



Kentucky Community and Technical College System REQUEST FOR PROPOSAL (RFP)

ATTENTION: This is not an order. Read all instructions, terms and conditions carefully.

PROPOSAL NO.: RFP – 0085	RETURN ORIGINAL COPY OF PROPOSAL TO:
Issue Date: September 23, 2009	KENTUCKY COMMUNITY AND
Purchasing Officer: Jennifer L. Kelly	TECHNICAL COLLEGE SYSTEM
Phone: (859) 256-3297	PURCHASING DIVISION
Schedule Name: Web Consulting Services	300 NORTH MAIN STREET
	VERSAILLES, KY 40383
Total number of Pages: 10 pages including cover sheet	

IMPORTANT: PROPOSALS MUST BE RECEIVED BY: October 14, 2009, 4:00 PM Local Time

1. It is the intention of the Request for Proposal (RFP) to enter into competitive negotiation as authorized by KRS 45A.085.
2. Proposals for competitive negotiation shall not be subject to public inspection until negotiations between the purchasing agency and all offerors have been concluded and a contract awarded to the responsible offeror submitting the proposal determined in writing to be the most advantageous to the KCTCS, price and the evaluation factors set forth in the advertisement and solicitations for proposals considered.
3. An award of contract may be made upon the basis of the initial written proposals received without written or oral discussions.
4. Contracts resulting from this RFP must be governed by and in accordance with the laws of the Commonwealth of Kentucky.
5. The KCTCS reserves the right to request proposal amendments or modifications after the proposal receiving date.
6. The contents of the successful proposal shall become part of any contract awarded.

NOTICE

1. Any agreement or collusion among offerors or prospective offerors which restrains, tends to restrain, or is reasonably calculated to restrain competition by agreement to bid at a fixed price or to refrain from offering, or otherwise, is prohibited.
2. Any person who violates any provisions of KRS 45A.325 shall be guilty of a felony and shall be punished by a fine of not less than five thousand dollars nor more than ten thousand dollars, or be imprisoned not less than one year nor more than five years, or both such fine and imprisonment. Any firm, corporation, or association which violates any of the provisions of KRS 45A.325 shall, upon conviction, be fined not less than ten thousand dollars nor more than twenty thousand dollars.

AUTHENTICATION OF BID AND STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under the penalty for false swearing as provided by KRS 523.040:

1. That I am the offeror (if the offeror is an individual), a partner, (if the offeror is a partnership), or an officer or employee of the bidding corporation having authority to sign on its behalf (if the offeror is a corporation);
2. That the attached proposal has been arrived at by the offeror independently and has been submitted without collusion with, and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the Request for Proposal, designed to limit independent bidding or competition;
3. That the contents of the proposal have not been communicated by the offeror or its employees or agents to any person not an employee or agent of the offeror or its surety on any bond furnished with the proposal and will not be communicated to any such person prior to the official opening of the proposal;
4. That the offeror is legally entitled to enter into contracts with the Kentucky Community & Technical College System, and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.330 to .340, 164.390, and
5. That I have fully informed myself regarding the accuracy of the statement made above.

SWORN STATEMENT OF COMPLIANCE WITH CAMPAIGN FINANCE LAWS

In accordance with KRS 45A.110(2), the undersigned hereby swears under penalty of perjury that he/she has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky and that the award of a contract to a bidder will not violate any provision of the campaign finance laws of the Commonwealth of Kentucky.

CONTRACTOR REPORT OF PRIOR VIOLATIONS OF KRS CHAPTERS 136, 139, 141, 337, 338, 341 & 342

The contractor by signing and submitting a proposal agrees as required by 45A.485 to submit final determinations of any violations of the provisions of KRS Chapters 136, 139, 141, 337, 338, 341 and 342 that have occurred in the previous five (5) years prior to the award of a contract and agrees to remain in continuous compliance with the provisions of the statutes during the duration of any contract that may be established. Final determinations of violations of these statutes must be provided to the KCTCS by the successful contractor prior to the award of a contract.

CERTIFICATION OF NON-SEGREGATED FACILITIES

The contractor, by submitting a proposal, certifies that he/she is in compliance with the Code of Federal Regulations, No. 41 CFR 60-1.8(b), that prohibits the maintaining of segregated facilities.

