to the website re-design you are proposing. Indicate whether the solution requires IIS (Microsoft) or Apache (open source), and any other requirements (i.e. PHP, MySQL, SQL Server, etc.)

4.6 CMS Component

Please provide your recommendation for a CMS solution that will integrate well with the proposed creative re-design. Provide a brief description of the strengths and unique features your recommended CMS solution has. You will be asked to provide a cost estimate for this solution in the "Cost Structure" section.

4.7 Projected Timeline

The projected timeline for the Project is June 19, 2007 – August 31, 2007. The anticipated go-live date for the newly re-designed website is August 31, 2007. In this section please explain any management/monitoring tools or processes that guide the implementation and ensure that you will meet the stated project timeline.

4.8 Cost Structure

Provide information regarding the cost structures and licensing rules in regard to software, training and support. Include any and all estimated costs for the recommended CMS solution. If you are not the manufacturer or reseller, please provide contact information for the CMS solution recommended.

Pricing should consider:

- Design Process
- Site Template Development
- Hardware/Software Installation/Configuration
- Site Migration (migration of existing website page content approximately 1,000 pages)
- Training
- CMS Solution (all costs associated)
- Outsourcing cost for daily maintenance of website pages/ page content

4.9 Website Functionality Matrix

Please complete Attachment A: Website Functionality Matrix and return with your full RFP Response. Please fill out as completely as possible.