



Website Design, Development RFP

Issued: October 30, 2009

Response Deadline: November 30, 2008 at 2 p.m. EST

Email Questions to Karen Heath at

karen.heath@berrienresa.org

INVITATION TO BID

If you are a talented Michigan-based website development firm, we are interested in learning about your capabilities, your customers, and your design and development practices. We are especially interested in your capabilities related to designing websites for the education sector. Tell us who you are and show us what you are capable of creating!

ABOUT OUR ORGANIZATION

Berrien Regional Education Service Agency's (Berrien RESA) mission is to provide programs and services to our constituent school districts which enhance learning opportunities for all students.

We are an education service agency serving 29,000 students in Berrien County, Michigan. The schools we serve include 16 public school districts, 30 parochial schools, and four public school academies.

PROJECT SUMMARY

Berrien RESA of Berrien Springs, Michigan desires a partnership to design and develop the District's website. This will be a concept to completion production.

The existing Berrien RESA website was originally designed and produced in 2004 using Adobe Go Live and is currently updated in-house using Dreamweaver software.

Berrien RESA currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of Berrien RESA and incorporate the latest web technology. Upon completion of the development of the site, Berrien RESA will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of Berrien RESA.

PROPOSAL REQUIREMENTS

All responses to this RFP must be submitted in a sealed envelope labeled **"Communication Office: Berrien RESA Website Redesign"** and **"2:00 P.M., November 30, 2009"**. This RFP is not an offer to enter into a contract, but rather a solicitation for Bids. All Bids received by the District will be publicly opened and read at the Central Office, 711 St. Joseph Ave Berrien Springs, MI, 49103 at 2:00 P.M., November 30, 2009. No oral, telephonic, e-mail or facsimile Bids will be considered. No Bids will be considered after 2:00 p.m., November 30, 2009.

SPECIFICATIONS

- **Timeline** –The project must be completed in its entirety by July 1, 2010. Timelines are strict and must be adhered to in order for the project to be successful. Please describe how your organization will be able to meet our deadlines.
- **Project Management** – How will you work with Berrien Regional Education Service Agency to insure that the project is successful?

- **Relevant Portfolio** – Please provide at least 5 pertinent projects, brief description of each project and client contact information. Describe your experience in producing sites for non-profit and /or community-focused projects.
- **Project Approach** – Please describe how the project will progress, what will be involved. Briefly describe your firm’s project management process. Briefly describe your firm’s organizational capacity to produce our website. What type of team will be assigned to this project? What will each person’s role be? Please provide a brief background summary for each key staff member assigned to this project. If the execution of the work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified and the work they will perform must be defined. Please discuss your testing and support plan. Please explain your service level agreement structure. The timeframe for completion of the project will be evaluated. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested. Please describe how you intend to communicate with Berrien RESA to gather information required to complete the project.
- **Pricing** - List all costs associated with the project for initial as well as subsequent years, as it relates to design, implementation, initial training, ongoing training, consultant expenses, maintenance, etc. All hourly rates and fees, charges, costs and anticipated reimbursable costs must be clearly stated.

-Are there additional optional features for future consideration?
- **Required Deliverables**-Please describe your ability to meet required deliverables (see below).

COMPLETE PROJECT DESCRIPTION

Create a flexible, informative website that is easy to maintain. Bidder must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, staff must be able to update site information using CMS. Berrien RESA would also like to include a password protected interface allowing employees to access secured pages, providing them with organizational resources relative to their jobs.

Berrien RESA will maintain ultimate editorial control of content, without burdening the District’s departmental staff or significantly delaying the publishing of new information on the site. Administration of the web content will be based on role to control access and work flow (i.e. author, reviewer/editor, and publisher).