SIGNATURE REQUIRED: This proposal cannot be considered valid unless signed and dated by an authorized agent of the offeror. Type or print the signator's name, title, address, phone number and fax number in the spaces provided. Offers signed by an agent are to be accompanied by evidence of his/her authority unless such evidence has been previously furnished to the issuing office.

Company Name

Authorized Signature

Date

Address

Typed or Printed Name

City, State, Zip

Title

Phone Number

Fax Number

1. STATEMENT OF INTENT AND PURPOSE

The Kentucky Community and Technical College System (KCTCS) issues this Request for Proposals for the purpose of providing web development and ancillary consulting services for KCTCS, while coordinating with our current provider of overall strategic web consulting. KCTCS may award more than one contract as a result of this RFP, or award a contract for solutions that meet some, but not all requirements stated herein, if it is in their best interest to do so. Specifically, separate contracts may be awarded for Sitecore consulting and SharePoint consulting. The following services are sought:

- Further architectural assistance, implementation, taxonomy, extension, and customization of an existing Sitecore 6.0 content management system and 30+ Sitecore web sites.
- Further architectural assistance, implementation, taxonomy, extension, and customization of an existing Microsoft SharePoint 2007 intranet/extranet for an audience of 10,000 employees and 90,000+ students.
- Web application development using primarily ASP.NET/C# to help extend content management and intranet systems, including sufficient documentation for both developers and end-users.
- Integration of Sitecore and/or SharePoint with other KCTCS infrastructure platforms, including but not limited to PeopleSoft, BlackBoard, Exchange, Office Communications Server, and ColdFusion.
- Assistance with process definition and mapping, and translation of mapped processes to technology platforms.
- Assistance with analytics related to KCTCS web platforms.
- Development of best practices and standards for web properties, including hardware/hosting best practices, web accessibility standards, and more.
- Professional project management for web projects.

2. SCHEDULE OF IMPLEMENTATION AND PERIOD OF PERFORMANCE.

Work will commence on a project-by-project basis through the course of the contract, contingent upon available budget and other resources. Initial projects could begin as early as the start date of the contract.

3. SUBMISSION OF OFFER

Contractors desiring to respond to this Request for Proposal should submit one (1) original (clearly marked) with live signature, (3) CD's of the written proposal, and (5) five copies of their response. Sealed proposals will be received in the offices of the Department of Purchasing, Kentucky Community and Technical College System, 300 North Main Street, Versailles, KY 40383, until 4:00 p.m. August 31, 2009. Each proposal will be stamped with the time and date of receipt. Any proposal received after 4:00

p.m. may not be considered for an award of a contract. In accordance with KRS 45A.085, there will be no public opening. However, after contract award, the solicitation file will become a public record.

4. CONTRACTOR QUALIFICATIONS

KCTCS will consider proposals from qualified outside Contractors who are capable of meeting the terms and conditions stated herein. The Contractor must be ordinarily engaged in the business of providing these services and have sufficient experience, financial and human resources to provide the services specified in this proposal. The Contractor may be required to submit sufficient financial information, such as audited financial statements and Dunn & Bradstreet ratings, to allow KCTCS to evaluate the Contractor's ability to meet the responsibilities of the contract.

The Contractor must submit with the proposal references of successful Web related programs it has previously implemented at other institutions. Information provided must include persons to contact with addresses and phone numbers, the size of the institution/business served, and other pertinent information such as the results from prior initiatives with specific achievements which would aid in the determination of an experienced Contractor. KCTCS reserves the right to request additional information to determine the responsibility of the apparent successful Contractor relative to its ability to comply with the terms and conditions of this Request for Proposal.

5. GENERAL

The resulting contract between KCTCS and the Contractor shall consist of (1) the Request for Proposal (RFP) and any amendments thereto, and (2) the Contractor's proposal submitted in response to the RFP. In the event of a conflict in language between the two documents referenced above, the provisions and requirements set forth and/or referenced in the RFP shall govern. In the event that an issue is addressed in one document that is not addressed in the other document, no conflict in language shall be deemed to occur. However, KCTCS reserves the right to clarify any contractual relationship in writing with the concurrence of the Contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the Contractor's proposal. In all other matters not affected by the written clarification, if any, the RFP shall govern.

