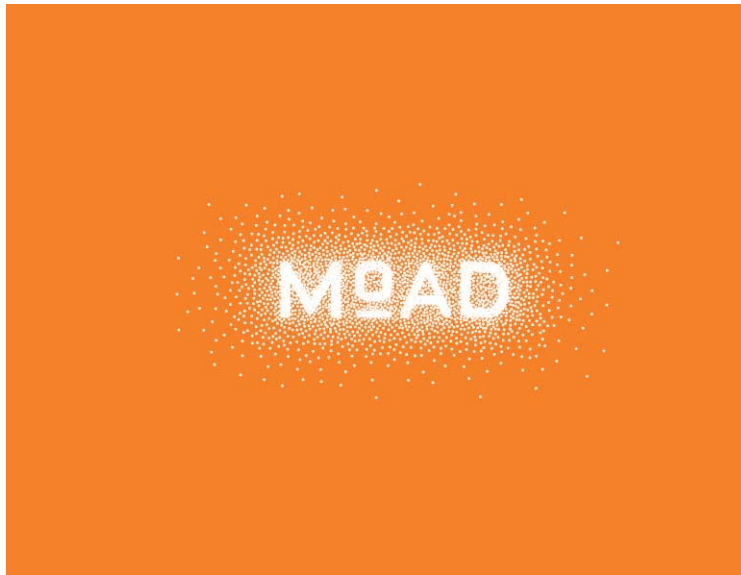




Museum of the African Diaspora

Website Design and Construction

Prepared June 3, 2009

Request for Proposal

RETURN THIS FORM AND PROPOSAL BY DUE DATE

Museum of the African Diaspora Request for Proposal

Issued by: Museum of the African Diaspora (MoAD) Roula Seikaly, Project Coordinator Address: 685 Mission Street San Francisco, CA 94105 Telephone: 415-318-7140 Fax: 415-358-7252 Email: rpf4mim@moadsf.org	Job ID: Website Design and Construction Date issued: June 3, 2009 Proposal Due Date and Time: Friday, June 19, 2009 by 5:00pm PST	Period of Performance: FY 2009: July through August, 2009 Provide time line for Phases I and II below Payment terms: Net 30 days	To: Offeror to complete Name: Address: Telephone: Fax: Email: Website:
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Enter your quotations for the items specified below. MoAD shall not pay any expenses incurred in the preparation or submission of any proposal or quotation. MoAD reserves the right to accept any of all items of any proposal, in whole or in part and to reject any and all proposals. Vendors may submit a proposal or proposals for any of all phases of the project.

Bid pricing:

Phase I: A total price and timeline to successfully accomplish Phase I of the design and construction of the website as specified (Page 9)

\$ _____ by _____

Phase II: A total price and timeline to successfully accomplish Phase II of the testing of the website as specified (Page 9)

\$ _____ by _____

Grand total: \$ _____

I. Executive Summary:

The Museum of the Africa Diaspora (MoAD) seeks to connect all people through the art, history, and culture of the African Diaspora. Our program, MoAD in the Middle, offers curriculum for middle school teachers that spotlights the MoAD as a resource for teaching social studies and arts integration.

MoAD (herein referred to as the 'Museum') seeks services in the design, development, and content management of a website dedicated to the program MoAD in the Middle (herein referred to as 'MiM'). The successful vendor will design and develop a professional, user-friendly website using content and graphics provided by the Museum.

The following outlines the process that will be followed by the Museum to seek proposals from potential vendors.

2. Submission Deadline:

Vendor proposals must be submitted by **5:00 pm PST, June 15, 2009**.

3. Submission Delivery:

Vendors are expected to deliver submissions by email to rfp4mim@moadsf.org.

Proposals must have "MiM Website Design" in the subject line.

All submissions become property of the Museum and will not be returned. All conditions contained in the RFP are considered accepted by the vendor in any information submitted.

All information submitted with the RFP will be kept confidential and access will be only by Museum employees reviewing the RFP. The Museum is not obliged to award orders or contracts to vendors based on the information received.

Email confirmations of receipt will be sent as proposals are received. Vendors will be notified if any errors occurred during transmission.

4. Vendor Submissions

The solution is to be delivered as detailed in the attached "Statement of Requirements for MoAD Website Design and Construction Proposal" document.

Vendors must submit a proposal for all phases of the project.

Submissions must include the following information:

Proposed Solution – A description of the proposed solution that will meet the

needs of the requirements set out in the attachment entitled “Statement of Requirements for MoAD Website Design and Construction.” The description should set out the functions and features of the system and the proposed content development and presentation approach. A schematic may prove useful in fulfilling this requirement.

Benefit Realization – A description of the benefits to be realized from implementation of the proposed solution.

Company Information – Including vendor qualifications and experience. Vendor to provide a list of at least three references of similar jobs in scope and complexity along with three website samples.

Cost of Acquisition – This refers to the total cost to develop and bring the website online. It should include, but not be limited to, breakdown of software, design and programming, data migration, project management and any other expenses. A payment schedule must be included that contains milestones and the associated payment amount. This should match the bid pricing on page I of this RFP document.

