

UNIVERSITY OF MASSACHUSETTS AMHERST

**REQUEST FOR PROPOSALS
WEB SITE DESIGN SERVICES**



RFP AA12-JM-4443

DECEMBER 2011

SUBMITTED BY THE AMHERST PROCUREMENT DEPARTMENT

SPONSORED BY THE UMASS AMHERST OFFICE OF DEVELOPMENT

1.0 OVERVIEW:

The University of Massachusetts 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 five-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 occupies over 1,400 acres and includes over 350 structures.

The University of Massachusetts Amherst (UMass Amherst) Office of Development seeks to engage a technology partner to create a new website encompassing all philanthropic activities at UMass Amherst and focusing on the introduction of a multi-year fundraising Campaign. **The new site will go live no later than October 1, 2012.**

UMass Amherst is seeking proposals from highly qualified web design firms specializing in Web design services using Drupal and preferably with experience in higher education, 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.

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 Respondent shall demonstrate expertise in the design of complex web sites, using Drupal, preferably in a higher education setting, by providing a portfolio of at least three live web sites and at least three references that can be verified. The scope of services is further described below.

This RFP sets forth the conditions needed to complete this project. Respondents should review this RFP and prepare a response that conforms to its requirements. The new website will serve as an entry point for details about philanthropy at UMass Amherst and, in particular, about the Campaign. It should reflect both the University and the Campaign brand, carrying specific campaign messaging. The website will also provide a channel for any call to action on printed material. It should be a place where donations can be made, videos and materials can be viewed, and where stories might be shared. In addition, visitors should be able to contact any individuals related to the campaign and easily get to the main University website.

A key component of the site is an online giving form from which visitors can make donations via credit card, direct these donations to specific departments or programs, schedule their giving over time, and in several other ways manage their donations to UMass Amherst. Major parts of the redevelopment of the giving form will be done in-house at UMass Amherst, but the vendor must work closely with UMass Amherst developers to integrate the form into the new campaign website.

The new website will also be a critical component of ongoing development-related communication at UMass Amherst. It will serve as the online home for the Development department and all of its functions.

2.0 HISTORY:

The campaign website will be a new website, but it will draw on the content and functionality included in the current UMass Development website (www.umass.edu/giving), the UMass Amherst Foundation site (www.umass.edu/foundation) and other related Development sites. These sites all reside on the UMass OIT server and are developed using a variety of design specifications and technologies.

3.0 QUESTIONS & SUBMITTAL INFORMATION:

All questions from prospective vendors concerning this RFP shall be referred to the contact listed below. Only questions by email or fax only will be accepted, by 5:00 PM, Wednesday, January 4, 2012.

John O. Martin Director of Procurement & Campus Services University of Massachusetts Amherst Fax: (413) 545-1643 E-mail: jomartin@admin.umass.edu
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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 January 11, 2012

Proposals shall be received no later than 2:00 PM on February 2, 2012. Proposals shall be addressed and delivered to:

University of Massachusetts Amherst Procurement Department Room 407 Goodell Building 140 Hicks Way Amherst, MA 01003-9334
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Attention: RFP AA12-JM-4443

Each Proposal shall clearly identify the Respondent's name and business address. One original, clearly marked as such, and four 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 AA12-JM-4443 Submission Deadline: 2:00 PM, Thursday, February 2, 2012

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

To conserve resources proposals should be printed on both sides of an 8 1/2" by 11" sheet.

4.0 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. **Please note that the university's standard content management system is Drupal. All proposals must involve the use of Drupal or the proposal will be rejected.** 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. Only the **successful** vendor will be required to 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.

5.0 SCOPE OF SERVICES:

Hosting and Technical Requirements

The Development website must be developed using Drupal. It will be hosted on www.umass.edu web servers and it must meet all campus policies and procedures for Drupal development. These specifications will be provided to the successful vendor.

The UMass Amherst Office of Information Technology (OIT) will provision the site using the UMass installation profile which includes a selection of approved modules enabled by default, as well as other approved modules that can be installed if required for the specific site.

The site must meet all applicable standards for use by those with low vision. It must support all standards-compliant browsers.

Design Requirements

The design of the UMass Development site must be clean, elegant and intuitive with essential elements displaying above the fold (upper 600px of browser window), including especially the “Give Now” link and link to Campaign section. It is important that the site be easily navigable, clear, not too text heavy and usable by less-experienced web users.

The design of the new website must adhere to the University Relations Web Guidelines available for review at:

www.umass.edu/universityrelations/guidelines/web-guidelines. In addition, the site must adhere to specific design guidelines of the project (some of which are not fully established), including incorporating the campaign logo, and choosing colors that both complement the main UMass Amherst website and distinguish the campaign website.

Scope of Work

Site development consists of several components: The scope does not include copywriting, which will be done in-house.

- Home Page: Development and design of a home page, including text, images, rotating stories, and support for video; the link to “Give Now” and to the Campaign section must be prominent.
- Secondary Pages: Development and design for internal pages, including text, images, rotating stories, and support for video
- Online Giving Form: UMass will be re-developing the online giving form in-house. The vendor must work closely with UMass to integrate this new form into the new website.
- Template designs for future site updates.
- Training for Development department staff.