6. ENTIRE AGREEMENT

The resulting contract will represent the entire agreement between the parties with respect to the subject matter thereof and will supersede all prior negotiations, representations or agreements, either written or oral, between the parties hereto relating to the subject matter hereof and shall be independent of and have no

effect upon any other contracts. A record of formal contract negotiations between the contractual parties will be prepared by KCTCS and will become a permanent part of the contract file.

7. PREPARATION OF PROPOSALS

Contractor is expected to examine all specifications, terms, conditions, and instructions in this Request for Proposal. Failure to do so will be at the Contractor's risk.

Contractor will furnish the information required by this RFP. The Contractor will sign the RFP and print or type name, firm, address, telephone number and date. Erasures or other changes must be initialed by the person signing the offer. An offer signed by an agent is to be accompanied by evidence of his or her authority unless such evidence has been previously furnished to the issuing office. The signer shall further certify that the proposal is made without collusion with any other person, persons, company or parties submitting a proposal; that it is in all respects fair and in good faith without collusion or fraud, and that the signer is authorized to bind the principal Offeror.

The proposal should be prepared simply and economically, providing a straightforward concise description of the Contractor's capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. Each copy of the proposal should be bound in single volume where practical. All documentation submitted with the proposal should be bound in the single volume except as otherwise specified.

Any proposal containing terms and conditions not in conformity with the statutes of the Commonwealth of Kentucky will be rejected.

8. PROPOSAL INSTRUCTIONS

A complete proposal will consist of the following:

- A. Organizational History and Values – Provide a general overview of the Contractor's organization and operating structure. Include a narrative history of the organization; organizational mission, values, strategies and targeted customers; and organizational points of differentiation.
- B. Staffing – Provide a list of company employees that will be available to work on the KCTCS account. Include pertinent background information, specifically skills, projected role, and client experience. Additionally, briefly discuss how the staff will be organized to effectively manage the KCTCS business, including typical procedures for providing back-up and redundancy of key resources.
- C. Fees – Provide framework of how services will be charged listing hourly rates, fees for specific services, or other methods of fee assessment including

an a la carte fee structure, which may be used for invoicing KCTCS. A schedule of the delivery of the services should be included with the appropriate alignment of payments due. This should include prices for the following:

- a. Sitecore consulting and development.
 - b. SharePoint consulting and development.
 - c. General web application development, including rates for documentation if different.
 - d. Integration of Sitecore and/or SharePoint with other KCTCS infrastructure platforms.
 - e. Assistance with process definition and mapping.
 - f. Assistance with analytics related to KCTCS web platforms.
 - g. Consulting for the development of best practices and standards for web properties, including hardware/hosting best practices, web accessibility standards, and more.
 - h. Professional project management for web projects.
 - i. Standard fixed travel rates.
 - j. Discount rates for late work or work which does not meet requirements.
- D. Client references , case studies, and other information as indicated in 18 below.

9. COST OF PREPARING PROPOSAL

Costs of developing the proposals are solely the responsibility of the Contractor. KCTCS will provide no reimbursement for such costs.

10. AMENDMENTS TO REQUEST FOR PROPOSAL

KCTCS reserves the right to request amendments or modifications after the specified receipt date if in the best interest of KCTCS. In the event it is necessary to revise any part of the Request for Proposal after initial mailing, the revision will be mailed to all who received the initial RFP or who have subsequently requested one. Receipt of an amendment to a solicitation by a Contractor must be acknowledged by signing and returning the amendment or by letter. Such acknowledgment must be received prior to the hour and date specified for receipt of offers.

11. ADDENDA

Any "addenda" issued by KCTCS Department of Purchasing prior to the time for receiving proposals shall be covered in the proposal and in closing a contract they shall become a part thereof. Such "Addenda" shall be acknowledged in the proposal. No instructions or changes shall be binding unless documented by a proper and duly issued Addendum.

12. EXPLANATIONS

Unless it is demonstrated that an adequate response cannot be developed with the data provided in this RFP, KCTCS will not provide additional data based on request from individual respondents. Proposals should be based on the data contained in this RFP. If KCTCS decides to distribute additional information, it will be distributed to all offerors in accordance with paragraph 11.0 above. Any explanation desired by a Contractor regarding the meaning or interpretation of the solicitation, specifications, etc., must be requested in writing and with sufficient time allowed for a reply to reach Contractors before the submission of their offers. Oral explanations or instructions given before the award of the contract will not be binding. Any information given to a prospective Contractor concerning the solicitation will be furnished to all prospective Contractors as an amendment of the solicitation if such information is necessary to Contractors in submitting offers on the solicitation or if the lack of such information would be prejudicial to uninformed offerors. KCTCS reserves the right to require verification or clarification of data and information presented in the Contractor's proposal.

