



MINNESOTA STATE

# MINNESOTA STATE COLLEGES AND UNIVERSITIES

## NORTH HENNEPIN COMMUNITY COLLEGE

### REQUEST FOR PROPOSAL FOR WEBSITE DEVELOPMENT: [WWW.NHCC.EDU](http://WWW.NHCC.EDU)

**SPECIAL NOTE:** This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities (Minnesota State) system, its Board of Trustees or North Hennepin Community College (NHCC) to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding vendors must include the required information called for in this RFP. MnSCU reserves the right to reject a proposal if required information is not provided or is not organized as directed. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on <http://www.minnstate.edu/vendors/index.html>. For this RFP, posting on the captioned web site above constitutes written notification to each vendor. Vendors should check the site daily and are expected to review information on the site carefully before submitting a final proposal.

Contents

Notice ..... 3
Definitions ..... 4
North Hennepin Community College..... 5
Authority ..... 5
Project Overview..... 6
Brand Messaging..... 6
Project Goals ..... 6
Technical/Functional Requirements..... 7
Deliverables..... 9
Information Architecture ..... 9
Design/Build ..... 9
Website Hosting..... 11
RFP Information Contact..... 12
Duration of Offer..... 12
Minnesota State’s RFP Terms and Conditions..... 12
Authorized Signature ..... 13
Selection and Implementation Timeline..... 13
Proposal Deadline ..... 13
Format of Proposals and Submission..... 13
Proposal Content ..... 14
Required Documents and Forms ..... 15
Selection Process ..... 16
RFP Evaluation Factors..... 16
Supplier Diversity ..... 17
ED/VO Preferences: ..... 17
Economically Disadvantaged (ED) Business and Individuals ..... 18
Veteran-Owned (VO) ..... 18

# MINNESOTA STATE REQUEST FOR PROPOSAL FOR WEBSITE DEVELOPEMENT: WWW.NHCC.EDU

## Notice

This Request for Proposal (RFP) does not obligate the Board of Trustees of the Minnesota State Colleges and Universities (Minnesota State) or North Hennepin Community College (NHCC) to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

North Hennepin Community College also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in Minnesota State's sole discretion. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the [Vendors and Suppliers at Minnesota State page](#). Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

## Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

**Minnesota State:** State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of North Hennepin Community College.

**School:** North Hennepin Community College (NHCC)

**System Office:** The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

**Vendor:** The firm selected by North Hennepin Community College as the successful responder(s) responsible to execute the terms of a contract.

**Targeted Group Business (TGB):** A business that is at least 51% owned and operated by a woman or person of color.

**Minority-Owned Business Enterprise (MBE):** Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

**Women-Owned Business Enterprise (WBE):** Independent business which is at least 51% owned and operated by one or more women.

Please note, for TGB consideration, Minnesota State recognizes certification from the following certifying agencies:

1. State of Minnesota, Department of Administration
2. North Central Minority Supplier Development Council (NCMSDC)
3. Women's Business Development Center (WBDC)
4. Central (CERT) Certification Program

**Economically Disadvantaged (ED) Business and Individuals:** Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

**Veteran-Owned Business Enterprise (VO):** Independent business which is at least 51% owned and operated by one or more veteran.

## North Hennepin Community College

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at [www.minnstate.edu](http://www.minnstate.edu).

North Hennepin Community College, ranked a Top 20 Community College in the nation two years in a row, is located in Brooklyn Park, northwest of downtown Minneapolis. It is accredited by the Higher Learning Commission of the North Central Association of Colleges, and is one of the 37 institutions in the Minnesota State Colleges and Universities system.

Established over 50 years ago, NHCC has a strong and rich history of liberal arts education and career programs, and an outstanding record of academic scholarship among the talented faculty. Today NHCC serves more than 10,000 students and offers 70+ academic programs that are responsive to the needs of the marketplace and its student body. NHCC students represent a rich diversity, with nearly 50 percent identifying as students of color. The thriving campus is also home to more than 25 clubs and organizations supporting a largely part-time student body with co-curricular and recreational activities. A commitment to diversity and inclusion is apparent through a variety of multicultural programs and sustainability initiatives on campus, including six student-led initiatives focused on empowering leadership among indigenous students and students of color. Additional opportunities on campus include intramural sports and recreation programs, the Community Connections Resource Center, and L.E.A.D., a program to develop leadership, life and job-related skills.

## Authority

This RFP is undertaken by North Hennepin Community College pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. North Hennepin Community College will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. North Hennepin Community College reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary in order to serve the best interests of North Hennepin Community College. This RFP does not obligate North Hennepin Community College to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

## Project Overview

North Hennepin Community College is requesting proposals to develop and build a new website. This is the second phase of the campus' website redesign project. The goal is to implement the design that is currently being developed by a web design partner. NHCC will be moving from a Sitecore managed website to a Drupal managed website. The site will also be a launch pad for the recently redesigned NHCC brand. It will be critical in communication the refreshed brand as well as a key vehicle for delivering information to prospective students, key stakeholders, and internal audiences. It's a vital platform for recruitment, storytelling, and fundraising for NHCC.