SITE MAP

Home Page

Components on the home page must include, but are not limited to:

- Link to Online Giving Form (form created by UMass, see detail below)
- Text: Static and changing text introducing philanthropy initiatives at UMass Amherst and keeping the audience updated on changes in programs and to the Campaign.
- Video: Short video clips updated throughout the life of the website. There should be an easy way for UMass staff to maintain the video library and to select the videos that appear on the home page.
- Images: Still images that can easily be changed by staff during the life of the website.
- Campaign kickoff video.
- Links to secondary pages (see detail below). (Campaign Priorities, About the Campaign, Opportunities for Giving, Celebrating our Donors, News & Media, Contact Us)
- Campaign Progress—an element to graphically display campaign progress.

Secondary Pages

The following secondary pages should be created. Underlined headers will appear in the top navigation bar which will appear on every page:

Campaign Priorities — *all new content*

- Support Our Students – individual videos for each priority, possibly done as excerpts from longer kickoff video.
 - o Student stories – rotating stories, 5-6 total to rotate every 6 weeks or so. How scholarships (or study abroad/internships/etc.) make a difference.
 - o Support First-Class Faculty
 - o Faculty stories – rotating stories telling how endowments make a difference.
- Support Core Programs
 - o Program successes—rotating stories focusing on centers and institutes, and research.
- Support Our Learning Environment
 - o How buildings and labs enhance learning and growth—NLSB, Commonwealth, Isenberg, Athletics (focus on various buildings/labs/facilities)
- Support Annual Giving
 - Stories of using unrestricted funds – can be about senior class gift, loyalty donors, power of annual fund to address top priorities.

- School, College, and Program Highlights
Links to individual pages.

About the Campaign — *all new content*

- Why a campaign? – Significance of supporting UMass and public education
- Campaign Leadership — Information about the people leading the campaign.
- Campaign Goals – General information about the goals of the campaign.
- Campaign kickoff video and other videos

Opportunities for Giving — *repurposed from umass.edu/giving/opportunities except where noted.*

- Gifts of Securities
- Annual Giving
- Corporations and Foundations
- Parents Fund
- Faculty and Staff Campaign
- Wills, Annuities, Trusts, Property...
- Scholarships
- Schools, Colleges & Programs
- Student Philanthropy — *new content, integrating repurposed section for Senior Class Campaign from <http://www.umass.edu/studentphilanthropy/seniorcampaign/index.html>*
- Other Opportunities — *repurposed from umass.edu/giving/opportunities with possible additions or changes keeping but no major increases in size.*

Celebrating Our Donors

- Donor stories – either individual pages or short stories — *new content*

- Donor Recognition —*repurposed from <http://www.umass.edu/giving/donors/> eliminating donor stories which are created new in the above Donor Stories section.*
- Thank you video — *new content*

News and Media — *all new content*

- Press Releases: *periodic news releases created by Development staff*
- Newsletters: *periodic news releases created by Development staff*
- Brochures, if relevant
- Videos — *embedded videos, hosted on BrightCove*

Contact Us — *repurposed from <http://www.umass.edu/giving/contact/> with Campaign-relevant additions*

- DODs contact info
- Development/Foundation Contact info
- Regional contact info

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 while some may be of equal important.

1. Professional qualifications of the vendor.
2. Demonstrated experience of the vendor, including portfolio of live sites and references from previous/current clients, that shows successful web design and related services that meet the University's need including experience creating sites using Drupal.
3. Cost to the University.
4. Prior experience working with the University and/or other public entities.

7.0 SUBMITTALS:

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

1. COVER LETTER

To include the name of the vendor, 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 OR INDIVIDUAL:

- A. Are you responding as an individual or as a company?
- B. Company/individual name
- C. Contact Information (Address/Phone/Fax/Web site etc.)
- D. How long has the company/have you been in business?
- E. How many employees does the company have?
- F. Have you provided similar services for other companies/organizations?
- G. Have you done any projects with UMass Amherst in the past?
- H. Please outline your Drupal development process
- I. Please outline your support process (communication channel, target response time etc.)

3. PROJECT EXPERIENCE

- A. Provide links to live sites that the vendor has developed using Drupal. For each site provide a description of the development and production process, including how this process relates to the requirements for the UMass Amherst Development site, stated in this RFP.
- B. Provide relevant experiences of the firm in Higher Education, including any UMass Amherst experience.
- C. Describe other relevant experience of the vendor.

All experience summaries should include:

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

4. COMPENSATION / FEES

Please provide your cost estimate for this project, including a listing of hourly rates of all personnel identified or who would be assigned to this project. These rates will remain firm throughout the term of the contract and will be used as “unit prices” to add or delete from the scope of work during the project term. Include costs for:

- Planning, Development of Application and Design, Database Development, and Project Management
- Estimated number of hours and cost for each segment of the 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.

8.0 SELECTION PROCESS:

Evaluation of the Proposals will be conducted by a Selection Committee 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 may, at its sole discretion, 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 with submittals that are determined to not be advantageous or that do 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 & Campus Services, 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.

9.0 PROPOSED SCHEDULE:

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| • Release RFP: | December 20, 2011 |
| • Vendor Questions Due: | January 4, 2012 @ 5pm EST |
| • University Responses Due: | January 11, 2012 @ 5pmEST |
| • Request for Proposals Due: | February 2, 2012 @ 2pm EST |
| • Vendor Interviews:
(if needed) | February 2012 |
| • Vendor Contract Notification: | February-March 2012 |

10.0 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: _____

