

**OKLAHOMA STATE UNIVERSITY
PURCHASING DEPARTMENT
FOR OSU AND THE OKLAHOMA
A&M INSTITUTIONS
STILLWATER, OKLAHOMA 74078**

**INVITATION TO BID
THIS IS NOT
AN ORDER**

Competitive Bid No: W027834-LKJ **No Bid Received After:** September 8, 2010 at 3:00PM

Buyer: Leigh James, C.P.M., CPO

DAYS REQUIRED FOR DELIVERY: _____ **TERMS:** _____ **RETURN SEALED BIDS TO:** _____

**PURCHASING DEPARTMENT
OKLAHOMA STATE UNIVERSITY
1224 N. BOOMER ROAD
STILLWATER, OKLAHOMA 74078**

F.O.B. Oklahoma State University - Stillwater, OK

BIDDER AGREES TO COMPLY WITH ALL TERMS AND CONDITIONS.

ITEM NO.	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
		***** REQUEST FOR PROPOSAL *****		
		Provide Website Design for the Oklahoma State University per attached terms and conditions (2 pages), general conditions (1 page), specifications (7 pages) and continuation sheets (2 pages).		
		All inquiries during the bid and bid evaluation process must be directed to Leigh James with the OSU Purchasing Department by phone at 405-744-5984, fax at 405-744-5187 or e-mail leigh.james@okstate.edu . Contact with the end user during the bid and evaluation process may disqualify bid.		
		PLEASE MARK OUTER ENVELOPE: _____ SEALED BID: _____ W027834-LKJ September 8, 2010 at 3:00PM		

THIS BID INVALID IF NOT SIGNED

AFFIDAVIT:

STATE OF _____ COUNTY OF _____ of lawful age, being first duly sworn, on oath says that:

1. (s)he is the duly authorized agent of _____, the bidder and/or contractor submitting the competitive bid and/or procuring the contract which is attached to this statement, for the purpose of certifying the facts pertaining to the existence of collusion among bidders and between bidders and state officials or employees, as well as, facts pertaining to the giving or offering of things of value to government personnel in return for special consideration in the letting of any contract pursuant to the bid to which this statement is attached: 2. (s)he is fully aware of the facts and circumstances surrounding the making of the bid and/or the procurement of the contract to a. to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding, b. to any collusion with any state official or employee as to quantity, quality or price in the prospective contract, or as to any other terms of such prospective contract, nor c. in any discussions between bidders and any state official concerning exchange of money or other thing of value for special consideration in the letting of a contract, d. to paying, giving or donating or agreeing to pay, give or donate to any officer or employee of the State of Oklahoma, any money or other thing of value, either directly or indirectly, in procuring the contract to which his statement is attached.

COMPANY _____ **DATE** _____

BIDDER

SIGNED BY _____ **PLEASE PRINT NAME** _____

Name & Title

ADDRESS _____ **VENDOR FEI OR SS Number:** _____

CITY, STATE & ZIP _____

PHONE _____ **FAX** _____ **EMAIL** _____

This is submitted as a legal offer and acceptance by the Oklahoma State University Purchasing Department constitutes a binding contract.

BIDS MUST BE RETURNED ON THIS FORM AND/OR ATTACHED PAGES. RE-COPIED LISTS WILL NOT BE ACCEPTED.

