

Request for Proposal – Ohio Social Studies Resource Center/Ohio Historical Society

1.0 INTRODUCTION

1.1 Purpose of RFP

The Ohio Social Studies Resource Center (OSSRC) and the Ohio Historical Society (OHS) has developed this Request for Proposal (RFP) for the purpose of selecting a quality consultant to help develop a series of technical upgrades to the OSSRC web site. This document is intended to provide specific information, including background data and service requirements.

2.0 ADMINISTRATIVE

2.1 Technical Contact

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name: Amber Siebeneck

Address: 1982 Velma Ave.

Phone: 614-297-2672

Fax: 614-297-2567

Email: asiebeneck@ohiohistory.org

2.2 Due Dates

A written confirmation of the Consultant's intent to respond to this RFP is required by **April 17, 2007**. All proposals are due by **12:00 P.M. April 25, 2007**. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and nonresponsive. Any late proposals will not be evaluated for award.

2.3 Schedule of Events

Date	Event
Apr. 10, 2007	RFP Distribution to Vendors
Apr. 17, 2007	Written Confirmation of Vendors with Bid Intention
Apr. 25, 2007	Proposal Due Date
Oct. 31, 2007	Contract Award Notification
Nov. 2007	Contract Start Date

2.4 Current Functionality of the OSSRC Web Site

The current OSSRC website is a dynamic, HTML only front-end with a MySQL database that allows the OSSRC to manage and promote educational resources to Ohio Social Studies educators.

3.0 GUIDELINES FOR PROPOSAL PREPARATION

- 3.1 Proposal Submission Award of the contract resulting from this RFP will be based upon the most responsive Consultant whose offer will be the most advantageous to the OSSRC/OHS in terms of cost, services and other factors as specified elsewhere in this RFP. The OSSRC/OHS reserves the right to:
- 1) Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Consultant,
 - 2) Accept other than the lowest priced offer,
 - 3) Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
 - 4) Award more than one contract.

The Consultant's proposal shall be submitted in several parts as set forth below. The Consultant will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for the OSSRC/OHS's evaluation of the Consultant's proposal. In order to address the needs of this procurement the Ohio Social Studies Resource Center and the Ohio Historical Society encourages Consultants to work cooperatively in presenting integrated solutions. Consultant team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and expertise to develop the web plan being provided under this RFP. The OSSRC/OHS will recognize the integrity and validity of Consultant team arrangements provided that:

- 1) The arrangements are identified and relationships are fully disclosed, and
 - 2) A prime Consultant is designated which will be fully responsible for all contract performance.
- 3.2 Consultant's proposal in response to this RFP will be incorporated into the final agreement between the OSSRC/OHS and the selected Consultant(s). The submitted proposals are suggested to include each of the following sections:
1. Executive Summary
 2. Scopes, Approach, and Methodology
 3. Project Management Approach
 4. Deliverables
 5. Technical Tools and Utilities
 6. Project Timing and Fees

7. Proposed Project Team
8. Miscellaneous
9. Legal Terms & Conditions

The detailed requirements for each of the above-mentioned sections are outlined below, Section 3.2.

3.3 Detailed Response Requirements

3.3.1 Executive Summary

This section will present a high-level synopsis of the Consultant's responses to the RFP. The Executive Summary should be a brief overview of the project, and should identify the main features and benefits of the proposed web plan.

3.3.2 Scope, Approach, and Methodology

Include detailed evaluation procedures and technical expertise by phase. This section will act as the Statement of Work (SOW). This section will include, but not be limited to, your approach to the project deliverables (listed in section 5.0, items 1-11).

3.3.3 Project Management Approach

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

3.3.4 Deliverables

Include descriptions and samples of the types of reports used to summarize and provide recommendations on the areas listed in the project deliverables. Samples of previous projects, and background on your firm's prior experience developing database-driven web sites and social networking tools should be included.

3.3.5 Technical Tools & Utilities

Include the types of tools that will be utilized during the development of the technical upgrades to the OSSRC web site. List all commercial, shareware, freeware and other related tools. If proprietary tools are mentioned, explanation of the general purpose of such tools is required.

3.3.6 Project Timing and Fees

Include a fee breakdown by project phase, a project timeline, and estimates of travel expenses.

3.3.7 Proposed Project Team

Include biographies and relevant experience of key staff and management personnel. List the personnel who would work on this project along with their qualifications and relevant experience. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

3.3.8 Project Budget

Include a detailed budget that incorporates all cost associated with the completion of the project deliverables.

3.3.9 Miscellaneous

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Three (3) current corporate references, including company name, contact name, title, address, telephone number, and client relationship synopsis. Brief history, including year established and number of years your company has been offering Web planning services.

4.0 EVALUATION FACTORS FOR AWARD

4.1 Criteria

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Consultant's responsiveness to the RFP and the total price quoted for all items covered by the RFP. The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Consultant or Consultants:

1. Completion of all required responses in the correct format.
2. The extent to which Consultant's proposed solution fulfills Ohio Historical Society's stated requirements as set out in this RFP.
3. An assessment of the Consultant's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Consultant's stability, experiences working with not-for-profit organizations and record of past performance in delivering such services.
5. Availability of sufficient high quality Consultant personnel with the required skills and experience for the specific approach proposed.
6. Consultant's acceptance of OSSRC's/OHS's contractual terms and conditions, if applicable.
7. Overall cost of Consultant's proposal.