Annual Cost of Ownership – This should identify the annual recurring costs to maintain the website. It should include, but not be limited to, a breakdown of software license fees and support contracts.

Responsibilities of the Museum – This should identify the involvement required of the staff, office space, computer hardware, networking, cabling and other supplies.

5. Pre-Submission Information

All prospective vendors will be provided with this documentation and the opportunity to submit written inquiries to the Museum.

Inquiries regarding this request for proposal must be made by email with “MiM Website Design” in the subject line no later than **5:00pm PST, Friday, June 12, 2009** to rfp4mim@moadsf.org.

6. Vendor Responsibility

It is the vendor’s responsibility to ensure its complete understanding of the requirements and instructions specified by the Museum. In the event that clarification is required, vendors should submit written inquiries as described in paragraph 5 above.

7. Amendments

At any time prior to the close of the RFP, the Museum may alter, amend, delete, or add to, in whole or in part, any terms or provisions of this RFP. The Museum may modify, amend, or revise any provision of this RFP or issue addendum at any time.

8. Evaluation Process

The proposals submitted to the Museum will be evaluated in a two-stage process with the first stage resulting in a short list of potential vendors. Subsequently, the short listed vendors may be requested to provide more information to support their proposal, which may result in the award of a contract. The only information that will then be released is the name of the successful vendor.

It is anticipated that the short list of potential vendors will be selected by **Friday, June 26, 2009**, and that the successful vendor will be selected by **Friday, July 3, 2009**.

MoAD reserves the right to accept any of all times of any proposal, in whole or in part, and to reject any and all proposals.

9. Negotiations

The Museum reserves the right to enter into discussions or negotiations with a vendor as needed or with another vendor or vendors concurrently. In no event will the Museum be required to enter into discussions or negotiations on similar or other terms or offer any modified terms to any other vendor prior to entering into a binding contract. The Museum shall incur no liability to any vendor as a result of these discussions, negotiations, or modifications.

10. Acceptance and Authority to Cancel this RFP

The Museum will not be obliged to accept the lowest price or any of the proposals submitted. Each vendor acknowledges and agrees that the Museum will have no liability or obligation to any vendor, except to the party, if any, awarded a contract by the Museum in its sole discretion and the Museum shall be fully and forever released and discharged of all liability and obligation in connection with this Request for Proposal (RFP). The Museum will not make public the vendor submissions and reserves the right to cancel this RFP without any obligation to reimbursement to vendors.

11. References

Before awarding any contracts the Museum reserves the right to require the vendor to submit such evidence or qualifications as it may deem appropriate. This evidence may be concerning financial, technical, or other qualifications as well as the relevant experience and skills of the vendor.

12. Application Delivery

The solution is considered delivered when the application is running in production mode and signed off by the Museum's Executive Director and Director of Public Programs and Education.

13. Ownership

All data is owned expressly by the Museum. The vendor can only take possession of the Museum data for purposes of data conversion, testing, and direct deployment tasks. Use of the data for purposes other than this is prohibited and requires written authorization by the Museum.

Vendors should provide an explanation of ownership, licensure, and copyright.

14. General

All proposals will be considered final. No additions, deletions, corrections, or adjustments will be accepted after the time stated above.

Proposals received after the designated time of receipt will be considered as “NO BID” and “VOID.” The time stamp for proposals submitted electronically will be that of the MoAD mail server. It is the vendor’s responsibility to allow sufficient time for electronic transmission and delivery, especially in the case of large files.

Upon awarding and acceptance of a contract for goods and services, a Museum purchase order will be issued as a guarantee to pay. Payments will be authorized on invoices 30 days after receipt of the contracted goods or services. All responses must include any proposed variation to these standard payment terms for discussion and negotiation.

15. Project Authorities

Executive Sponsor	Kathleen Brown, Executive Director, MoAD
Contract Authority	Shiree Dyson, Director of Public Programs and Education, MoAD
Project Manager	Roula Seikaly, MiM Project Coordinator, MoAD

16. Summary of Key Dates

Publish Request for Proposal	Wednesday, June 3, 2009
Cut off for questions	5:00 pm PST, Friday, June 12, 2009
Questions answered	5:00 pm PST, Tuesday, June 16, 2009
Vendor proposals submitted	5:00 pm PST, Friday, June 19, 2009
Vendor shortlist	Friday, June 26, 2009
Vendor selection	Friday, July 3, 2009
Go live	Friday, August 7, 2009

The Museum reserves the right to change or add to this schedule in its discretion.

Statement of Requirements For MoAD in the Middle Website Design and Construction Proposal

1. Document Purpose

The Museum of the African Diaspora (MoAD) (herein referred to as the ‘Museum’) is seeking interest from prospective bidders to respond to a Request for Proposal (RFP) for the design and construction of a website. Prospective bidders should be able to plan, build, test, and support such a design, and to consider future needs and functionality.

