

**THE UNIVERSITY OF NORTHERN IOWA
CEDAR FALLS, IA**

**Request For Proposal Q8559
MyEntreNet Website Development**

**Purchasing Services – Office of Business Operations
University of Northern Iowa
1148 Campbell Hall
Cedar Falls, IA 50614-0008
Email, jon.westhoff@uni.edu**

Tentative Schedule	
Issuance of Request for Proposal	June 30, 2008
Written questions, requests for clarification and suggested changes due from suppliers	July 9, 2008
Written responses to questions, requests for clarification and suggested changes	July 14, 2008
Proposals Due	July 21, 2008 3 p.m. CST
Completion of Evaluations/Award	July 28, 2008
Contract Completion	August 11, 2008

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Please note: an electronic version of this Request for Proposal can be downloaded from:
http://www.vpaf.uni.edu/obo/purchasing/rfq_display.shtml

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Section I

Proposal Instructions and Conditions

1.1 General

The University of Northern Iowa (also referred to as “University” or “UNI”) is interested in acquiring the services of a reputable and proven website development team with a demonstrated ability to engage users and provide services in an efficient, professional manner, complying with State and Federal regulations and UNI policies.

1.2 Description of the University of Northern Iowa

The University of Northern Iowa, located in Cedar Falls, was founded in 1876. Today, the campus covers 915 acres and consists of six colleges: Business Administration, Education, Humanities and Fine Arts, Natural Sciences, Social and Behavioral Sciences, and Graduate College. Approximately 12,490 undergraduate and graduate students are currently enrolled. The fiscal year 2009 budget of the University of Northern Iowa is \$279 million. The University employs approximately 2,000 faculty and staff, and 4,700 student employees on an annual basis.

1.3 University Representative

All questions and comments in reference to this Request for Proposal must be directed to:

Jon Westhoff
Purchasing Agent
1148 Campbell Hall
University of Northern Iowa
Cedar Falls, Iowa 50614-0008
Telephone (319)273-6426
jon.westhoff@uni.edu

1.4 Each Vendor, by submitting a proposal, acknowledges its representatives have:

- 1.4.1 Read and completely understood the proposed Contract Documents contained in this RFP. The Contract Documents shall consist of this RFP (Proposal Instructions and Conditions, Terms and Conditions of the Contract, Scope of Work, Proposal Content, Form of Proposal, and all attachments); any subsequent Addenda issued by UNI, Bidders response to this RFP, and any contractual agreement that may result from this RFP.
- 1.4.2 Based their proposal upon the requirements described in the proposed Contract Documents.

1.5 Receipt and Opening of Proposals

- 1.5.1 Proposals are to be submitted in an envelope, box, or package labeled "RFP Q8559: MyEntreNet Website". Proposals must be received by Purchasing Services in the Office of Business Operations, 1148 Campbell Hall, Cedar Falls, Iowa 50614-0008, by 3:00 P.M., CST, on August 5, 2008. Any proposal received after the time specified for the receipt of proposals may not be considered and may be returned unopened to the sender as non-responsive.

One (1) original and one (1) electronic copy of the proposal on CD are to be submitted to Purchasing Services in response to this RFP.

- 1.5.2 UNI reserves the right to accept or reject any or all proposals and to waive any irregularities, technicalities, or informalities in proposals if such waiver does not substantially change the offer or provide an unfair competitive advantage to any Company. UNI reserves the right to request additional documents or proposal clarifications after the due date and time for proposal submission.
- 1.5.3 No proposals submitted by use of oral, telephonic, telegraphic, or facsimile methods, nor any modifications to previously submitted proposals made by any of these methods, will be considered. If a proposal is sent by mail, Company should make allowance for the time required for such transmission.
- 1.5.4 Company's legally authorized representative (Officer of Company) shall sign the proposal. The official name, address, telephone, and fax number and e-mail addresses are to be stated on the proposal form.
- 1.5.5 No responsibility will be attached to any person for premature opening of a proposal not properly identified.
- 1.5.6 The laws of the State of Iowa require the contents of all proposals be placed in the public domain and be open to inspection by interested parties. Proposals will be available for public viewing after a contract has been finalized with the awarded Company. Trade secrets or proprietary information that are recognized as such and are protected by law may be withheld, if clearly identified as such in the proposal. Proposals marked entirely confidential or proprietary may be rejected. Pricing information, management fees, financial arrangements, and other offers cannot be considered proprietary information.