Revised 12/09/09

IMPORTANT

**BOARD OF REGENTS
FOR OSU AND THE
OKLAHOMA A&M COLLEGES**

**TERMS
AND
CONDITIONS**

1. Sealed bids will be opened by the Oklahoma State University Purchasing Department at the office of the Director of Purchasing or designee, 1224 N. Boomer Rd., Stillwater, Oklahoma, at the time and date shown on this bid. Bids received after the time shown will not be considered.
2. Bids are to be submitted in a sealed envelope containing only one bid. Envelopes are to be clearly marked with bidder name and address in the upper left corner and with **COMPETITIVE BID NUMBER AND CLOSING DATE AND TIME** in the lower left hand corner. The Purchasing Department reserves the right to reject any or all bids or parts of bids.
3. This contract may be bid and awarded on an **ALL OR NONE** basis, by individual line item or groups of items, whichever is in the best interest of the University.
4. The bid shall be submitted on this approved form. Alternate forms will not be accepted. Quotations must be typewritten or written in ink, and corrections must be initialed. Penciled bids will not be accepted. Any bid award and subsequent payment will be made on the basis of bidder's name as shown on the Invitation to Bid.
5. Bidders shall submit only **ONE** bid per item and guarantee unit price to be correct.
6. Firm prices shall be bid **F.O.B.** requesting agency and include packaging, handling, shipping, and delivery charges fully prepaid by the vendor.
7. The vendor shall deliver merchandise as bid. **NO** deviations shall be made.
8. No interpretation of the meaning of the plans, specifications or other contract documents will be considered valid unless such request for interpretation is addressed to the Office of the Director of Purchasing and is received at least five (5) days prior to bid due date fixed for the opening of bids. Any and all such interpretations and supplemental instructions will be in the form of written addenda to the specifications and will be mailed to all prospective bidders if the competitive nature of the bidding is affected.
9. **MANUFACTURERS' NAMES AND APPROVED EQUIVALENTS:** Any manufacturers' name, trade names, brand names, information and/or catalog numbers listed in a specification are for information and not intended to limit competition. The bidder may offer any brand for which he is an authorized representative, which meets or exceeds the specification for any item(s). If bids are based on equivalent products, indicate on the bid form the manufacturer's name and product number. Bidder shall submit with this proposal, sketches, and descriptive literature, and/or complete specifications. Reference to literature submitted with a previous bid will not satisfy this provision. The bidder shall also explain in detail the reason(s) why the proposed equivalent will meet the specifications and not be considered an exception thereto. Bids which do not comply with these requirements are subject to rejection. Bids lacking any written indication of intent to quote an alternate brand will be received and considered in complete compliance with the specifications as listed on the bid form.
10. All bids submitted are subject to Oklahoma State University Purchasing Department and/or Board of Regents Purchasing Policies and Procedures and these General or any Special Conditions and specification listed herein-all of which are made a part of this bid invitation by reference.
11. This bid is submitted as a legal offer and any bid when accepted by the Oklahoma State University Purchasing Department constitutes a firm contract.
12. This form must be made out in the corporate name of the bidder and must be fully and properly executed by an authorized person and signed in ink with full knowledge and acceptance of all its provisions.
13. Oklahoma laws require each bidder submitting a competitive bid to an agency of the State of Oklahoma for goods or services to furnish a signed statement of non-collusion, therefore, this bid is invalid if not signed.

**BOARD OF REGENTS
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14. Cash and other discounts may be considered and evaluated in the bid award. However, cash discounts may be considered only if for a period of twenty (20) days or more.
15. All bids must be submitted exclusive of Federal Excise Tax and Oklahoma State Tax. In all cases where a federal tax exemption is required, please make such notation on your bid and an Exemption Certificate will be furnished to the vendor with the Purchase Order.
16. If bidding "all or none", either by groups of line items or by total of line items this must be clearly stated on the Invitation to Bid response.
17. REQUIRED DELIVERY DATE: In the event a required delivery date is specified on this bid the successful bidder will be expected to meet this date. Failure to meet the required delivery date during the performance of the resulting contract could be cause for termination.
18. If not submitting a quotation on this Invitation to Bid, please return noted "No Bid". Any bidder who fails to return the third (3rd) consecutive Invitation to Bid may be removed from the bid list at the discretion of the Oklahoma State University Purchasing Office.
19. Bidder acknowledges and approves the Terms and Conditions contained herein and attached hereto and by submission of this bid agrees these Terms and Conditions shall supersede any Terms and Conditions offered by the bidder.
20. In entering into any contract resulting from this bid the bidder agrees to comply with Equal Employment Opportunity requirements as stipulated in Executive Order 11246 and Executive Order 11375 and all subsequent amendments thereto and superseding orders.
21. Bids may be rejected unless the above procedures are followed. The University reserves the right to reject any and all bids if it is in the best interest of the University to do so.
22. If services include the use or disclosure of Patient Health Information (PHI) then a HIPAA Business Associates Agreement will be required prior to the beginning of services.
23. If this purchase involves information technology products or services, they must be in compliance with the accessibility to information technology standard of Section 508 of the Workforce Investment Act of 1998.