13. QUESTIONS

All questions should be submitted in writing to:

Jennifer L. Kelly
Department of Purchasing
Kentucky Community and Technical College System
300 North Main Street
Versailles, KY 40383

Questions may be transmitted via email message to jennifer.kelly@kctcs.edu no later than October 5, 2009.

Proposals cannot be faxed.

14. TERM OF CONTRACT

The price contract resulting from this solicitation shall be for a period of one year with the possibility of renewal for future periods. Renewal is not guaranteed, but may be executed by mutual agreement. A personal service contract will be issued as required on a biennial basis and shall be subject to review by the Legislative Research Commission Government Contract Review Committee. The initial personal service contract will begin on the contract start date and end on June 30, 2010.

15. TERMINATION OF CONTRACT

The contract resulting from this RFP shall be subject to the following termination provisions:

- for default
- non performance
- for Contractor bankruptcy
- for unavailability of funds
- otherwise as specifically provided by the contract

16. KCTCS OVERVIEW

KCTCS was established by the General Assembly through the passage of the Kentucky Postsecondary Education Improvement Act of 1997, which combined community colleges and technical colleges into a new dynamic system. KCTCS currently consists of 16 colleges and 67 campuses located throughout the state. The system has a current enrollment of 92,000 students representing 40% of the state's undergraduate student population. Additionally, KCTCS has become the largest trainer of Kentucky's workforce. Every year approximately 150,000 students are served in workforce training/continuing education and fire/rescue training. KCTCS includes a System Office that oversees and provides support to the community and technical colleges.

17. METHOD OF AWARD

KCTCS may award a contract to that responsive and responsible Contractor whose proposal, conforming to this solicitation, will be the most advantageous to KCTCS based on the criteria as shown in the Evaluation of Proposal section. Final determination shall be the responsibility of KCTCS. Only those proposals received which reflect a comprehensive appreciation of the requested services to KCTCS and offer a realistic solution which will benefit KCTCS will be considered for award of a contract. An award of a contract shall be made by KCTCS to the Proposer who offers the best proposal and with whom negotiations result in a contract package of greatest benefit to KCTCS based upon evaluation methods contained herein.

18. EVALUATION OF PROPOSALS

Contract award will be made by the KCTCS Purchasing Department after evaluation by the committee selected solely for this purpose. Please prepare your offer addressing each of the criteria below which is listed in relative order of importance. Proposals will be evaluated using a predetermined method to ascertain which proposer best meets the needs of KCTCS. The evaluation will be based on:

1. The proposal's responsiveness in clearly stating the understanding of the work to be performed.
2. The firm's successful experience with current versions of SharePoint and/or Sitecore and commitment to proactively gaining early expertise in new releases.
3. The firm's successful experience with clients in higher education, especially with two-year statewide systems. Successful experience will be demonstrated through case studies and references of recent clients attesting to the firm's performance, with specific attention paid to client evaluations of timeliness and quality.
4. The firm's ability to provide custom development to extend existing KCTCS web platforms.
5. The firm's size and structure, including the availability of multiple experienced resources in each service area and the ability to provide services primarily between 8AM and 5PM Eastern time.
6. The firm's demonstrated commitment to formal project management and development methodologies. Evidence will include a detailed discussion of the firm's project management and development methodologies, along with case studies and references from recent clients attesting to the firm's performance in these areas.
7. Proven results and demonstrated responsiveness to clients needs, demonstrated by case studies and references from recent clients attesting to the firm's performance in providing services such as architectural/taxonomy consulting, business process development/mapping, systems integration, and strategic consulting.
8. Fees for proposed services.

19. REJECTION OF PROPOSALS

KCTCS reserves the right to reject any and all proposals and to waive technicalities and minor irregularities in proposals for good cause.

Grounds for the rejection of a proposal include, but shall not be limited to:

- Failure of a proposal to conform to the essential requirements of the solicitation.
- A proposal imposing conditions which would modify the terms and conditions of the solicitation, or limit the Contractor's liability

to KCTCS on the contract awarded on the basis of such solicitation.

