



**Central Kitsap School District
Request for Proposal (RFP)
For
Web Hosting Services**

E-Rate Program Funding 7/01/2012 to 6/30/2013

CKSD is seeking 3-year contract with annual voluntary extensions after the 3-years for up to 5 years. The contract will be contingent upon the approval and release of funds by the Schools and Libraries Division as well as approval by the School Board.

1. DELIVERY OF PROPOSAL:

PROPOSALS ARE DUE February 10, 2012 and MUST BE MAILED/DELIVERED TO:

Central Kitsap School District DIS
9210 Silverdale Way NE
Silverdale, WA 98383

ENVELOPE MUST BE CLEARLY MARKED:

RFP FOR WEB SITE CONTENT MANAGEMENT SYSTEM
Bid Due: February 10, 2012
Attn: Janet Harris, Director of Information Services

2. SCORING RUBRICS:

The District will evaluate all properly submitted proposals for the following characteristics:

Price	30 points
Design and Navigation	15 points
Technical Standards	15 points
Feature Set	15 points
Technical Support and Training	15 points
Customer References	10 points

3. PROJECT OBJECTIVE:

Central Kitsap School District is seeking proposals to provide an outsourced web content management system for district, school and staff web pages.

The District wants to create a customer focused web site using intuitive navigation controls that makes it easy for visitors to locate information about Central Kitsap schools. The District wants to reinvent the web site with technology that takes advantage of current automation tools and strategies to meet the following objectives:

Unique Web Presence: School district web sites are informational in nature and should clearly describe the District. The site should portray a unique web presence that is attractive as well as functional. The Service Provider will be expected to work with key District staff to design a “look & feel” that can be applied to the web site and associated pages. Consistency throughout the web site is important to the District.

Friendly Site Navigation and Organization: The user interface should use current tools and techniques to intuitively guide the visitor to the information they seek. The site should include a clear navigation strategy consistent across all pages, including:

- The District’s Web Page Team will analyze the content and will provide hierarchical menu content divided into related functional areas.
- Each school/department will have a main page to be maintained by non-technical school District employees at each respective school/department. The Community Relations Department will have ultimate administrative control over all school/location main pages and the entire web site.

Automated Content Management: While the Community Relations Department will manage and administer the web site, the District desires the content of the web site to be managed dynamically by non-technical department staff in a simple user-friendly method from remote locations across the District. School/department staff will need to create, revise, update and delete site content without manipulating any HTML or scripting code. This includes formatted text, hyper-links, digital pictures, as well as providing downloadable documents in Word, Excel, PDF, and other formats.

For a streamlined solution and approach, The District is seeking a Service Provider that has considerable experience in web design. The District anticipates that experienced and qualified firms will be able to offer design templates and standardized solutions, and other efficiencies favorable to the District to keep costs at a minimum and allow the District to achieve all primary objectives within budget.

4. ABOUT OUR DISTRICT:

The Central Kitsap School District covers a 110 square-mile area in and around Silverdale, Washington. The District serves about 11,416 (as of June 2011) students in kindergarten through grade 12.

The District has:

- 2 high schools serving grades 10 to 12
- 1 secondary school serving grades 7 to 12
- 3 junior high schools serving grades 7 to 9 with three satellite programs
- 12 elementary schools
- 3 Alternative programs, an Online Academy and 1 home-school support program

The District employs approximately 1,600 certificated and classified staff.

5. NETWORK CONFIGURATION:

Service Provider shall host all server-related equipment on Service Provider’s premises/data center. Maintenance and repair of the hosting server(s), software and applications, and connectivity to the Internet shall be the sole responsibility of the Service Provider, including regular data backups and legally required web page archiving.

The Central Kitsap School District shall register and retain ownership and management of any applicable internet domain names used to access district, school and staff web sites.

Schools within Central Kitsap School District are connected via 1 Gbps fiber to the District head end at Central Kitsap High School, which aggregates internet traffic to the Washington State K-20 network (1 Mbps available).