Failure to list all proprietary sections of the submitted proposal in the space provided on the Form of Proposal, shall relieve UNI personnel from any responsibility, should such information be viewed by the public, a competitor, or be in any way released.

- 1.5.7 All opened proposals become the property of UNI and will not be returned to the proposer.

1.6 Prerogatives of the University

This solicitation does not commit the University to award a contract or to pay any costs incurred in the preparation of a proposal and submission of proposals, costs incurred in making necessary studies for the preparation of proposals, or any travel or personnel expenses associated with trips to UNI. The University reserves the right to accept or reject any or all proposals received; to negotiate with any qualified respondent or respondents; or to cancel, in part or in its entirety, this RFP.

1.7 Addenda

Any and all interpretations, corrections, revisions, and amendments shall be issued by UNI Purchasing Services to all known holders of proposed Contract Documents in the form of written addenda. Except for addenda modifying the proposal due date or canceling the Request for Proposal, such addenda shall be issued so as to be received at least three (3) days prior to the time set for receipt of proposals. All addenda so issued shall become part of the Contract Documents and shall be acknowledged in the Form of Proposal.

1.8 Qualification of Company

- 1.8.1 UNI shall make such investigations as deemed necessary to determine the ability of Company to provide the expected services.
- 1.8.2 UNI reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Company fails to satisfy UNI that said Company is properly qualified to carry out the obligations specified herein.
- 1.8.3 UNI reserves the right to award based on the proposal(s) determined to be in its best interest.

1.9 Firm Selection

Selection of a Firm will be done through an evaluation of responses to this RFP No. Q8559. A committee will complete the evaluation, considering written responses to the RFP and any subsequent clarifications requested by UNI's evaluation team in selecting the Company it wishes to retain as its Firm. UNI and the selected Firm may enter into negotiations to reach a mutually acceptable agreement. Should UNI and the Company be unable to negotiate a mutually acceptable agreement in a timely manner, UNI reserves the right to select another Firm and enter into negotiations with that Company.

1.10 Exceptions to Contract Documents

Company shall clearly state in the submitted proposal any exceptions to, or deviations from, the Scope of Work of Section III, and any exceptions to the provisions, terms, and conditions of this RFP included in Section I and Terms and Conditions of the Contract in Section II. Such exceptions or deviations will be considered in evaluating the proposals. Any exceptions should be noted on Attachment A and returned with the submitted proposal. Companies are cautioned that exceptions taken to this RFP may cause their proposal to be rejected at the sole discretion of UNI. Exceptions not stated on Attachment A will have no effect.

1.11 Preference Laws

UNI will give preference to purchasing from Iowa based businesses if the proposals submitted are comparable in pricing and their ability to meet all other evaluation criteria, when compared with proposals submitted by other Companies.

1.12 Gratuities

The laws of the State of Iowa provide that it is a criminal offense to offer, promise, or give anything of value or benefit to a state employee with the intent to influence that employee's acts, opinion, judgment or exercise of discretion with respect to that employee's duties.

1.13 Proposal Evaluation

The Evaluation Criteria utilized for this Request for Proposal will be based upon, but not limited to, the following criteria which are listed in no particular order:

- Cost of services
- Ability to meet project timetables
- Ability to provide satisfactory client lists/references
- Demonstrated expertise/experience in website development
- Qualifications of personnel assigned to work with UNI

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Section II

Terms and Conditions of the Contract

The following terms and conditions will apply to any contractual agreement awarded as a result of this RFP.

2.0 Terms

2.0.1 The University

The University is the University of Northern Iowa. The term University means the University or the University's authorized representative. The University may be referred to as "University" or "UNI".

2.0.2 The Company

The Company is the person or organization to which the University will issue a contractual agreement, when/if award of this Request for Proposal is made. The term Company means the Company or the Company's authorized representative.

2.0.3 The Work

The Work comprises the services and expenses required by the Contract Documents to carry out the contract.