- Failure of the Contractor to sign the required documents.
- Any proposal determined by KCTCS to be unreasonable as to price.
- Proposals received that are determined to be from Contractors who are not qualified.

Technicalities or minor irregularities in a Contractor's proposal may be waived, when KCTCS determines that it will be in the their best interest to do so, are mere matters of form not affecting the material substance of a proposal or some immaterial deviation from or variation in the precise requirements of this RFP and having no or a trivial or negligible effect on price, quality, quantity or delivery of supplies or performance of the services being procured, the correction or waiver of which will not affect the relative standing of, or be otherwise prejudicial to other Contractors. KCTCS may either give a Contractor an opportunity to cure any deficiency resulting from a technicality or minor irregularity in its proposal, or waive such deficiency where it is advantageous to KCTCS to do so.

20. INDEMNITY

The Contractor shall hold harmless and indemnify KCTCS against all claims, suits, actions, costs, counsel fees, expenses, damages, and judgment in decrees by reason of persons or property being damaged or injured by the Contractor during the term of the contract, whether by negligence or otherwise.

21. GOVERNING LAW

The contract shall be construed according to the laws of the Commonwealth of Kentucky. Any legal proceedings against KCTCS regarding this RFP or any resultant contract shall be brought in Commonwealth of Kentucky administrative or judicial forums.

22. INTELLECTUAL PROPERTY

Ownership of the intellectual property generated for KCTCS by any contract resulting from this solicitation and paid for in accordance with the agreed upon fee schedule shall reside with KCTCS. Furthermore, KCTCS shall use any images, slogans or other concepts developed under the terms of the resulting contract without additional charge for royalties to the Contractor.

Notwithstanding, however, that adjustments to existing pieces or new designs will be charged at the rates specified in the fee schedule of the contract. Any intellectual or commercial property rights created or obtained through

performance of a contract with KCTCS shall belong to KCTCS. Neither contractor nor its officers, directors, agents, or employees shall have authority to apply for the ownership or registration of any intellectual or commercial property rights created or obtained through performance of services provided. Nor shall contractor, its officers, directors, agents, or employees use KCTCS intellectual or commercial property during the term of the agreement for any purpose other than providing the services and after the termination of the agreement for any purpose.

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KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

REQUEST FOR PROPOSALS

ADDENDUM

INVITATION NO.:	RFP-0085
ADDENDUM NO.:	1 (11 pages)
ISSUE DATE:	October 7, 2009
OPENING DATE:	October 14, 2009
TITLE:	Web Consulting Services

The following information is provided in response to questions submitted by potential offerors.

1. Section 3 Submission of Offer states that responses to this RFP are due by 4:00 p.m. on August 31, 2009. However, the first page of the RFP document states that the proposals must be received by October 14, 2009. Please clarify.

Answer: RFP responses must be received by October 14,, 2009, 4:00 PM Local Time.

2. What version of Exchange is in use?

Answer: Exchange 2007

3. What details can you share about the Sharepoint installation? (Server farm, SSP's, Web Sites, site collections, total sites, etc.)

Answer: MOSS 2007 with 2 production web front ends behind a load balancer. Separate training and dev environments are in place. A dozen or

so site collections are in production. 50 or so sites are in place, with that number expected to grow to hundreds in the next few months.

- .
4. What functionality is currently being used within SharePoint?

Answer: We're utilizing virtually all of SharePoint's OOB functionality, and have extended it through customizations, integration of Nintex workflows and several third-party web parts.

5. Does KCTCS require registration to be completed before submission of a proposal?

Answer: Registration is not required in order to submit a proposal to KCTCS.

6. Would your organization be open to doing part of the implementation and development work offshore, in order to bring your costs down?

Answer: Reasonable geographic proximity is not a requirement of this RFP. Therefore, KCTCS would not rule out the possibility of development work happening offshore. However, it is critical that our vendors respond to us quickly during our hours of operation. In addition, the person working closely with us will need to possess strong English communications skills.

7. Has a budget been identified for this project and what is the expected cost?

Answer: A budget has been identified for this project. However, this information is not being provided at this time.

8. Do you currently have local Sitecore and/or SharePoint developers or partners in house?

Answer: Yes, we do currently have in-house developers for both SharePoint and Sitecore. However, the demand for development services is far beyond our internal capacity. We do also have an existing partner, but we are requiring much more capacity and flexibility to meet the demands we're experiencing.