Through the contract process the selected Vendor will be responsible for developing, building, and implementing a public facing website and supporting CMS that achieves NHCC's goals. The website is to go live August/September 2021. The contract will be through December 2021 or until the work is substantially completed, whichever is sooner.

Upon completion, the selected Vendor will continue in a role providing technical support, maintenance, backup, security checks and general oversight.

## Brand Messaging

One of the strategic directions of NHCC's 2018-2023 Strategic Plan is branding. NHCC just finished a brand analysis and strategy. It was determined during the course of that work that the NHCC website no longer supports the needs of our stakeholders or the college's brand. The work of our web design partner is to incorporate the new brand style and messaging into the redesign for the college's website.

## Project Goals

The project aims to satisfy the following goals:

- A site that showcases North Hennepin Community College's refreshed brand, and tells our story
- Build out the website design, currently in development, on a cloud hosted Drupal CMS platform. (Site is currently in SiteCore and developed in C#)
- An information architecture that supports the new design and organizes content in an efficient and logical manner for primary target audiences, while preserving deeper content structures to meet secondary audience needs.
- A technology platform that is robust and mobile-first in focus, yet flexible enough to continue to grow and evolve with our web presence.
- Launch the new website in Sept. 2021

## Technical/Functional Requirements

The redesigned website will do the following.

- Focus on user experience
- Follow web standards (HTML5, CSS3)
- Strictly adhere to web accessibility standards— WCAG 2.1 & WCAG 2.0 Level A & Level AA, Section 504, Section 508 (2017).
- Display optimally on a range of screen sizes and devices (smartphones, tablets, desktop monitors). The design has taken a mobile first approach.
- Where possible pages should be tested on physical mobile devices: iPhone 12 series devices, iPad Pro series devices, Google Pixel series devices, Samsung Galaxy series devices.
- Be optimized (design, architecture, and hosting platform) for fast loading—particularly on mobile devices. Utilize approaches like a CDN, caching, minifying CSS and JavaScript, and “lazy loading” of page elements for optimized page load times. Our current site has been challenged with lower page load speeds.
- Pages should be tested for compatibility on all of the major browsers:
  - Mac: Firefox, Chrome, Safari
  - Windows: Firefox, Chrome, Edge, Internet Explorer 11 (low priority due to deprecation but should be tested against latest release)
  - Apple iOS: Safari
  - Android: Chrome
- Drupal integration should support SAML authentication.
- Incorporate SEO best practices to improve site visibility. This includes the ability to manually change meta information/tags on each individual webpage—Page Title, Meta Title, Meta Description, Meta Image, Page Crawl Frequency, ability to hide pages from public/internal search and sitemap (no index, no follow), clear page name/URL structure (pages URLs all lowercase using hyphen separators), and an automated XML Sitemap. Pages should be properly structured to use H1-H5 headers. Provide ability to include a robots.txt file for limiting search engines to some content.
- All website content must be directly displayed as webpages and indexable by search engines, i.e., website content that opens in an overlay that is not directly accessible to website visitors through a URL or search engines should be avoided. Important pages that must be indexable by search engines include homepage, landing pages, secondary pages, campus calendar landing page, individual event pages, campus directory landing page, majors and programs, course listings/descriptions, etc.
- Offer content syndication and content sharing—COPE ([create once and publish everywhere](#)). Content that is duplicated in multiple places should be updatable and maintained in single location. For example, offering the same academic program

content for a hidden digital advertising landing page as we do for the main academic program page—the content is updated in one place and published out to both pages. We should be able to do this at the page and section/component/widget level, while also having the ability to display some different elements on similar pages, e.g., the hidden landing page might have an RFI form, the public page might not.

- Provide a [modular](#) or [atomic](#) design framework allowing for more flexibility in content design and delivery across site pages. Here is an [example of modular design](#) from Indiana University. In such design, the same content component (e.g., student testimonial, brand messages, news stories, content featurettes, videos, lists, events, etc.) can be published in multiple layouts on a page—across one column, two columns, four columns, or six columns. We change our focus in page design from whole pages into parts, making it possible for our website to combine content and design, but also allowing our CMS more control. This will allow us to build out pages in ways that make sense from a visual, administrative, and business perspective. A modular or atomic approach to design and populating content will offer us a more flexible and adaptable site that is nimble enough to address changing institutional and visitor needs.
- Integrate social media content/feeds from university accounts within the website whenever possible for Twitter, Facebook, and Instagram.
- Be optimized to share webpage content to social media sites like Facebook, Twitter, and LinkedIn by employing separate Open Graph (OG) protocol and Twitter cards on every page to specify page title, descriptions, image, and video. It is preferred that all of these tags populate from the main meta fields, but allow us the ability for them to be individually edited.
- Ability to easily add code to the <head>, beginning of <body> and end of </body> at the site level and at the individual page level. We often need to add or update tracking/retargeting/conversion pixels to our site and site administrators should be able to do this easily without requiring development support.
- Ability to manage all 302 and 301 URL redirects through a single website redirect module. This includes the ability to redirect documents to webpages or other documents.
- Website multilingual support should be available via an add-on module.
- Run all website pages and associated scripts, CSS, and assets under an SSL certificate (https://) for improved SEO and site security. All webpages should be run through a non-secure content scan like <https://www.jitbit.com/sslcheck/> before launch. Have the ability to redirect automatically all http:// traffic to https://
- Use non-proprietary programming and frameworks for interactive features.
- Follow best practices for website development, which includes a code repository, dev or staging website and a production website.