2.0.4 The Agreement

The Agreement refers to the contractual agreement between UNI and the awarded Company, detailed in the contract documents and signed by both parties, and incorporating the RFP and Company's response by reference. The agreement may be referred to as "Contract" or "Agreement".

2.0.5 Contract Documents

The Contract Documents shall consist of this RFP (Proposal Instructions and Conditions, Terms and Conditions of the Contract, Scope of Work, Proposal Content, Form of Proposal, and all attachments), any subsequent Addenda Issued by UNI, Bidders response to this RFP, and any contractual agreement that results from this RFP.

2.1 Non-appropriation of Funds

Notwithstanding other provisions of any award resulting from this RFP, if funds anticipated for the fulfillment of this agreement are at any time not forthcoming or insufficient, either through the failure of the Iowa Legislature or the federal government to provide funds or the program under which funds were provided is altered, then UNI shall have the right to terminate this agreement without penalty by giving not less than thirty (30) days written notice documenting the lack of funding or program change.

2.2 Immunity from Liability

Every person who is a party to this Agreement is hereby notified and agrees that UNI, and its agents, successors, and assigns are immune from liability and suit for or from Company's activities involving third parties and arising from this Agreement.

2.3 Indemnification

2.3.1 To the fullest extent permitted by law, Company shall defend, indemnify, and hold harmless UNI, its agents, successors, and assigns, the Board of Regents, State of Iowa, and the State of Iowa from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the performance and compliance with the terms and obligations of the Agreement, provided that any such claim, damage, loss, or expense (1) is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of tangible property, including the loss of use resulting there from, and (2) is caused in whole or in part by any negligent act or omission of Company, its subcontractor, or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, regardless of whether or not is caused in part by a party indemnified hereunder. Such obligation shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person.

2.3.2 In any and all claims against UNI, its agents, successors, and assigns, the Board of Regents, State of Iowa, and the State of Iowa by any employee of Company, and subcontractors, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation shall not be limited in any way by any definition or boundary on the amount or type of damages, compensation or benefits payable by or for Company or any subcontractor under workers' compensation acts, disability benefit acts or other employee benefit acts.

2.4 Code of Fair Practice

The Company shall not discriminate against any employee or applicant for employment because of race, creed, color, religion, national origin, sex, sexual orientation, age, disability, veteran status, or any other basis where protected by law, except where it relates to a bona fide occupational qualification. In the event of the Company's noncompliance with this clause or with any related federal or state regulations, this contract may be canceled, terminated or suspended in whole or in part and the Company may be declared ineligible for further contracts with the Board of Regents, State of Iowa.

2.5 Subcontractors

Company is specifically advised that any person, firm, or other party to whom it is proposed to award a subcontract under this Agreement must be approved in advance, in writing, and be acceptable to UNI. The Company is responsible for all acts of its subcontractors, as well as, the subcontractors' performance of delegated duties. Company shall be solely responsible for payment to all subcontractors or secondary suppliers that the Company may engage for the completion of any contractual agreement with UNI.

2.6 Insurance

Company shall purchase and maintain, throughout the term of this Agreement, comprehensive general liability insurance, including contractual liability, slip and fall coverage and comprehensive automobile liability insurance to protect Company from all claims for bodily injury, including accidental death, personal injury, and property damage arising from operations under this Agreement, whether such operations be by Company, subcontractor, agent, or by anyone else directly or indirectly employed by Company. In addition, Company shall purchase and maintain errors and omissions insurance to protect UNI from any losses associated with Company's acts. All statutory insurance requirements, including worker's compensation, shall be met. All required insurance policies shall be issued by reputable insurance companies duly authorized to engage in the insurance business in the State of Iowa. Limits of such insurance shall be as stated below:

Worker's Compensation Statutory
Comprehensive General Liability \$1,000,000 each occurrence*
Commercial Auto Liability \$1,000,000 each occurrence*
Errors and Omissions \$1,000,000 each occurrence*
*\$2 Million aggregate

The State of Iowa, the University of Northern Iowa, and the Board of Regents, State of Iowa, shall be named on such policies as additional insureds. Failure to maintain insurance coverage throughout the life of any resulting contract, consistent with the provisions of this Section, shall be considered a breach of contract. As evidence of the above, the Company will submit certificates of insurance on an annual basis. The certificates shall also provide that should the policy be cancelled or materially changed, thirty (30) day written notice prior to the effective date for the change or cancellation, shall be given directly to UNI.