9. What is the "2-yr statewide systems" that is being referred to on page 8, point # 3?

Answer: Two-year statewide systems of higher education in the United States – like KCTCS.

10. Page 8, point # 5 talks about services availability between 8AM to 5 PM EST. Are you open to our blended model of delivery where we would place a locally

placed dedicated project manager for the hours requested, whereas the development will be done offshore in order to reduce costs?

Answer: Our expectation is that anyone that our team needs to work with on a regular basis will be available between the hours of 8AM and 5 PM EST. This would include project managers and, depending on the nature of the work, could include developers, as well.

11. The extranet currently includes organizations whose workforces undergo training with Kentucky College. Is this assumption correct?

Answer: There is currently no extranet, but we would expect that an eventual extranet would provide access to vendors and other interested parties independent of whether they use our services.

12. The “Statement of Intent and Purpose” states ‘while coordinating with our current provider of overall strategic web consulting.’ Could you please elaborate on this relationship? Does this firm currently provide support around Sitecore and SharePoint?

Answer: the current provider of overall strategic web consulting is mStoner. Web strategy, design and content will primarily be mStoner’s responsibility, while technical development/implementation responsibilities will be assigned as a result of any award from this RFP. mStoner does currently provide services around Sitecore and SharePoint. We are looking to expand the range of technical capacity and services through separate awards for technical design and development services, while retaining mStoner for strategic consulting.

13. It appears that the RFP is requesting hourly rates and fees for specific services. Is the KCTCS expecting vendors to provide estimated total costs for the bullet point items listed in # 1 (page 2), “Statement of Intent and Purpose?” If no, will the KCTCS expect the selected vendor to provide estimates for each project prior to the project start?

Answer: No. KCTCS will work with the selected vendor(s) to provide estimates prior to any project. KCTCS and selected vendor(s) will work closely together to determine exact requirements and scope for each project.

14. Can it be assumed that KCTCS is currently using Sitecore 6.0 and SharePoint 2007? If so, how long have these been used? And does KCTCS have all the relevant licensing necessary? If yes, what version of SharePoint 2007 is KCTCS using?

Answer: Yes, this is the case. SharePoint 2007 has been in production since March 2009, and in development since August 2007. Sitecore 6.0 has been in production since March 2009. The following versions of SharePoint are

currently being used: WSS 3.0, MOSS Standard or MOSS Enterprise MOSS 2007.

15. If we have partner companies that can help ‘back fill’ our staff in certain areas, how would you like that acknowledged, as subcontractors or co-bidders?

Answer: KCTCS is not interested in the use of subcontractors as a primary, or even a regular vehicle for a vendor to complete projects. We are looking for vendors who can provide services at a consistent level of quality and expertise and with whom we can establish long-term successful relationships. In cases where subcontractors may be acceptable on a short-term, occasional basis, KCTCS will review and approve all subcontractors prior to their consideration for use on any project.

16. Can the KCTCS provide a website address where answers to vendor questions and RFP addenda can be downloaded?

Answer:
http://www.kctcs.edu/Vendor_Information/Opportunities_to_Bid.aspx will contain the current RFP information through October 14, 2009.

17. Has KCTCS used consultants to deploy the Sitecore sites? If so, who are they?

Answer: We’ve worked with mStoner to deploy some Sitecore sites. We have deployed the last 5 or 6 ourselves.

18. Can KCTCS provide integration requirements to SharePoint, PeopleSoft, Blackboard, Exchange, etc.?

Answer: We don’t have specific requirements for integration with these platforms. We are looking for vendors with strong technical backgrounds, who may be able to help us plan and implement such integration should projects of that nature arise.

19. Has KCTCS deployed any analytics yet for current Sitecore deployments? If so, what metrics are you tracking?

Answer: Yes. We are using Google Analytics for all of our Sitecore sites. We’re tracking basic user and traffic information. We are not yet tracking specific campaigns and targets.

20. Regarding best practices – Has KCTCS implemented any organizational best practices to support the statewide environment or follow Sitecore development best practices?

Answer: We have implemented formal policies, procedures, and internal standards. We have also attempted to model Sitecore best practices where applicable and practical.

21. Will procurement be from one central group or will procurement be decentralized at the school level?

Answer: All purchasing and billing will be handled through the central System Office Web Services Department.