SERVICE PROVIDER APPLICATION PACKET

In addition to the required documents, Service Providers are welcome to submit any additional promotional or informational materials that would be helpful in establishing the Service Provider's reputation and services provided.

6. SERVICE PROVIDER INFORMATION:

Service Provider Name: _____

Service Provider Mailing Address: _____

Service Provider Corporate Web Site Address: _____

Service Provider Telephone Number: _____

Service Provider SPIN Number: _____

Service Provider Demonstration Web Site Address: _____

7. SERVICE PROVIDER AGENT INFORMATION:

The following person is authorized to enter into contracts and provide pricing on behalf of the Service Provider

Agent Name: _____

Agent Title: _____

Agent Telephone Number: _____

Agent E-mail Address: _____

8. TECHNICAL RESPONSE FORM:

Site Design/Navigation:

For each question, please check the appropriate Yes or No box. Feel free to add any additional information in the Comments box.

#	Yes	No	Question
1.	☐	☐	Do the site templates comply with ADA/W3C Web Content standards? What tools are used to verify compliance?
Comments:			
2.	☐	☐	Will basic web templates (without photos) load via 56k modem in less than 3 seconds?
Comments:			
3.	☐	☐	Are there navigational aids, such as breadcrumbs, that indicate to the user which area of the web site they are viewing and allow the user to quickly navigate up to parent pages?
Comments:			
4.	☐	☐	Do pages have a "Printer Friendly" option generated automatically from page content?
Comments:			
5.	☐	☐	Do web pages have a "Send To A Friend" option that allows a link to be quickly e-mailed to another viewer?
Comments:			
6.	☐	☐	Are navigational buttons with drop-down menus available?
Comments:			
7.	☐	☐	Do you have menus that automatically change based on site structure changes and permissions?
Comments:			
8.	☐	☐	Are styles replicable and available for use on other Central Kitsap School District web application servers for but not limited to the following:
	☐	☐	• Rainshadow applicant tracking system
	☐	☐	• Moodle course management system
	☐	☐	• MS SharePoint
	☐	☐	• Touchbase
	☐	☐	• e-Link
Comments:			
9.	☐	☐	Are changes to basic web site content handled through standard web browser (specifically Internet Explorer 9.x, Firefox, Google Chrome and Safari) without any additional software?
Comments:			
10.	☐	☐	Are file attachments uploaded and linked to web pages through web browser interface without any additional tools or processes?

Comments:		
11.	☐	☐ Do you provide a library of icons, buttons and graphics (non-photo) with a consistent look and feel? (i.e., may include icons of a telephone, computer, letter/e-mail, printer.)
Comments:		
12.	☐	☐ Through the site builder interface, are “hover” graphics available to indicate the currently selected button or feature?
Comments:		
13.	☐	☐ Are “user-friendly” URLs available to direct patrons to content, i.e. http://www.cksd.wednet.edu/students/ or http://www.cksd.wednet.edu/levy/ ?
Comments:		
14.	☐	☐ Users should have individual logins for content management; can permissions be established to give a user editing access to one or more areas of the web site?
Comments:		
15.	☐	☐ Does the system have the capability to create an “intranet” where content is available only to staff members/students? (Please describe in detail.)
Comments:		

Feature Set:

For each question, please check the appropriate box:

- **Base Price** = included in base price as quoted
- **Additional Fee** = additional fee for this feature ~ please indicate in comments section
- **Not Available** = feature not available

Please feel free to detail each feature set in the Comments section.