Company agrees to waive all rights of subrogation against UNI, the State of Iowa, the Board of Regents, State of Iowa, the Regent institutions, their employees and agents for any claim filed against Company or other firms associated with the Agreement.

2.7 Amendments to the Agreement

When awarded, the Agreement shall not be changed, modified, altered, or amended in any respect without the mutual consent of the parties hereto, which consent shall be evidenced by a written amendment to the Agreement executed by both parties.

2.8 Laws

Terms and provisions of this Agreement shall be construed in accordance with the laws of the State of Iowa, and any and all litigation or actions commenced in connection with this Agreement shall be instituted in the appropriate courts in the State of Iowa.

2.9 Assignment

The award of this RFP may not be assigned, transferred, sold or subcontracted by Company without the prior written consent of UNI. Should selected Company be purchased (in whole or in part) by another organization or should Company wish to assign, transfer, or subcontract the Agreement to another Company, UNI shall have the right to terminate the Agreement upon written notification, without penalty to UNI.

2.10 Advertising

Company shall not use or reference the name of University of Northern Iowa as a part of any commercial advertising without prior written approval of UNI's central administration and it's Trademark and Licensing Office.

2.11 Taxes

UNI is exempt from State and Local Sales and Use Taxes on the services. A Tax Exemption Certificate will be furnished upon request.

2.12 Access to Company Records/Audits

The Company agrees to keep and provide full access to all records that pertain to UNI throughout the period that the Agreement remains in effect and for a minimum of seven (7) years after the Agreement is terminated, unless required to retain for a longer period by state or federal statute.

2.13 Termination

2.13.1 If Company is adjudged bankrupt or makes a general assignment for the benefit of creditors, if a receiver is appointed on account of Company's insolvency, if Company repeatedly refuses or fails to supply enough employees, management staff, or equipment to adequately provide timely delivery or services for UNI, or if Company is otherwise guilty of a substantial violation of the Contract Documents, UNI may terminate the Agreement after giving Company a minimum thirty (30) days written notice, without penalty to UNI.

2.13.2 In any case where Company has failed to provide equipment and services or has provided nonconforming equipment and services, UNI shall provide a Cure Notice. If after notice Company continues to be in default, UNI may procure services from another source and terminate the Agreement, without penalty to UNI. Company may be required to pay UNI the difference if a higher cost firm is selected.

2.14 Severability of the Agreement

In the event any one or more of the provisions contained herein shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision, but shall be construed as if such invalid, illegal, or unenforceable provision had never been contained. Further, in the event that any provision shall be held to be unenforceable by virtue of its scope, but may be made enforceable by a limitation thereof, such provision shall be deemed to be amended to the minimum extent necessary to render it enforceable under the laws of the jurisdiction in which enforcement is sought.

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Section III

Scope of Work

3.1 Description of Work

The University of Northern Iowa seeks to contract with a firm to co-develop a portal website for MyEntre.Net using DotNetNuke. The awarded firm would be asked to aid in identifying approaches for development, aid in the evaluation of methods for viability, cost, and impact and building of the site. There will be three sections to the website: non-registered users, registered users, and administration. There will also be modules associated with "community partners" that certain users will be able to access.

3.2 Goal of the Site

The goal of the University is to keep our users engaged and coming back to the site daily, if not frequently during the day.

Examples of how this goal will be met is that the site will show how many people are currently using it, how many times a person's profile has been viewed, continuously show (on the user's homepage), new matches with their needs/wants. They may also post a notice that they are seeking a piece of equipment and if there is a classified that matches their need, it will also be brought to the homepage. The site will be tremendously engaging, exciting entrepreneurs with potential business prospects and solutions, while gently feeding their egos with data related to profile views.