22. Will design and deployment be centralized or decentralized?

Answer: All design and deployment is centralized at this time. This is not expected to change in the short term.

23. What change management/training has been performed to date? How much will be needed per college?

Answer: No formal change management training has been performed. The level and extent of this training is a matter of discovery with KCTCS and selected vendors working closely to determine requirements.

24. Do you have a list of functional requirements and applications from which we can estimate? The current scope provided in the RFP does not detail the implementation tasks for which it requests estimates, leaving it difficult to provide a fixed bid for the entire project. In the event there are not more detailed functional requirements available, are you open to a multi-step process where the initial bid is to define the top level architecture and functional requirements followed by a bid for the development based on the scope defined in the initial phase?

Answer: Yes. We do not expect fixed bidding on any project at this point. Hourly rates are helpful, as are sample project rates, if feasible. All projects will be estimated initially, and then the vendor and KCTCS will be working together closely to develop detailed requirements from which final costs will be established.

25. Have you put forth any Sitecore development initiatives in the last 3-4 months and what were the outcomes?

Answer: We have been focusing on base implementations of our 16 colleges primarily, so little additional development has been done. We are nearly

finished with the 12th of those 16 college sites and are starting 3 more this week.

26. What marketing programs are in place?

Answer: KCTCS has several marketing programs in place, managed by the full-time in-house Marketing Department and marketing directors at each college. These programs include a statewide advocacy campaign featuring very large advertising packages with our two large in-state public college athletic programs.

27. How has the web traditionally fit into your marketing plan?

Answer: The web has only recently become part of the overall marketing plan. Market research, usability studies, and internal/external assessments in 2006 have led to a complete overhaul of KCTCS web operations. The Sitecore and SharePoint efforts are part of that overhaul. Integrating these tools into the marketing toolbox has been a primary consideration.

28. In the future, how would you like the web to support marketing efforts?

Answer: We would like everything we do in terms of public (and internal) communications to support the System's overall marketing efforts, which in turn support the organization's strategic goals.

29. Do you market your programs as a system or individual colleges? Have you found that method to be effective?

Answer: We do both statewide campaigns for the System and local campaigns for the colleges. We have found this method to be somewhat effective. We're always looking for improvement, however.

30. Have you worked with any other Sitecore agencies recently? What was the experience for this, either positive or negative?

Answer: We have had positive experiences for the most part working with another agency. We're looking to expand our capacity in that regard to help us meet growing demand.

31. Are you pleased with your eLearning developer and/or program as it stands now? Do you plan for any integration between the Sitecore web platform and your eLearning offerings? What platform is e-learning currently running on?

Answer: We are only able to answer this generally because Blackboard is managed by another division. In general, yes, we are happy with Blackboard. We have no specific plans to do this, but the possibility does exist .

32. Does this work coincide with any upcoming events? Or is it calendar driven?

Answer: The completion of our web operations overhaul is scheduled for completion by June 30, 2010. Additional work will be driven by the leadership using an existing formal web prioritization model.

33. What are your requirements and vision for multi-lingual?

Answer: We do not have specific requirements at this time, though providing content in Spanish, at least, is a longer-term possibility.

34. What documentation currently exists?

Answer: We have quite a bit of training and support materials for our web operations, as well as formal policies, procedures, and to a lesser extent, development documentation.

- Do you have any existing user research to share for all audiences...personas etc.?

Answer: We do, and will share that with any vendor(s) awarded business as a result of this RFP.

- What market research exists, including surveys, polls, etc?

Answer: We have extensive market research, usability studies, internal and external assessments, and some analytics data.

35. Please describe the organizational make-up of those who maintain the backend/technical aspects of the sites and those who create and manage content for the sites?

Answer: KCTCS has a central Web Services Department responsible for web operations across the System. That department is responsible for providing web infrastructure, including hardware, software, and organizational structures. That department currently maintains some content, but as the infrastructure expands, more and more content experts will assume responsibility for content. Web Services will provide training and support, but less and less content development service.

- What support do you currently have in house? Skill set?

Answer: We have a core team with significant skills in development, administration, content, design, project management, and architecture. We

have an extended team with additional skills in these areas. Funding for these extended team members is a year-by-year proposition.

- How much of your team is centralized vs. decentralized (e.g. by college)?

