

REQUEST FOR PROPOSAL

WEB SITE RE-DESIGN – ALABAMA COLLEGE SYSTEM

1. Overview.

The Alabama Department of Postsecondary Education (“Postsecondary”) on behalf of the Alabama College System (“College System”) wishes to redesign the web site (“Web Site”) at www.acs.cc.al.us to modernize and make the Web Site more usable, professional and adaptable for future uses. The Web Site requires an extensive redesign, including structure, content and graphics, to convey the image of a unified system of academic and technical education, workforce and business and industry training and development, and quality adult education programs.

Postsecondary is issuing this request for proposal (“RFP”) seeking proposals from web design firms (“Respondents”) to analyze, plan, design, build, test, and support the redesign, and to consider future needs and functionality.

The successful Respondent must have substantial experience in web site design, development, implementation and maintenance.

2. Scope of the Project.

Postsecondary requires the creation of a new Web Site that incorporates the items listed below. Postsecondary will also require staff training for Web Site content management. Occasional ongoing maintenance and revision may be required and those fees must be quoted.

The successful Respondent will work closely with representatives of Postsecondary and all phases of the project will be approved by Postsecondary in the concept stage, to eliminate the need for reconstruction costs.

3. Background.

(a) The College System

The College System, consisting of public two-year community and technical colleges and upper division college, seeks to provide accessible, quality educational opportunities, promote economic growth, and enhance the quality of life for the people of Alabama.

Governed by the State Board of Education, the College System consists of 21 comprehensive community colleges and four technical colleges, Athens State University; the Alabama Industrial Training Institute and the Alabama Technology Network; and Marion Military Institute.

(b) Current Web Site

The current Web Site is not targeted to persons who would be best served by its information. Postsecondary desires to restructure the Web Site to focus on the transition of current students to other institutions highlight our efforts and programs related to workforce development and training and the opportunities for adult education. The Web Site would focus on programs for new and prospective students and how the College System can meet the needs of business and industry.

4. Web Site Redesign Scope

(a) Primary Aims of the New Web Site

The new Web Site should allow the College System to do the following:

- (1) Provide information about the College System, its vision, mission, history, board and staff.
- (2) Communicate news and ongoing issues to the general public, staff, alumni, prospective students, businesses and industry, and the media.
- (3) Market and promote the educational and other programs of the two-year community and technical colleges and upper division colleges to interested parties.
- (4) Market and promote resource material, i.e. books, booklets, newsletters, submissions, papers and assist interested parties to purchase where applicable, or download where applicable.
- (5) Provide interactive maps showing the location of the two year community and technical colleges and upper division colleges and the ability to search for specific majors or certificates offered by the College System.
- (6) Search for available job opportunities in the College System and Postsecondary.
- (7) Provide a searchable directory of contacts for Postsecondary and the College System including administrators, faculty, and staff.
- (8) Provide statistical, cost, and other information relating to the two-year community and technical colleges and upper division colleges.
- (9) Provide links to related associations and governmental entities.
- (10) Provide valuable information, services and keywords, etc. to encourage traffic and to ensure repeat traffic.

(b) Specific Features of New Web Site

The new Web Site should be easier to navigate and will require the following features:

- (1) Content control
- (2) Search-engine positioning
- (3) On-line forms
- (4) Newsletter posting
- (5) PDF posting
- (6) Video streaming
- (7) On-line surveying
- (8) Photo gallery
- (9) Staff-only area
- (10) Searchable resource materials

All Web Site text will be provided by Postsecondary.

(c) Technical Platform

The Web Site should be fully capable with all browser types.

(d) Content Management

The new Web Site should include a content management tool and any necessary software that will allow staff to download new material and revise existing material, including text, PDF and photographs. Necessary staff training should be included in any proposal, as well as the cost of occasional maintenance and revision by the web designer as required.