3.3 Objectives

3.3.1 Non-registered users:

a. **Welcome to MyEntre.Net** - This section explains what MyEntre.Net is and why they should register. We want each and every person to register as they will gain additional access to a variety of resources.

b. **Blogs** - Blogs will be written by the RBC staff. The non-registered user will be able to see the most recent blog posting. In order to read and search the archives, they must register.

c. **Bulletin Board**

d. **Members Online** - This graphic will show how many registered users and visitors are online at that time.

e. **Welcome New Members** - We want to highlight the new members that have recently registered so that others see the benefit to registration and "want to see their name up there!" This will link to the profile.

f. **Search** - Search the website or whatever specific section with the ability to decide. It will also highlight words searched.

g. **Classifieds (Buy & Sell Stuff)** - This is one of the newest sections of the site and will be explained in more detail below. Non-registered users will have the ability to search the Classifieds, but not be able to see all information. They must register to all information on the ad such as contact number, name, etc.

h. **Webinars** - Non-registered users will be able to see what is coming up for the webinars. They will need to register in order to the live webinars and see the archives.

i. **Calendar of Classes and Events** - This will be the general classes and events that are statewide - webinars, EntreFest!, etc.

j. **Resource Library** - The resource library will be available to non-registered users (documents, links, etc.), but will not include the webinars.

k. **Training on Demand** - short video segments on a variety of topics for users to view.

l. **Client Corner** - articles written about different participants in the MyEntreNet program

l. **Links to register or login**

3.3.2 Registered Users:

Once a person has registered, they have the option to "Click to remember" and it will automatically log them into their profile. On their homepage, they will find:

a. **Welcome note** - "Welcome back, NAME." In addition they will be provided with Information about how much of their profile they have completed and what they can do next to finish completion. They will also be able to skip parts that they do not wish to fill out. This will be explained in more detail below.

b. **Blogs**

c. **Bulletin Board**

d. **Members Online**

e. **Welcome New Members**

f. **Search Options**

g. **Classifieds (Buy & Sell Stuff)** - The registered user will be able to post ads to the Classifieds, search and see all information regarding the ads. They will also have a section that will show matches to anything they have requested or if people have posted questions regarding their ads.

h. **Webinars** - they will be able to view the live webinar and the archives.

i. **Calendar of Classes and Events** - This will contain the statewide classes and events, plus the local and regional classes and events within there area.

j. **Resource Library**

k. **Training on Demand**

l. **Client Corner**

m. **Money** - section regarding grants, loans, financing, etc.

n. **My Profile** - with edit capabilities

- o. **Profile views** - users will be able to see how many times their profile has been viewed
- p. **My Notes** - from the MyEntreNet Staff
- q. **My Buy & Sell Services & Matches**
- r. **My Groups** - be able to join industry groups. These groups would be selected on the profile.
- s. **Ask the Experts** - This will link to the discussion forum and also to a FAQ type area that has questions that entrepreneurs at different business stages might ask. The main categories might be; start up, growth, and exit strategies.

Note: If a registered user is also a "community partner", they will have access to the Partner Resources that would include a variety of documents for download, and partners can upload documents as well. Users wishing to access the partner side will have to register on the site with their UN/PW (same as entrepreneur side, if exists) and enter also their real name and other pertinent data. The registration for a community partner would also be slightly different from an entrepreneur. This would be chosen before registration and would then display the different form to use. It would also show differently on the viewable profile.

3.3.3 Minimal Registration, with Optional Expanded Profile

The new registration process will be sample, it will require people to enter a:

- Valid email address
- Password
- Password confirmation
- Full name
- Address
- Zip code
- County
- Username (this will include an explanation of what it is and where it will be used - blog replies, webinars, ask the experts, etc.)

Have the system send them a confirmation email, requiring them to click on a link in a confirmation email allowing them to complete their registration. This will ensure we have accurate email information for every user registering on the site. The user will also be able to click to "Remember Me" so that they don't have to log into the system each every time they visit.

3.3.4 Expanded Registration/Building a Profile

We will want to encourage the entrepreneurs to fill out an expanded profile. This can be done in stages and will show a percentage completed area to show them where they are in the process. They will also see what they can do next to complete the next % of the profile. There should be a way for them to skip a step if they don't want to complete it and move onto the next with the option to finish that step at a later time.

Completion of the profile will move them towards the top of the "Buy & Sell Services" listings when another user does a search. It will also list them higher on the Business Directory/Entrepreneur Directory for the same reasons. The more information is completed, the higher they rank.