Answer: In addition to the central team, we have full-time Web Services managers at some colleges who are responsible for training, support, local leadership/System representation, and content standards.

36. Will the decision making process be centralized to a few core team members or will it be broad based, with a collection of representatives from each college/school?

Answer: Strategic and operational decisions are centralized, with input from all colleges and other KCTCS entities. Local tactical decisions are made by the colleges and other entities.

37. Are you satisfied with the current taxonomy supporting SharePoint?

Answer: We are not. That taxonomy has been modified very recently, but one of the key areas we require assistance with is developing a more sustainable and manageable taxonomy.

38. We've noticed a significant number of site artifacts, such as a 894k image that could be retrofitted to 20k; are these optimization tasks part of this RFP?

Answer: No. That's a matter of reinforcing training of users who are new to managing web content.

39. Is there a goal to build a common navigational structure across all colleges and schools?

Answer: Yes, with limited flexibility to account for local differences. We are implementing that now.

- If this is a goal, is it part of the scope of work considered within this RFP?

Answer: No. It will be completed as part of the current effort.

40. How much strategic latitude will we have to propose new ideas as they pertain to more than just technical strategy (online marketing, user experience etc)?

Answer: We expect and appreciate candor and constructive ideas. We will coordinate all strategic efforts through our current consulting vendor for the duration of their contract, but expect that proposals can come from any vendor.

41. Will there be a redesign coinciding with this project or is it strictly a technical implementation?

Answer: A redesign is part of the implementation at each of the colleges we're working through currently. All 16 colleges will have new graphic design by the completion of the Sitecore program.

42. Who are your core audiences?

Answer: Prospective students and their influencers. Current students. Employees. The general public. Legislators and thought leaders.

43. Do faculty typically span multiple colleges or schools that they teach at?

Answer: Not typically, but occasionally.

44. How solid is the current taxonomy and navigational structure for your SharePoint implementation?

Answer: It is evolving as we grow and learn.

45. What search technology do you plan to use for the site?

Answer: We're using MOSS Search Server for both our SharePoint and Sitecore properties.

- Are you looking for federated search across multiple systems (e.g. library catalog, PeopleSoft, web content, etc.)?

Answer: Not yet, but that's possible in the long term.

- Are you looking for faceted search to help users execute advanced searches and refine results?

Answer: Yes.

46. Have you developed a multisite infrastructure on Sitecore, or is it just used for the college system's main site?

Answer: We're using Sitecore on 10 sites currently. That number will be 14 by the middle of November and 17 by the middle of December. We expect to eventually have 20-25 sites.

47. Please list out the sites and respective colleges that will be subject to this project noting which ones are currently being deployed on Sitecore and which ones will be migrated to Sitecore as part of this project.

Answer: The web operations overhaul applies to ALL KCTCS colleges and other entities. ALL public entities will be migrated to Sitecore, while all internal content will be migrated to SharePoint.

48. What were the driving reasons for moving to the Sitecore platform?

Answer: Research and analysis uncovered a need for KCTCS to move to a unified WCM platform. Sitecore emerged from the RFP process as the best fit for KCTCS.

49. How are you looking to extend your Sitecore implementation (e.g. what additional features or functionality are you looking to have customized or built out?)

Answer: We have a long list of potential projects, including cost/aid calculators, catalog management, and much more.

50. Please describe the nature of SharePoint projects you'd like to execute with other KCTCS platforms?

Answer: We would like for SharePoint to serve as a gateway to other platforms where feasible. Sharing information with PeopleSoft, AD, Blackboard, Sitecore, Exchange, and other platforms would make more efficient use of our time and data. We don't have specific plans for this at the moment, but are thinking in the shorter term about an extranet using both Sitecore and SharePoint, and online business processes with sharing between SharePoint and PeopleSoft.

51. Who will be tasked for content migration?

Answer: Typically, the content owners themselves will be tasked for content migration.

Bidder must acknowledge receipt of this and any addenda either with proposal or by separate letter. Acknowledgment must be received in the KCTCS Purchasing Department not later than 4:00 p.m. local time **October 14, 2009**. If sent by separate letter, the following information must be placed in the lower left hand corner of the envelope:

Invitation No.: **RFP-0085**

Title: **Web Consulting Services**

Opening Date: **October 14, 2009**

Receipt Acknowledged _____
Firm

By: _____