2. Intended Audience and Reading Suggestions

The intended audience consists of vendor project managers, web site designers, and developers.

The document should be read in its entirety to ensure that proposals are based on requirements that are fully understood.

3. Business Opportunity

The Museum of the African Diaspora connects all people through the celebration and exploration of the art, culture and history of the African Diaspora. MoAD promotes, explores, and appreciates the contributions people of African descent have made across the globe.

By reminding us that Africa is the birthplace of humankind, MoAD seeks to transform the way we perceive each other and ourselves. MoAD celebrates how we all, as one world, have changed and influenced the history and cultures of the African Diaspora.

MoAD’s goal is to foster a greater understanding of human history and promote cross-cultural communication. As a *first voice* museum, MoAD will capture the essence of the African Diaspora experiences.

Through four universal themes—*Origins, Movement, Adaptation* and *Transformation*—MoAD will share the stories of the people of African descent that celebrate the strength of humanity.

MoAD in the Middle is a one-year program for teaching social studies and arts integration. Consisting of several workshops for middle school teachers through the academic year as well as a complete curriculum and additional teacher resources, MoAD in the Middle spotlights the Museum as a resource for teaching social studies and arts integration.

MoAD in the Middle curriculum, which directly supports the California Department of Education Curriculum Content Standards, will be delivered through teacher trainings and will be accessible through a user-friendly website built specifically for the project.

MoAD requires an engaging, interactive website be designed to enable the Museum to efficiently deliver curriculum associated with the project MoAD in the Middle. It is the goal of the Museum to have the project website designed to include the following phases:

Phase 1 includes a) strategic planning with designated Museum employees to determine structure, layout, and content; b) creation of an optimal organizational tree to organize the program's offerings and ease navigation; c) ability for designated Museum employees to administer and update content including PDFs, audio, video, images, and documents, texts, titles, and bylines; d) ability for designated Museum employees to administer and update layout; g) provide staff training for web site content management.

Phase 2 includes a) work with designated Museum employees to apply user feedback supplied by teachers who will test versions of the site; b) work with designated Museum employees to design and implement a survey for teachers who use MiM materials.

4. Business Benefits

The newly-designed website will assist the Museum in achieving its performance objectives by providing:

- A project website that is consistent in appearance with the Museum's website
- Information about and access to the MoAD in the Middle program
- Access to curriculum and activities associated with the MoAD in the Middle program
- Information about the Museum, its mission, and the educational programs it offers
- A survey for teachers that will provide feedback on the applicability and usability of the curriculum and the project as a whole

5. Vision Statement

The MoAD in the Middle website should be an extension of the Museum itself, providing additional resources for teachers, students, current and prospective members, and current and prospective donors.

6. Major Website Features

The website should include the following:

- A home page that provides general navigation and a brief explanation of the MoAD in the Middle project and its goals
- A photo gallery including images of all MoAD permanent and temporary exhibitions, with break-out sections that include information on each image and exhibit, and their use with the lesson plans
- A page featuring links to all lesson plans

- A gallery featuring audio and video files from MoAD exhibits and performances, with break-out sections that include information on each file and their use with lesson plans
- A discussion board that invites teachers to leave comments about and make suggestions for the project, offer ideas for additional lesson plans, and connect to other educators and MoAD staff
- A page featuring a survey for teachers to record their feedback on the site, the lesson plans, and the project overall
- A page featuring additional resources, including books and online sources

NOTE: Please review the website for the Denver Art Museum (<http://creativity.denverartmuseum.org/>). It provides the type of layout and ease of usability we wish to accomplish with this project.

7. Deliverables, Scope and Limitation

Deliverables

- Design and develop the web site to fit the stated business requirements with the Museum's expectations
- Provide a content design document to the Museum for consultations and review
- Develop the content pieces and populate the web site from material provided by the Museum staff
- Train Museum staff on the use of content management
- Provide all source code, content, and relevant documents to the Museum

Limitations and Exclusions

There are no limitations. Vendors are encouraged to offer features beyond the requested set.

8. Interface Requirements

User Interface

User navigation must be easily understood with no training required.
On all pages, there must be a search box to search across all site content.
The user interface should be compliant with established industry standards
The user interface should meet all ADA requirements for visual accessibility

9. Non-Functional Requirements

Design

The web site design must be consistent throughout, especially with regards to navigation.

Documentation

A content design document must be provided which shall include a high level design and data model for necessary databases.

Training

The vendor is expected to provide training to Museum staff on the requested content management system.

Security

The web site must comply with industry standard security protocols.

The web site must also comply with Museum of the African Diaspora (MoAD) security protocols. It is understood that MoAD's host server is equipped with the latest software to monitor and remedy spyware, viruses, and other intrusions.

The web site should provide a logging mechanism for content changes by users.

Ongoing Maintenance and Support

The vendor will be required to provide ongoing support for the web site.

The vendor will be required to provide an annual maintenance agreement with the Museum, as well as an hourly rate, if any, for any major web site modifications not covered in the agreement.