TYPE OF BUSINESS: PLEASE CHECK ALL THAT APPLY.

Large Business _____

Small Business _____

- | | |
|--|-------|
| 1. Small Disadvantaged-Owned | _____ |
| 2. HUBZone Business | _____ |
| 3. Women-Owned | _____ |
| 4. Veteran-Owned | _____ |
| 5. Service Disabled Veteran-Owned | _____ |
| 6. Sheltered Workshop | _____ |
| 7. Historically Black Colleges & Universities | _____ |
| 8. Registered in Central Contractor Registration | _____ |

_____ Yes/ _____ No

REQUEST FOR PROPOSAL

**Website and Graphic Design Services for the
Oklahoma Water Resources Research Institute (OWRRI)
Oklahoma State University
Stillwater, Oklahoma**

RFP #W027834-LKJ

**Due Date: September 8, 2010
3:00pm Central Daylight Time**

1.0 INTRODUCTION

- 1.1 The Oklahoma Water Resources Research Institute at Oklahoma State University seeks a company to provide web and graphic design services for the redesign of an existing website. The scope of the work includes two components, described herein. The successful bidder will address both components in their bid package.

2.0 TERMINOLOGY

- 2.1 To aid in understanding this RFP, the following definitions will apply to terminology, acronyms, or abbreviations used throughout this document.
- 2.1.1. *OSU* – Oklahoma State University
 - 2.1.2. *University* – Oklahoma State University
 - 2.1.3. *OWRRI* – Oklahoma Water Resources Research Institute
 - 2.1.4. *Department* – Oklahoma Water Resources Research Institute
 - 2.1.5. *Request for Proposal (RFP)* – Competitive negotiation process. It is not to be confused with an Invitation to Bid (ITB), in which goods or services are precisely specified and price is substantially the only competitive factor. This RFP provides the University the flexibility to negotiate in order to arrive at a mutually agreeable relationship.
Price will be considered, but will not be the only factor of evaluation.
 - 2.1.6. *Proposal* – The entirety of the vendor's response to each point of this RFP, including any and all supplemental offers or information not explicitly requested within the RFP.
 - 2.1.7. *Successful Bidder* – Any vendor selected by the University to receive a notice of award as a result of this RFP and to enter into a contract to provide the University with the products or services sought by this RFP.
 - 2.1.8. *Owner* – Oklahoma State University
 - 2.1.9. *Bidder* – Same as vendor.
 - 2.1.10. *Supplier* – Same as vendor

3.0 TERM OF CONTRACT

- 3.1 The term of the contract resulting from the RFP will be for one year starting from bid award with the option to renew annually for five (5) additional one-year periods.

4.0 TERMINATION

- 4.1 Either party may terminate this contract for convenience, with a minimum thirty (30) day written notice to be given.

5.0 ASSUMPTIONS

- 5.1 Oklahoma State University makes the following assumptions about this RFP and the evaluation of proposals received:
 - 5.1.1 Quoted price must be valid for a minimum of 60 days
 - 5.1.2 OSU will be the sole judge as to the appropriateness, value, and completeness of any and all proposals submitted in response to this RFP. All documents become the property of Oklahoma State University.
 - 5.1.3 The University reserves the right to award the proposal which, in the opinion of OSU, represents the best value to the University.

6.0 RFP INSTRUCTIONS

- 6.1 Direct all inquiries regarding these specifications, in writing to:
 - 6.1.1 Leigh James, C.P.M, CPO
Assistant Director of Purchasing
Purchasing Department
1224 North Boomer Road
Stillwater, OK 74078
(405) 744.5984 (phone)
(405) 744.5187 (fax)
leigh_james@okstate.edu
 - 6.1.2 Any attempt to contact any department other than OSU Purchasing Department during the solicitation and evaluation process may result in the disqualification of your bid.
 - 6.1.3 Bidder should address in writing all items in sections 13 and 14 of the RFP, numbered and in order. Responses that say only "See Attached" may not be acceptable. Describe how your organization will meet the University's needs as specified.
 - 6.1.4 All questions regarding this RFP are to be submitted in writing per section 6.1.1, no later than **September 1, 2010**.