The OSSRC/OHS may, at their discretion and without explanation to the prospective Consultants, at any time choose to discontinue this RFP without obligation to such prospective Consultants.

5.0 STATEMENT OF WORK AND DELIVERABLES

The OSSRC/OHS requires the following deliverables in relation to the development of a comprehensive Web Plan:

- 5.1 Requirements
History of the OSSRC

In 2004, a group of educational professionals came together to address a growing need among Ohio's social studies teachers and students for a comprehensive resource center that provided access to effective teaching practices, instructional materials, and content resources that were directly associated with the Ohio Academic Content Standards. The mission of the OSSRC is to enhance teaching and learning by promoting the identification and dissemination of best teaching practices; to build collaborative networks of educators, who will work together to improve the teaching and learning resources available to Ohio social studies teachers; and to endorse the value and importance of social studies education. The OSSRC has made steady progress to create and promote an effective delivery system that provides free access to peer-reviewed resources to all Ohio social studies educators. An active website, www.ossrc.org, links educators to resources that correlate with the Ohio Social Studies Academic Content Standards. It is the goal of the OSSRC to continually expand the resources and the services it can provide to educators.

The OSSRC/ web site should be the portal to Ohio social studies educators across the state. When referring to the OSSRC/OHS web site, www.ossrc.org, this encompasses the primary and administrative web sites created or maintained by the OSSRC. The web plan should include the following elements:

1) Consultant will perform a needs assessment of the current web site and will complete a redesign of the site. Some considerations include the overall site appearance, user-interface, navigational scheme, search capabilities, and integration with other OSSRC partnering sites.

2) Technical upgrades to the current OSSRC web site. These upgrades include;

- **Organizational Upgrade of the OSSRC resource database:** This upgrade will allow the OSSRC to organize the resources it identifies for resource review into three categories; resources that have been reviewed and approved, resources that have been reviewed and rejected and resources that have not been reviewed. Additionally, the coordinator will be notified if a resource title or URL has been duplicated in the system.
- **Rating System:** This function will allow users to rate each resource using a star system. Along with rating the resource a user will be given the ability to add the resource to their backpack or to e-mail the resource link to a friend.

3) Build additional functionality to the current OSSRC web site. The additional functionality will allow for the creation of an OSSRC Teacher Space". This space will include:

- A statewide calendar: this calendar will be populated with information about professional development events for social studies educators. Educational Organizations will have the ability to submit event information to be placed on the calendar. The OSSRC coordinator will be given access to automatically

approve or reject these submissions. If approved event information will be automatically added to the statewide calendar.

- OSSRC information updates, such as, links to daily news stories, links to newly posted OSSRC resources, a tutorial for users to read or view to better understand how to use the teacher space pages, descriptions of data file folders, OSSRC shared files, on-line surveys and various other educational updates.
- Web Blogs - Educators who register to the site will be given the opportunity to create their own unique user profile. Using this profile educator's will be given access to on-line open forums and/or private blog sessions with groups of educators around the State of Ohio. A bank of user profiles will be made available for registered users to view. Using this bank, educators will have the ability to request membership into a private group.
- Personal Teacher Space Page: This page will offer registered users access to a unique page build specifically for their unique needs. Educators will have the functionality to personalize their space with a picture and biographical information. Using this page users will have the ability to maintain a personal calendar, a backpack of their favorite OSSRC resources, access to on-line forums and blogs, and access to a lesson plan, graphic organizer, and rubric generator that will aide them in the creation of educational materials. Educators will be able to save created documents on the OSSRC database and will have the ability to share those files with the OSSRC and/or other users. These pages will be password protected so that only individual users can access them.
- Database of Users: Currently the OSSRC web site offers its users the ability to register to receive an electronic newsletter and updates. To more efficiently log these users the OSSRC would like an on-line database that can only be administered by the OSSRC coordinator. Users who register for the newsletter or register to use the "teacher space" should automatically be added to this database. The coordinator should be given access to send electronic information to the members in the database.

4) Security. The proposal should recommend the best methods (hardware, software, site structure) for creating and maintaining a secure web site. Web site security should protect from both external and internal threats, such as viruses, hackers and malicious users. Plans for web site security should incorporate a login process, providing varying levels of access to site resources for employees and the general public. The login process is intended to track site usage by individual users and prevent the unauthorized use or distribution of potentially sensitive data. The login process is intentioned only for the use of the "teacher space" pages and the administrative site. Open access will still be offered to the resources currently available on the OSSRC web site.

5) Recommendations for long-term maintenance of the OSSRC web site). The Consultant will provide recommendations that outline steps or best practices in overall site maintenance for a 3-year period.

Where applicable, the proposal should address the total cost of ownership for recommended solutions, implications for local implementation and management of recommended solutions, and prospects and implications of outsourcing all or part of recommended solutions.

At the conclusion of the project, the Ohio Historical Society requires:

- 1) Completion of the above Deliverables, including all technical upgrades and additional functionality outlined in the proposal by noon on April, 25th, 2007.
- 2) Documentation that outlines software, maintenance, and administrative needs based on the project's deliverables.