

UNIVERSITY OF MASSACHUSETTS AMHERST

**REQUEST FOR PROPOSALS
WEB SITE DESIGN SERVICES**



RFP AA09-JM-3158

DECEMBER 2008

SUBMITTED BY THE AMHERST PROCUREMENT DEPARTMENT

SPONSORED BY THE UNDERGRADUATE ADVISING & LEARNING COMMUNITIES DEPARTMENT

THE UNIVERSITY OF MASSACHUSETTS - AMHERST

**REQUEST FOR QUALIFICATIONS:
WEB DESIGN SERVICES
RFP AA09-JM-3158**

1.0 Notice

In response to this Request for Proposals (RFP: AA09-JM-3158) for WEB Design Services, the University of Massachusetts Amherst (UMass Amherst) is seeking proposals from firms specializing in Web design services preferably in Higher Education.

It is the intent of UMass Amherst to award a contract to the vendor that offers the best value for the work listed in this RFP.

The term "Respondent" as used herein means any prospective Web design firm that will respond to this Request for Proposals.

The Respondent shall demonstrate expertise in the design of complex Web sites, preferably in a Higher Education setting, by providing at least 3 references that can be verified. The successful vendor will also be required to show active web sites that meet the scope of the sites required under this RFP. The scope of services is further described below.

**Proposals shall be received no later than 2:00 PM on Thursday, January 22, 2009.
Proposals shall be addressed and delivered to:**

**University of Massachusetts Amherst
Procurement Department
Room 407 Goodell Building
140 Hicks Way
Amherst, MA 01003-9334
Attention: RFP AA09-JM-3158**

Each Proposal shall clearly identify the Respondent's name and business address. One original, clearly marked as such, and 4 copies of each Proposal shall be submitted to UMass Amherst. Please print the following in the lower left hand corner of all envelopes and/or packaging:

**Web Design Services, RFP AA09-JM-3158
Proposal Submission Deadline: 2:00 PM, Thursday, January 22, 2009**

Proposals delivered late or to another location will be rejected and filed unopened in the procurement file.

Proposals shall be printed on both sides of the sheet (8 1/2" by 11").

All questions from prospective firms concerning this RFP shall be referred to the Director of Procurement, by email or fax only, by 5:00 PM, Monday January 5, 2009. His contact information is:

John O. Martin, MCPPO
Director of Procurement
University of Massachusetts –Amherst
Fax: (413) 545-1643
E-mail: jomartin@admin.umass.edu

Inquiries received after the specified date and time will not be accepted. The University will issue an addendum to all prospective firms as required and deemed necessary by 5:00 PM on Friday January 9, 2009.

2.0 Overview

The Amherst campus was originally founded in 1863 as the Massachusetts Agricultural College with approximately 18 structures and barns on more than 383 acres. In 1930, the Massachusetts Agricultural College evolved to the Massachusetts State College, and then in 1948 to the University of Massachusetts Amherst. Currently, the Amherst campus is the flagship and largest campus in the University of Massachusetts 5-campus system. The campus community of 30,000 includes a student enrollment of approximately 24,600 as well as 5,500 faculty and staff. The main campus is comprised of over 1,400 acres and includes over 350 structures.

UMass Amherst hereby requests the submittal of Proposals from highly qualified web design firms with previous Higher Education experience to provide professional web design services including all activities required to undertake and accomplish the goals stated in this RFP as well as provide services on an on-call basis to update the site as required.

3.0 Description

The University of Massachusetts (UMass Amherst) is seeking a professional web design firm, or team, with demonstrated expertise in providing professional web design services, and to provide such ongoing services as are required on an On-Call basis after the initial design phase is complete. The Respondent shall highlight its experience in providing similar web design services for all types of clients, especially Higher Education clients, for projects of similar size and complexity. The Respondent shall demonstrate its philosophy and expertise in cost control on projects of various sizes and complexity.

The Proposal shall clearly identify the individuals responsible for each technical discipline.

The selected firm will be required to enter into a standard University Contract for Services. The successful vendor must sign the standard University Contract for Services and agree to all Terms and Conditions listed. A copy of the University Contract for Services can be viewed at: http://www.umass.edu/procurement/Fill-In_Forms/CFSL_RE_060208.pdf

Respondents must indicate in their response if they are not willing to sign the Contract without exception. The term of the contract is envisioned to be a multi-year commitment. Any vendor indicating that they are not willing to sign the University Contract for Services may be eliminated

from the process either during the review process or during the final contract negotiation process at the discretion of the University.