Business Information:

- Name of Business
- Address
- Hours of operation

- Photo(s) of business and personal photo
- Description of Products/Services
- Contact: Phone/Fax/Email/Website
- Buy & Sell Services Listing
- Industry
- Interests
- Organizations/Affiliations

Each user will have a profile with the basic information. They will also have the ability to have more than one “profile” for more than one business. Also, the ability for more than one user to utilize the same business profile.

Parts of the profile would be available to the public. A business could use this as their “homepage” until they have website of their own.

3.3.5 Buy & Sell Services

In this section, the user specifies exactly what they want from the others. They specify their needs in an area labeled ‘Buy Services’ where they might select an item such as ‘QuickBooks Training’. There will be no limit on the number of items specified by the user. In the section labeled ‘Sell Services’ the user can enter the items that they can offer the community, most likely something they sell such as ‘Website Services’. The system will automatically match up the users on a continual basis and place matches on the homepage in a section labeled “EntreMatch”. The system will email out notifications that a match has been made that will like back to the website for full information.

3.3.6 Resource Library & Links (not behind the login gateway)

Currently this is two sections called the Business Library & Links. The resources will continue to be uploaded by the administration and searchable by the users. The major difference here is that this section will no longer be behind the login gateway. Visitors to the MyEntre.Net website will have immediate access to the Resource Library & Links. This section will contain targeted links to places on other websites.

3.3.7 Training on Demand

There will be short 10-12 minute videos that non-registered and registered users can watch. The videos will be laid out in a graphical format for choosing and not listed as a link.

3.3.8 Ask the Experts

This section is used by users to email questions to our navigators. This section will be in a Discussion Forum type format. The user will see pictures of our navigators at the top of the page for that category. They can choose to question one specific navigator, a group of navigators or to ask all the navigators for that category. Each navigator will have a designation under their name when they answer a question that shows they are a navigator/expert. Each user will be able to post a question and respond to someone else’s question. There will also be a way that if a user wishes to ask a confidential question, it will only be viewed by the user and the navigators in that category. When a response is posted to a question, the system will email the user with a link directly to the response. From there, they can ask another question, make a comment, or move to their profile. The forum will also need to be searchable.

3.3.9 Marketing Information - Welcome Notes

For those users that have not logged in or registered with the site, marketing information about the benefits of the site will be displayed. This information will be done with a video overlay that will not detract from the website itself. It will play automatically, but the rest of the page will still show. Once the user has logged in, the marketing information will be hidden. We want to make sure that non-registered users know what the site is about what it can do for them. We also want to make sure to welcome back registered users.

3.3.10 Blogs

Each member of the UNI RBC staff will have a blog. Each current posting and all archived postings will be available to registered users. Non-registered users will be able to see the first few lines of the current posts, but to read the entire thing, they will need to register. All blogs need to be searchable as well.

3.3.11 Bulletin Board

This section will contain relevant news from the RBC, state or nation for small businesses. This may include interesting articles, legislative updates, press-releases from RBC, etc.

3.3.12 Members Online

Members Online is an updateable graphic representation of membership and users online. This section will be hidden until the numbers are high. It contains the following:

Membership:

Latest: <name>

New Today: #

New Yesterday: #

Overall:

People Online:

Visitors: #

Members: #

Total: #

3.3.13 Welcome New Members

We want to be able to highlight the newest members of the website. In a section along the side, we want to list the name and location of the last 5 registrants.

3.3.14 Webinars

We will be utilizing the webinar technology through VI Families. We need a way to pass the user through to their system without the user having to "log into" the webinar, but just be able to click the link and get into it. It should pull their name from their profile for our tracking.

3.3.15 Calendar of Classes & Events

For the non-registered user, the calendar of classes and events would list webinars and statewide events that are known. For the registered user, they would list those events along with local events in their county or region. When posting to the calendar, there should be the option to post county, region or statewide. If possible, have a clickable map for selecting areas to post.

3.3.16 My Notes from the MyEntreNet Staff

Once a users public profile is linked with the administrative profile, there will be a section where

the MyEnreNet staff can send the user notes that will show on their profile and also email hem with a link back to the system.