To be effective, our website must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Easy to update

OUR VISION

- Maximize web-based technologies
- Enhance constituent relationships
- Improve program delivery and service
- Provide focused web-solutions
- Increase program/service awareness

SPECIFIC STRATEGIES

- Increase awareness of Berrien RESA's services and programs
- Strengthen relationships with community partners, program participants and staff
- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver consistent image

REQUIRED DELIVERABLES

- Utilize a content management system that will permit non-technical District staff to instantly update website content on specific pages. The CMS will allow access at multiple levels for viewing/editing/publishing and routing which allows for more than one level of scrutiny and approval.
- Provide training to staff on how to use CMS.
- Provide for easy creation of new content pages and provide a system for archiving outdated content (document management system).
- Convert substantial amounts of existing content to new website.
- The site must be visually appealing and have an attractive mix of text and graphics.
- Common theme to complement an already existing Berrien County Career & Technical Education website (www.berriencte.org).
- Consistent design-The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to navigate-Information should be grouped and presented in a logical manner and require the least number of levels of "drill down" for the user to find the desired information.
- Employ Google Analytics or similar tracking software.

- Site must be able to interface with Applitrack (job posting software). Site must also link to existing resources.
- The possibility of e-commerce (online payment options) technologies to be discussed. Options are to be secured and accessible 24 hours a day.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Site must be compatible with all current browsers (i.e. Internet Explorer, Firefox, Safari, etc.)
- Site must offer a password protected staff login area. This internal site should look similar to the public site, however will offer information specific to employees.
- Site should allow for media hosting (video, audio, etc.) and delivery.
- Site will easily incorporate newest Internet technologies/interactive content (gadgets, html embedding)
- Site should be accessible by mobile devices.
- Site should provide users with update notifications via RSS or other means. Ability to broadcast e-alerts to users by role.
- Selected firm to provide a bank of images to be used to keep site looking dynamic but also complement the site's theme.
- Berrien RESA should have the ability to "tweak" design if necessary (have access to templates if they need to be modified).
- Ability to build a library of shared files (Word, Excel, Adobe, etc.)
- Ability to build sectional hierarchies as desired.
- Allow for online event registration.
- Meet ADA Priority 1 requirements (www.w3.org/WAI). (Bidder to address specifically how site will be made accessible.)
- Allow for interactivity. Include e-mail response, surveys, feedback, forms, online payment confirmation, and access to calendars.
- Form printing-Website must have links or embedded plug-ins such as Java or Adobe for opening and viewing these documents.
- The site must provide for high-speed upload/download response time for both low and high speed computers.

SERVICES REQUIRED AFTER SELECTION

1. The selected firm's representative(s) may be required to attend a public meeting(s) during the approval process and presentations of any prepared website information during the development process.
2. The selected firm's representatives will be required to meet regularly with Berrien RESA to discuss the project and provide progress reports as needed.
3. In conjunction with the performance under the approved contract, the contractor may be required to attend additional progress meetings. In the event the contractor is not in conformance with the contract, these meetings will be provided at no additional cost to Berrien RESA.
4. A testing period will be established with the selected firm prior to the official "go live" date of July 1, 2010.

CONTRACT TERMS

All contracts are subject to review by Berrien RESA's legal counsel. Contracts are contingent upon USF E-Rate reimbursement approval for web hosting.

General Conditions

1. Any cost for developing proposal documents is the responsibility of the Contractor and shall not be chargeable in any manner to Berrien RESA.
2. The Berrien Regional Education Service Agency reserves the right to reject all bids, to waive any omissions, irregularities, or clerical errors not affecting substantial compliance with the bid specifications. The District is not bound to accept the lowest bid. Award of bid will be made in the best interest of the District.
3. Berrien RESA reserves the right to modify conditions and specifications, by mutual agreement with the selected Contractor, both at the time of the acceptance of the bid and subsequent thereto.
4. The successful bidder shall comply with all applicable Federal and State laws, regulations, ordinances, and codes which are in effect during the contract period and which place obligations on bidder with respect to its performance under the agreement.
5. Bid prices quoted shall remain in effect for a period of not less than 90 days from the bid due date.
6. Berrien RESA is exempt from applicable Federal and State taxes, Michigan and Federal Tax-Exempt # 38-1714920.

Submission Deadline and Contact Information

Proposals are due by 2:00 p.m. EST November 30, 2009. Please send all questions to Karen Heath at karen.heath@berrienresa.org.