#	Base Price	Add'l Fee	Not Avail	Question
1.	☐	☐	☐	Site Search (full-text searchable, results returned with relevance ranking) and Site Map
Comments:				
2.	☐	☐	☐	E-mail subscription service whereby patrons sign up for notification of content change in various areas of the web site; web site managers have option of sending an alert to patrons when web content is updated.
Comments:				
3.	☐	☐	☐	Survey tool for conducting anonymous and named surveys; ability to schedule start/stop times; results returned in graphical, text and export (CSV/TEXT formats).
Comments:				

4.	☐	☐	☐	Hit counter/statistics tool for analyzing trends of web site visits by section; optional ability to use cookies or similar device to monitor navigation through various pages.
Comments:				
5.	☐	☐	☐	Blog engine for teachers to make easy updates to web pages in blog format, including ability to generate RSS feeds from blogged content.
Comments:				
6.	☐	☐	☐	Social Network sites are tied into common social media sites, i.e., Twitter, Facebook?
Comments:				
7.	☐	☐	☐	Podcasting/media streaming for audio/ video/ Flash files, including management tool for maintaining a library of podcasts and/ or media streams.
Comments:				
8.	☐	☐	☐	Calendaring system for use throughout all facets of the web site; ability for registered user to aggregate calendars of their choosing with real-time integration into MS Outlook (i.e. district calendar).
Comments:				
9.	☐	☐	☐	Date/Time-driven content management for news stories, press releases; content displays at a pre-set time and expires at another pre-set time.
Comments:				
10.	☐	☐	☐	Photo gallery to maintain collection of photos, including ability to randomly display selected photos throughout web site.
Comments:				
11.	☐	☐	☐	Interactive data-collection forms users can complete online with data saved into online database; management tool for end-user to download data in a CSV or Text format.
Comments:				
12.	☐	☐	☐	Online payment system to record and process payment for items such as fines and fees, lunch credits, registration fees, etc. (Please attach any supporting documentation such as per-transaction fee structure)
Comments:				
13.	☐	☐	☐	Newsletter template that draws content from existing web pages and formats in a headline/first sentence/"read more..." format.
Comments:				
14.	☐	☐	☐	Listserv is available for public to subscribe to various newsletters.
Comments:				

15.	☐	☐	☐	Mapping feature to dynamically generate maps of geographical locations and driving directions to various sites, such as with Google Maps or Microsoft Live Local.
Comments:				
16.	☐	☐	☐	RSS feeds both (a) the publication of this web site content in an RSS format for viewers to integrate with third-party tools, and (b) ability to define and integrate external RSS feeds into a content “block” within a page.
Comments:				
17.	☐	☐	☐	Archive feature that meets legal requirements for web archiving.
Comments:				

Technical Standards:

For each question, please check the appropriate box or indicate response in the comments section:

- **Base Price** = included in base price as quoted
- **Additional Fee** = additional fee for this feature (include cost in comments section)
- **Not Available** = feature not available

Please feel free to detail each feature set in the Comments section.

#	Base Price	Add'l Fee	Not Avail	Question
1.	☐	☐	☐	Is server hardware hosted in an industry-standard data center? (Please describe below, including all physical locations and redundancy)
Comments:				
2.	☐	☐	☐	Will the site be hosted across multiple servers? If so, are all services redundant across those servers? (Please describe)
Comments:				
3.	☐	☐	☐	Does your data center/internet provider have a direct peering relationship with the Washington State K-20 network? (Please describe the route to get from the hosted site to our current CKSD web site.)
Comments:				
4.	☐	☐	☐	Do you have sufficient network bandwidth to support customers during peak traffic times? (Please describe current network speeds and architecture, total number of hits per day, and any other relevant statistics.)
Comments:				
5.	Comment Only			What are service parameters for network speed/latency, and an agreed upon 3 rd party reference point?
Comments:				
6.	☐	☐	☐	Do you have an automated process whereby a staff listing with employee name, school/department, telephone number, e-mail address, voicemail box

				number, and other pertinent information can be uploaded/ refreshed nightly? (Please describe the process and protocols below)
Comments:				
7.	☐	☐	☐	Do you provide a real-time access to multiple LDAPs to authenticate users viewing web content?
Comments:				
8.	☐	☐	☐	Are migration utilities available to export the web site content to a standard format that can be used with another web site? (Please describe.)
Comments:				

Service Level Agreement and Training:

For each question, please check the appropriate box or indicate response in the comments section:

- **Base Price** = included in base price as quoted
- **Additional Fee** = additional fee for this feature (include cost in comments section)
- **Not Available** = feature not available

Please feel free to detail each feature set in the Comments section.