3.3.17 Search

Within each section, there should be a relevant search tool available to the users. The search should also allow the users to search people, and business resources, Classifieds, etc. There should be an option to search the entire site or a particular section. It should also highlight what words were searched.

3.3.18 Administration

The administration side of MyEnreNet will not be your typical administration. This will serve as the main place that the RBC staff will spend their time. There will also be roles set up for the intake team and possibly other partners that will let them have access to certain modules where they can input notes/activities, but will block them from other modules.

On the homepage will be the following:

- a) Blogs - be able to write and update own blog to the public site
- b) Bulletin Board - view and post news articles to the public site
- c) Members Online
- d) Welcome New Members
- e) Classifieds (Buy & Sell Stuff)
- f) Ask the Experts - ability to respond to postings in the discussion forum
- g) My Schedule - Today, This Week, and Next Week
- h) Search Client Profiles
- i) Reports

3.3.19 Client Profiles

This will be a tracking system for our staff. Each person that attends an EntreBash, any clients that are seen or any additional people can be added into the system. There will be a way for the staff to schedule "appointments" - follow-up calls, emails, etc. It will also let them add notes to each profile.

Each client will have a profile within the administrative side of the system. On this profile, it will have their demographic information (name, address, email, phone, country, etc.)

The next section will be "Notes, Activities & Follow-up". This section will have a running record of the notes that have been added into the system by the staff. These will include notes, information about economic impact data collection, follow-up calls, classes and events attended, EntreBash intake Forms & Referrals, etc. It will also include scheduled future activities like making calls and sending emails. Within this part, there will be certain activities that can be scheduled. There will also be results of those activities that will include a drop down box of common results, plus the ability to add other results or notes.

The last part of the client profile will show a summary of the economic impact data collected to date.

Each Admin will have the ability to add notes, follow-up calls, etc. to each client's profile. They will be able to schedule activities on other Admin's schedules.

3.3.20 Schedule

There will be a section on the Admin's homepage that lists what needs to be done "Today", "This Week" & "Next Week", so that they can plan accordingly. This will show them a list of what calls

need to be made, what emails need to be sent, what emails are scheduled, etc., so that the staff member can plan their day. They will also be able to schedule follow-up calls or emails to those people.

3.3.21 Email Templates

The system will have a section of email templates. These templates can be used to send to groups of clients or individual clients. Before a template is set, there will be a change or edit that template. There will be a repository of both individual templates (per Admin) and system templates that any Admin can use.

These templates can also be used by the marketing program manager for newsletters, listserv abilities and any marketing related emails that need to be sent (EntreBash, EntreFest, etc.) The MPM will be able to send to all users or select groups of users by doing a search.

3.3.22 Client Searching

There will be a section that client profiles can be searched. Any and all information on the profile can be searched. Once a list of clients has been found, the ability to schedule calls, emails or send templates to the list will be available.

3.3.23 Reports

We will have the ability to run reports on any demographic data; on notes and activities; and economic impact. We would like the ability to design and run reports on the fly for any information in the database.

3.3.24 Super Administrator

There will be a super administrator that will be responsible for both the public side of the website and the internal side of the website. On the public side, this user will monitor accounts for current data; approve ads to the Classifieds; block users from the system for inappropriate behavior; grant users access to the community partner resources; and more. On the internal side, this user will be able to create reports; add activity types and results; link client profiles to the public profile; assign roles to users (intake, navigators, etc.). This user will monitor the overall site and have complete control over all things.

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Section IV

Proposal Content

As responses to this RFP will be used to select a Firm, it is important that responses contain enough information to permit UNI's evaluation team to fully understand the Company's capabilities. UNI is requesting responses to this RFP that, at a minimum, include the following:

4.1 Form of Proposal

Form of Proposal, page 20, completed and signed by your Company's representative.