7.0 GENERAL CONDITIONS

- 7.1 Proposals for the work called for in these specifications are to be delivered to Leigh James per section 6.1.1.
- 7.2 The owner does not obligate himself to award the contract to the low bidder, but reserves the right to make the award in the best interest of the owner and may make such investigation, as he deems necessary to determine the ability of the bidder to perform the work.
- 7.3 The owner reserves the right to reject any bid if the evidence submitted by our investigation of such bidder fails to satisfactorily convince the owner that such bidder is properly qualified by experience to carry out the obligations of the contract and to satisfactorily complete this work according to the specifications.
- 7.4 The owner reserves the right to waive any informality and to reject any and all bids.
- 7.5 The University reserves the right to award the proposal that, in the opinion of the University, represents the best value.
- 7.6 The University reserves the rights to observe the work being performed and to terminate the purchase order if, in the department's judgment, satisfactory progress is not being made.

8.0 INSURANCE

- 8.1 The successful bidder will be required to maintain such insurance as will protect him as well as the owner from its contingent liability from claims for damage as public liability from operations under this contract, whether such operations are by himself or any subcontractor or anyone directly or indirectly employed by them. Certificates of such insurance shall be filed with the owner before a purchase order can be issued, and shall be subject to the owner's approval for adequacy of protection. An Independent Contractor and Hold Harmless Declaration may be executed in lieu of a certificate of insurance.

9.0 HOW TO SUBMIT A PROPOSAL

- 9.1 Providers should address all requested items in response to this proposal, numbered and in the order as presented within this RFP.
- 9.2 Provider shall submit their proposals with written responses to the OSU Purchasing Department in accordance with the Instructions to Bidders no later than the bid due date and time.
- 9.3 Provider should submit one original, one copy, and two CDs of all proposal documents

10.0 RFP EVALUATION CRITERIA

- 10.1 The University at its sole discretion shall determine whether particular providers have the basic qualifications to provide the required products and/or services. Among the factors to be considered by the University in determining whether a provider possesses these qualifications include, but are not limited to, the following:
 - 10.1.1 Cost/Pricing of products and services to be provided.
 - 10.1.2 Ability of supplier to meet the requirements specified in this RFP.
 - 10.1.3 References, per section 13.2.2.7 of this RFP.

11.0 PRE-AWARD PRESENTATION

- 11.1 As part of the evaluation process, the University may require presentations from the highest ranked respondents. During these presentations, providers may be asked to provide additional data including equipment and product demonstration.
- 11.2 If the University requires such a presentation, the OSU Purchasing Department will schedule the time and place of such an event. Each firm should be prepared to discuss and substantiate any of the areas of the proposal.

12.0 OBJECTIVE

- 12.1 Oklahoma State University (OSU) and Oklahoma Water Resources Research Institute (OWRRI) are seeking bids for re-design of an existing website and, in conjunction, the creation of a marketing identity package. The home page of the website to be revised is <http://environ.okstate.edu/OWRRI> and includes related pages. The marketing identity package should include, at a minimum, business cards, letterhead, newsletter template, and template for a professionally-printed annual report

13.0 PROPOSALS MUST INCLUDE

- 13.1 *Identified areas of focus* – address your proposed revisions to the website in each of the following areas of focus:
 - 13.1.1 Structure (e.g. menu trees, page and content organization)
 - 13.1.2 Usability analysis (e.g. ways to maximize site usage by visitors)
 - 13.1.3 Marketing (e.g. methods to increase online exposure of both the organization and website, especially those anticipated to be integrated into site design – search engine optimization, image and content tags, social media feeds, etc.)
- 13.2 *Qualifications*
 - 13.2.1 Include a list and brief summary of qualifications for the following company personnel:
 - 13.2.1.1 Required personnel- web developer

- back-up to web developer
- graphic designer
- 13.2.1.2 Desired personnel - marketing specialist
- copywriter
- professional photographer