#	Base Price	Add'l Fee	Not Avail	Question
1.	☐	☐	☐	Are Normal customer service hours staffed at least 6:00am – 5:00pm Pacific Standard Time?
Comments:				
2.	☐	☐	☐	Is there 24/7 online help available that is embedded into the CKSD website?
Comments:				
3.	Comment Only			What is the committed response time to normal customer inquiries?
Comments:				
4.	Comment Only			What is the process for reporting after-hours outages/emergencies?
Comments:				
5.	Comment Only			What are the committed response time, escalation and update procedures for after-hours emergencies?
Comments:				
6.	Comment Only			What do service outage credits look like?
Comments:				
7.	Comment Only			What is the procedure for SLA review if terms are not being met?

Comments:			
8.	Comment Only	What are the provisions for contract termination if SLA terms are not consistently met?	
Comments:			
9.	Comment Only	Service Provider is encouraged to provide recent metrics of service level performance.	
Comments:			
10.	☐	☐	Is there on-site training for staff who will be responsible for editing web pages?
Comments:			
11.	☐	☐	Are there on-demand online training videos available for editing web pages?
Comments:			
10.	☐	☐	Is there documentation in the form of resource materials and/or online materials provided?
Comments:			

9. PRICING:

Pricing should NOT include tax or any E-rate discounts but final contract will need to include Washington State Sales Tax.

Eligibility of services for E-Rate program is determined from the SLD Eligible Services List

Variable Pricing Factors:

Please indicate if your pricing proposal is contingent on any of the following factors:

Variable	No	Yes	If Yes, Describe Fee Structure
By Student FTE	☐	☐	
By Staff FTE	☐	☐	
By Number of Sites	☐	☐	
By Network Bandwidth	☐	☐	
By Number of Pages	☐	☐	
By Disk/Storage Usage	☐	☐	

To develop a price quote below, please use the following information:

- 11,500 district student FTE
- 1,600 staff
- 1 district web site

- 12 department web sites
- 2 high schools serving grades 10 to 12
- 1 secondary school serving grades 7 to 12
- 3 junior high schools serving grades seven to nine with three satellite programs
- 12 elementary schools
- 3 Alternative programs, an Online Academy, 1 home-school support program and Summer School

Pricing Model:

Feature	Installation	Year 1 Service	Year 2 Service	Add'l Year of Service
Service Set-Up/Implementation				
Web site creation / customization / template design (not eligible for E-rate reimbursement)				
Cost for district web site				
Cost for school and department sites				
ADDITIONAL MODULES (list):				
COST FOR ADDITIONAL TEMPLATES				
COST FOR STAFF INTRANET				
FUTURE COSTS FOR CUSTOMIZATIONS				

10. CUSTOMER REFERENCES:

Please provide references of at least three (3) school district customers of similar size and scope, with at least one (1) of those districts being in the State of Washington.

REFERENCE #1

School/District Name:	
City/State:	
Web Site Address:	
Contact Name:	
Contact Phone:	
Contact E-Mail:	
Date of Installation:	

REFERENCE #2

School/District Name:	
City/State:	
Web Site Address:	
Contact Name:	
Contact Phone:	
Contact E-Mail:	
Date of Installation:	

REFERENCE #3

School/District Name:	
City/State:	
Web Site Address:	
Contact Name:	
Contact Phone:	
Contact E-Mail:	
Date of Installation:	

ADDITIONAL REFERENCE

School/District Name:	
City/State:	
Web Site Address:	
Contact Name:	
Contact Phone:	
Contact E-Mail:	
Date of Installation:	