4.0 Scope of Services

The Undergraduate Advising & Learning Communities Department (UA&LC) is a major unit in the Academic Affairs branch of the University of Massachusetts Amherst. They have a number of offices and programs which are connected to the main unit and each other to varying degrees.

The department is in need of 'new website design' rather than redesign of what they currently have. All websites/pages must have a similar look and reference back to the 'umbrella unit' UA&LC page with user ease.

Websites that need to be developed under this RFP are outlined below:

1. Undergraduate Advising & Learning Communities (UA&LC) - This is the main umbrella (parent) site. It needs to reference ALL of the programs within the unit. It needs to convey how the different programs are connected to the 'parent' unit and to each other. It needs to be a relatively simple page that makes it clear what the programs are and it must make it easy to get to the programs.
2. Undergraduate Advising (UA) - This is an advising office that provides services to all undeclared students on campus. The site needs to provide a large amount of information, including calendar information, forms that can be downloaded, and linked referrals to other offices on campus and to off campus resources.
3. Residential Academic Programs (RAP) - This office provides programming for first year students. The site has a large amount of programmatic information with lots of links to other pages within our website and to other UMass pages. Although there is a great deal of information, it is all relatively simple and straightforward in nature. This site also links to a 'sign up' site that is managed by the University OIT Department.
4. 5-College Interchange – This site needs to present text that includes details, procedures, links and time sensitive information.
5. Domestic Exchange – This site needs to present text that includes details, procedures, links and time sensitive information.
6. Deans Office and First-Year Seminars are two 'sub categories' that may warrant separate websites/pages if they are not housed within one of the other program/sites. Vendors are requested to review and address these areas in their proposals.

5.0 General Information

A. Goals for the new websites:

1. The websites must clearly identify what each site represents and how they are interconnected to the ‘umbrella office’ and to each other.
2. Must present information in a manner that provides clear descriptions of academic opportunities and offerings.
3. Creates easy access to information, easy navigation around site and clear next steps for students and other visitors to the site.
4. Clearly indicates which units are intended for which users so that users don’t waste time navigating around the wrong site.

B. Users of the websites (target audience & key characteristics)

1. The site is primarily targeting students – sometimes sub categories of students: such as prospective/current, incoming/outgoing exchange students, first-year/upper class, etc.
2. The UA&LC Home page will also have a section intended for a larger user base to include faculty, staff, administration, etc. for reports and statistics. Other pages may also have sections for a targeted (non student) group. This will be discussed with each vendor during the process.
3. Due to the nature of the units and their goals, it is highly beneficial to work with a website developer that has experience working with units at UMass Amherst. This prior experience would enable the developer to work efficiently and ensure adherence to university rules and regulations as well as presenting ‘looks’ that are in line with the university as a whole.
4. The expectation is that the website developer would create a template that is usable for all the ‘websites’ listed above. The developer would input all the information for the UA&LC site as well as the UA site. The website developer will provide the department with the structure to enable them to input the information for the other sites. The structure will also enable them to easily maintain and update all information without requiring vendor assistance . Part of the contract must include the necessary time to train the department so that they are able to do the input and updates.
5. The department currently has 3 websites - their goal is for them to continue to have their independence but to interconnect to each other. Here are the web addresses if you want to look at them (www.umass.edu/ualc, www.umass.edu/advising, www.umass.edu/rap).

6.0 Evaluation Criteria

Request for Proposal submittals shall be responsive to and shall be evaluated based on the following Evaluation Criteria. The following criteria will be used, at a minimum, in the selection process. The criteria are listed in rank order of importance.

1. Professional qualifications of the firm.

2. Demonstrated experience of the firm, including references from previous/current clients to provide web design and related services that meet the University's need.
3. Cost to the University
4. Prior experience working with the University and/or other Public entities.

Each respondent must include, at a minimum, the following information in their proposal:

1. COVER LETTER

To include the name of Firm, address and telephone number, signed in ink by an authorized representative of the vendor. Acknowledge any addenda, if any, and include an affirmation that the Respondent understands all sections and provisions of this RFP. Any exceptions must be clearly stated.