13.2.2 Evidence of Qualifications

- 13.2.2.1 Mock-up of new landing page for website, including explanation of how proposed design will encourage visitors to enter site
- 13.2.2.2 Draft timeline of work, to complete website revisions and marketing identity kit on or before December 31, 2010.
- 13.2.2.3 Example of communication tools/processes utilized for projects (e.g. work order request process or system, provisions for sharing large files, etc.)
- 13.2.2.4 Provide at least one example of "technical" or "scientific" design, to demonstrate design proficiency for the scientific community utilizing our website.
- 13.2.2.5 At least one example of "public outreach" design, to demonstrate design proficiency for the general public users of our website.
- 13.2.2.6 Identify tools and/or process that will be used to ensure website is free of typographical and/or grammatical errors
- 13.2.2.7 At least three references, including contact information and website address of each, of previous or current customers for whom work of a similar scale or nature was or is being performed

13.3 *Website Content Management Information*

- 13.3.1 Define content components to be utilized in site redesign (e.g. text editor, CSS style sheet, HTML)
- 13.3.2 Identify personnel to provide ongoing support for each component listed in 13.3.1 (e.g. OWRRI, graphic designer, web developer, etc.), once website revisions are complete
- 13.3.3 Illustrate anticipated communication process and timeline for site components that cannot be managed by OWRRI once website revisions are complete

14.0 **FUNCTIONAL REQUIREMENTS AND PREFERENCES**

The scope of work shall include, but is not limited to, the following:

14.1 *Functional Requirements and Preferences for Website*

- 14.1.1 Online form allowing users to subscribe or unsubscribe to a variety of online and print publications. Form will be directly integrated with OWRRI's Microsoft Access database of subscribers.

- 14.1.2 Navigation menu, preferably horizontal and in same position on every webpage, based on revised site layout. Said navigation menu should be optimized to best serve researchers, government and agency personnel, and members of the public as they utilize the site.
 - 14.1.3 Web pages dedicated to an annual conference for 500-1000 attendees. Pages will provide event information before and after the actual conference, and event registration. Event registration must collect specific attendee information, integrate with OSU's "Marketplace" system to securely process credit card payments via University channels, then provide said registration and payment details to OWRRI's Microsoft Access database. Page must also support application form for speakers and other presenters, including the ability to upload photos, Adobe files, and various Microsoft Office files.
 - 14.1.4 Content links to external websites should open in a new window, preferably pop-up style, so the page of initiation is still visible.
 - 14.1.5 Calendar of events, with monthly, annual, and category (e.g. Water Plan events only, Conference deadlines only, etc.) views, to be populated and edited by OWRRI staff. Strongly prefer integration with Microsoft Outlook so visitors may easily add events to their calendars.
 - 14.1.6 Search bar offering website and worldwide web search options, with OWRRI website to be default search option
 - 14.1.7 Slideshow or photo gallery
 - 14.1.8 Integrated video player preferred, but not required
 - 14.1.9 Site analytics to be included, with Google analytics preferred. Other analytics options will be considered based on ease of use for OWRRI and completeness of information provided.
 - 14.1.10 All "long" text items (e.g. over 400 characters or other appropriate count) should be clickable and linked to PDF download of the information.
 - 14.1.11 Integration of existing social media, specifically a Facebook fan page and WordPress blog, and addition of catch-all RSS feed to accommodate future social media marketing.
 - 14.1.12 Site must be accessible to visitors utilizing mobile phones, including those unable to view Flash content
- 14.2 *Graphic Design, Site Content, and Marketing Identity*
- 14.2.1 Marketing identity package to provide design for appropriate business cards, envelopes, letterhead, page banners, and four layouts for seasonal "Aquahoman" newsletter (examples of previous Aquahomans can be found at <http://environ.okstate.edu/OWRRI/aquahoman.asp>) and one annual report (examples of previous annual reports can be found at <http://environ.okstate.edu/OWRRI/reports.asp>, and including additional marketing material design as deemed necessary or appropriate by both parties

- 14.2.2 New logo for OWRRI is not a requirement, but can be considered if recommended as part of the marketing identity package.
- 14.2.2 Revised graphic design for website, to complement or match the marketing identity kit materials. OWRRI does not utilize the OSU webpage template.
- 14.2.3 Colors used in graphic design must maximize ease of reading within text portions of website.
- 14.2.4 Revision by professional copywriter of web text related to annual projects, events, and mission statement is strongly desired, but not required.