(e) Optional Features of New Web Site

The new Web Site is a potential multi-phase project, and must allow for the addition of email marketing which may be incorporated either during this phase or at a later date.

(f) Support and Maintenance

The proposal must also include terms regarding future maintenance services and support regarding the new Web Site.

(g) Web Site Hosting Option

If a Respondent wishes, Postsecondary will consider proposals for alternative web hosting options in addition to the Web Site redesign.

(h) Outcome and Final Product

The final product will be a fully-functioning Web Site, designed and built for optimal visual quality, accessibility and maneuverability by the highest possible majority of computer systems and in conformity with the Web Site redesign scope. Sufficient keywords will ensure optimum positioning on major search engines. Staff will be sufficiently trained in content management.

5. Proposal Terms and Conditions

(a) Right to Change RFP and Process

Postsecondary reserves the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this RFP at any time prior the execution of the written contract. Postsecondary reserves the right to waive any formalities in the RFP process.

Postsecondary may respond to questions or provide information from Respondents, and is under no obligation to provide responses or information to all other Respondents.

(b) Additional Terms

By submitting a proposal, the Respondent agrees that:

- (i) Postsecondary may copy the proposal for purposes of facilitating the evaluation of the proposal and represents that the copying will not violate the rights of any third party.
- (ii) It will not bring any claim or have any cause of action against Postsecondary based on any misunderstanding concerning the information provided or concerning Postsecondary's failure, neglect or otherwise, to provide the Respondent with pertinent information as intended by this RFP.
- (iii) The proposal is predicated upon the acceptance of all terms and conditions stated in this RFP. If the Respondent objects to any terms or conditions, it shall make specific reference to the RFP page and section at issue. Postsecondary reserves the right to accept or reject any exception taken by Respondent to the terms and conditions of this RFP.
- (iv) Postsecondary will not be responsible for any costs of a proposed Respondent for any and all costs or expense relating to the preparation of response to this RFP.
- (v) All developments, and all intellectual property rights therein, produced by the selected Respondent in relation to the Web Site will be solely owned by Postsecondary.

- (vi) All responses, inquiries, or correspondence relating to or in reference to this RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the Respondent will become the property of Postsecondary.

This is a firm fixed price RFP. Please state all costs clearly and completely; Postsecondary will not accept hidden costs or costs not disclosed in response to the RFP.

Postsecondary and selected Respondent must agree to enter into a binding professional services agreement for development of Web Site with more detailed terms and conditions. The professional services agreement will include remedies for inadequate performance or lack of compliance.

6. Submitting a Response

(a) Deadline for Submission

Interested parties must submit proposal no later than 5:00 pm on October 18, 2007. The proposal must be submitted in writing to:

Martha Simmons
Director of Communications
martha.simmons@dpe.edu

(b) Proposal Requirements

Proposal must include the following information:

- (i) A statement of qualifications concisely describing Respondent's capabilities and experience, including resumes of all principals to be involved in the project and their roles and responsibilities for the proposed project.
- (ii) A list of comparable web sites designed by Respondent, including web site addresses and contact persons for entities operating such web sites, who may be contacted for references.
- (iii) A cost proposal. Compensation will be on a fixed fee based on the scope of services provided.
- (iv) A timeline and separate costs for various components of the design, training, and maintenance.

- (v) A listing of the necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the Web Site.
- (vi) A summary work plan describing the Respondent's approach to designing, managing and coordinating the project. The description should include all primary tasks listed in the scope of work for all phases of the project and a tentative schedule.
- (vii) An estimated summary timeline for completion of each phase of the project. This should be realistic as possible since this will be a part of the contractual agreement.

(c) Evaluation and Award Process

Postsecondary will review and evaluate all proposals using its sole judgment and discretion, and make take into account the content of the responses and any other factors in its judgment.

7. Contacts

All respondents with any request for information should contact Martha Simmons at 334-242-2900 or martha.simmons@dpe.edu.