2. DESCRIPTION OF FIRM

History and description of firm indicating principal business of firm and complete description of in-house services. Include both the total number of personnel in each discipline and the number of personnel holding professional registration.

3. PROJECT EXPERIENCE

Provide a list and description of similar project experience that demonstrate the firms' current qualifications for this project, organized in two sub-sections:

- Relevant experiences of the firm in Higher Education, including any UMass Amherst experience.
- Other relevant experience of the firm.

All experience summaries should include:

- a. Name of Project
- b. Owner representative
- c. General scope and dollar value of project
- d. Period of performance

4. COMPENSATION / FEES

Provide a listing of hourly rates all personnel identified or who would be assigned to this project.

5. ADDITIONAL INFORMATION

Provide any additional information deemed necessary by the firm to describe any characteristics or qualities beyond what is specified in the submission requirements in order to assist the University in evaluating your proposal.

6. CURRENT CLIENT LIST

Provide a list of current clients including the name of the Principal-in-charge and their address and telephone number.

7.0 Selection Process

Evaluation of the Proposals will be conducted by a selection team appointed by the Department. The judgment of the selection team will be based upon the evaluation criteria set forth in this RFP and shall be final.

UMass Amherst plans to shortlist an appropriate number of firms based upon its evaluation of the Proposals submitted in response to this RFP. The short listed firms will be asked to provide presentations. Final selection will be made based upon the Selection Committee's evaluation of the Proposals and the Presentations.

Respondents whose submittals are determined to be not advantageous or did not meet the minimum requirements will not be interviewed. In accordance with those interviews, the evaluation team will then rank those finalists and make a recommendation of award to the Director of Procurement, the awarding authority on this project. If UMass Amherst is unable to negotiate a contract with the top-ranked finalist, UMass Amherst will then reject the first placed finalist and commence negotiations with the next ranked finalist and so on, until a contract is successfully negotiated and approved by UMass Amherst.

8.0 Proposed Schedule

- Advertise Request for Proposals: Thursday, December 18, 2008
- Vendor Questions Due: @ 5:00pm Monday January 5, 2009
- University Responses Due: @ 5:00pm Friday January 9, 2009
- Request for Proposals Due: @ 2:00pm Thursday, January 22, 2009
- Vendor Interviews: February 2009
- Vendor Contract Notification: February 2009

9.0 General Terms

This Request for Proposal is solely an invitation to web designers to provide information about professional qualifications to UMass Amherst and is not an offer to contract. Furthermore, this request does not obligate UMass Amherst to pay any costs that any Respondent may incur in the preparation of its response. All costs associated with the preparation of a response or a presentation to this request shall be borne solely by the Respondent. All submitted responses shall become the property of UMass Amherst and shall not be returned.

UMass Amherst may cancel this RFP, in whole or in part, or may reject all Responses, or may procure only some services outlined in this RFP whenever such action is determined to be in the best interest of UMass Amherst. UMass Amherst may request that supplementary information be furnished to assure UMass Amherst that a Respondent has the technical competence, the business and technical organization, and the financial resources adequate to successfully perform the necessary work.

Minority-Owned Business Enterprises (MBE) or Woman-Owned Business Enterprises (WBE) are strongly encouraged to submit proposals in response to the RFP. For the purposes of this RFP the term MBE or WBE shall mean a consultant who is certified as a minority business enterprise by the State Office of Minority and Women-Owned Business Assistance (SOMWBA), and who is still certified at the time the Respondent's Qualifications are submitted.

All minority owned businesses are encouraged to apply for SOMWBA certification. For further information on SOMWBA qualifications, or access to SOMWBA vendor lists, contact the State Office of Minority and Women-Owned Business Assistance at (617) 727-8692 or go to <http://www.somwba.state.ma.us/> for more information.

Person signing below acknowledges that s/he is an authorized representative of the bidder and agrees to all terms and conditions listed in this RFP.

Company Name: _____

Address: _____

Submitted By (Please print): _____

Signature: _____ Date: _____

Fax #: _____ Telephone #: _____

Email Address: _____

***** END OF REQUEST FOR PROPOSALS *****