14.3 *Other Needs and Preferences*

- 14.3.1 OWRRI prefers a 24-hour return on website changes they deem “urgent.” Non-urgent changes should be completed within three business days of submission to developer.
- 14.3.2 The website revisions detailed in this Request for Proposals should be made in a manner that does not affect current site content or performance, and should not be viewable by the public. When revisions are deemed complete by agreement of both parties, current website is to be deactivated and revised site launched in its entirety.
- 14.3.3 All requested site changes, updates, and general maintenance will be provided by the web developer for one year from the launch date of the fully revised website.
- 14.3.4 Training session(s) and accompanying documentation, designed to effectively convey steps to update, maintain, and create content as designated appropriate for OWRRI staff in section 13.3.2 of this RFP, on revised site. Training must take place at OSU-Stillwater, with OWRRI making arrangements for meeting room.



OKLAHOMA STATE UNIVERSITY

STILLWATER, OKLAHOMA

CONTINUATION SHEET
To Accompany Requisition No.

W027834-LKJ

ITEM	QUANTITY	UNIT	DETAILED DESCRIPTION – DOUBLE SPACE BETWEEN ITEMS	UNIT PRICE	AMOUNT
1.			Bids to be valid for a minimum of 60 days.		
2.			Note: Bidder must indicate pricing on these pages. If not, bid may be subject to rejection.		
3.			Note: OSU will pay for this project on completion and acceptance. Partial payments may be authorized by OSU for services delivered and accepted based on adequate progress.		
4.			"NO DEPOSITS CAN BE MADE WITH STATE FUNDS."		
5.			Any proposed software license or agreement must be submitted with proposal and will be subject to review and approval by OSU Legal Counsel.		
6.			Any attempts to contact the department may result in the disqualification of your bid.		
7.			This purchase must be in compliance with Section 508 of the 1973 Rehabilitative Services Act as amended for the product/service/software, described above. Vendor agrees that product/service/software offered is compliant within the current market place. Any response for product/service/software not in compliance will not be considered.		
8.			PRODUCT(S) OFFERED ARE COMPLIANT? YES_____ NO_____		
9.			Pursuant to Title 74, Section 85.7d and OAC 580:15-6-21 electronic and information technology procurements, agreements, and contracts shall comply with applicable Oklahoma Information Technology Accessibility Standards issued by the Oklahoma Office of State Finance. EIT Standards may be found at www.ok.gov/DCS/Central_Purchasing/index.html or http://www.ok.gov/OSF/documents/isd_itas.doc		
10.			PRODUCT(S) OFFERED ARE COMPLIANT? YES_____ NO_____		



OKLAHOMA STATE UNIVERSITY

STILLWATER, OKLAHOMA

CONTINUATION SHEET
To Accompany Requisition No.

W027834-LKJ

For: Oklahoma State University

ITEM	QUANTITY	UNIT	DETAILED DESCRIPTION – DOUBLE SPACE BETWEEN ITEMS	UNIT PRICE	AMOUNT
COMPLETE THE FOLLOWING IF APPLICABLE TO BID/RFP/RFQ:					
1.			Cost of Base System License for Oklahoma State University - Stillwater, Oklahoma		\$ _____
2.			Cost of Client Software (per seat or site license) for all desktops		\$ _____
3.			Total Training of User/Computer Personnel. Bid hours for completion and cost per hour _____ hours @ \$ _____/hr		\$ _____
4.			Total Installation/Implementation. Bid hours for completion and cost per hour. _____ hours @ \$ _____/hr		\$ _____
5.			Optional: Hardware required to operate system which is not currently installed at OSU		\$ _____
6.			Optional: System 1 Database (third party). Software required to operate system which is not currently installed at OSU.		\$ _____
7.			Optional: Total Cost of optional Modules. Bidders to specify: a. _____ b. _____ c. _____ d. _____		\$ _____ \$ _____ \$ _____ \$ _____
8.			Optional: Bid cost per hour for any additional services required ie. Custom programming, modifications, etc.		\$ _____/hr
9.			Annual Software License / Maintenance Note: If year 1 is included in base bid amount, indicate "no charge" for year 1 Year 1 Year 2 Year 3 Year 4 Year 5		\$ _____ \$ _____ \$ _____ \$ _____ \$ _____