4.2 References

The Firm is to submit a list of three references for which they have performed similar work within the most recent three (3) years. Reference should include client name, address, phone number, work performed for client, date of work, and client contact. **Attach as Supplement 1.**

4.3 Company Profile

The Firm should provide a one-page company profile listing company history, employee make-up, state of proprietorship, partnership, or incorporation. Also include any other pertinent information that can be used to evaluate the Firm. **Attach as Supplement 2.**

4.4 Staff Profile

The Firm should include a profile including; degrees, training, years of experience, etc. of specific staff members that, if awarded, would be involved on the project with UNI. **Attach as Supplement 3.**

4.5 Specific Experience

The Firm should describe the experience the Company has developing websites for similar organizations. Include the level of involvement. **Attach as Supplement 4.**

4.6 Process and Timeline

The Firm should describe the process to be utilized in fulfilling the requirements of the RFP and an explanation of timeline the Firm would anticipate working with UNI. Include a timeline of your proposed process. This shall include necessary meetings with staff and the University. **Attach as Supplement 5.**

4.7 Fees

The Firm should detail the proposed compensation/fees for the work performed for UNI. The University is requesting an hourly rate for services. If there are different rates for different individuals or different types of work please clearly identify. Please see Section 3 Scope of Work. **Attach as Supplement 6.**

4.8 Additional Services

Describe any additional services the Firm would provide which would enhance the search process and provide successful results. **Attach as Supplement 7.**

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Section V

Form of Proposal

TO: University of Northern Iowa
Purchasing Services
Campbell Hall 1148
Cedar Falls, IA 50614-0008

5.1 The undersigned Company, in response to Request for Proposal Number Q8559 having examined the Proposal Requirements, this Form of Proposal, and all of the Contract Documents, hereby proposes to provide website development in accordance with the proposed Contract Documents at the prices shown on the attached sheets. **Bidding companies must complete all parts of this section for their bid to be considered.**

5.2 Company acknowledges receipt of the following Addenda, which are a part of the Contract Documents:

— — — — —

5.3 The sections of this proposal listed below represent trade secrets or proprietary information.

Section	Page No.	Section	Page No.
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

5.4 Company understands that University of Northern Iowa reserves the right to reject any and all proposals, waive irregularities or technicalities in any proposal, and accept any proposal in whole or in part which it deems to be in its best interest.

5.5 Company agrees their proposal is an offer to UNI that may not be withdrawn for a period of sixty (60) calendar days after the proposal due date.

5.6 Company has provided all parties involved with a copy of the RFP. Yes _____
No _____

5.7 Company has read, understands, and agrees to all Proposal Instructions and Conditions contained in Section I of this RFP. Yes _____
No _____

NOTE: If No, please list exceptions on Attachment A.

- 5.8 Company hereby certifies by signing below: that this proposal is genuine and is not made in the interest of or on behalf of any undisclosed person, firm, or corporation; (b) that Company has not directly or indirectly induced or solicited any other Company to put in a false or sham proposal; (c) that Company has not solicited or induced any person, firm, or corporation to refrain from bidding; and (d) that Company has not sought by collusion or kickback to obtain any advantage over any other Company or over UNI.
- 5.9 The vendor has not altered or modified the original content of the Request for Proposal document or any associated documents, including original drawings or graphics.
- 5.10 The firm is not currently debarred, suspended, or proposed for debarment by any federal or state entity. The undersigned agrees to notify the University of Northern Iowa of any change in this status, should one occur, until such time as an award has been made under this procurement.

Please complete.

Authorized Signature: _____

Typewritten Signature: _____

Company Name: _____

Official Business Address: _____

Firm's State or Foreign Country of Residence: _____

Telephone Number: _____

Date: _____

Company's representative to contact during normal office hours regarding this proposal:

Telephone number of this representative: _____

E-mail address of this representative: _____

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Proposal Compliance Form

Please note: Your proposal may be considered incomplete unless the following are included with your offer. Indicate compliance by placing a check mark in the space provided: All documents should be included in the order provided below. This form should be returned with the proposal as the last page.

Compliance

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Form of Proposal (page 15) completed and signed by your company's authorized official. |
| ☐ | ☐ | Attachment A (Exceptions) |
| ☐ | ☐ | Supplement 1 (References) |
| ☐ | ☐ | Supplement 2 (Company Profile) |
| ☐ | ☐ | Supplement 3 (Staff Profile) |
| ☐ | ☐ | Supplement 4 (Specific Experience) |
| ☐ | ☐ | Supplement 5 (Process and Timeline) |
| ☐ | ☐ | Supplement 6 (Fees) |
| ☐ | ☐ | Supplement 7 (Additional Services) |

Exceptions

[illegible]

Date _____