## Deliverables

The vendor must product the following project deliverables:

### Information Architecture

- Assist the college with setting up a sustainable website governance structure that will support us moving forward.
  - The current structure is more ad-hoc
- Assist the college with a plan to maintain the site's SEO. Train the development team on things to look for and practices to be avoided.
- Setup and configure a Drupal CMS environment. It shall be either version 8 or 9 dependent on the timing of the work beginning and the most current stable release.
  - The college is moving from SiteCore 8.2 as a CMS for our website.
  - Currently there are 30 editors with roles ranging from Admin, Editor, & Publisher. We also have security groups based on pages or sections of the website. We would like this refreshed/streamlined to better meet our needs.
    - We would have two different workflows dependent on portions of the site
      - Workflow 1: Editor->Publisher->Site
      - Workflow 2: Direct Publish
- Vendor shall address how a code repository, development or staging site, and production website workflow will be used for maintaining and tracking changes to the website's code base, e.g., GitHub, GitHub Labs, etc.
- Post-website launch support, maintenance, and ongoing site development proposal. This should include recommendations and a menu of options and pricing for ongoing website support, maintenance, and ongoing development options or packages, e.g., bulk purchase of hours (pre-paid), pay as you go or per hour pricing (time and materials). Vendor should detail any warranty of code or bug fixes that are identified post-launch.
  - The base proposal should include a minimum of 2 weeks directly standby development support post launch.

### Design/Build

- North Hennepin Community College has a small team supporting the website. The vendor should propose a process for automating/easing content migration, e.g. scripts to export content from SiteCore and move to Drupal. Process should support written text, photography, video, and SEO (page titles, meta descriptions, etc.)

- Proposal should include the cost to assist in rewriting 50 pages of content as well as a per page fee or bundle price for additional pages. The 50 pages should include 20 from scratch and 30 heavily rewritten pages.
- The current website is just over 600 pages
- The vendor should also plan to assist with deploying the 301 redirects.
- The new design will be made up of 2 core pages that will do the majority of the work for the website. There will be an additional 10 pages of which 3 will have elements based on these core pages. The unique page designs are as follows:
  - Home Page
  - Program Detail Page
  - Student Resources Page
  - Pathway Detail Page
  - How to Apply Page
  - First-time & Transfer Admissions Page
  - Directory Listing Page
  - Life at NHCC Page
  - Academics Page
  - Admissions & Aid Page
- Additionally, there are multiple pages that get their data from Microsoft SharePoint that will need specialized development & potentially designs (wireframes, keyframes, etc.):
  - Cancelled Classes
  - Employment Opportunities
  - Scholarships Lists
  - Student Employment
  - Student Service Learning
  - Student Service Learning for community partners
  - Course Catalog/Program Sheets
    - This is a very important piece that needs work. Either this needs to be created in Drupal or we need to leverage a 3rd party tool (e.g. Digarc Cirriculog) The cost should be factored into the proposal for the necessary work and development.
    - The current process is manual. Information for courses is entered into three different systems, due to the lack of integration between them. Some of them are under the colleges control and some aren't.
  - Course Exchange/ Late entry
  - Waiver from Public Safety
  - Pages with other type of connections
  - Campus Directory (Active Directory)
  - Course outlines and Descriptions (SQL)
  - Library Search (currently coded within Sitecore)

- NHCC uses Trumba for its calendar currently and will likely maintain that platform. There is minimal event registration utilizing Trumba.
- NHCC is in the process of procuring a new prospect student customer relationship management (CRM) solution. There will likely be the need for an information request page at a minimum.
- The college leverages SiteSearch360 as the search tool for the website. As long as it still works we do not have a need to move to a different search tool.
- The college uses the services of SiteImprove to track analytics, broken links, accessibility concerns and SEO rankings. We will continue to use them.
- The site shall have multilingual functionality (machine translation).
- The site will
- Coded HTML, CSS, and JavaScript
- Native integration of APIs (e.g., social channels: YouTube, Twitter, Facebook, Kaltura, etc.). We primarily use YouTube for videos but also have access to Kaltura MediaSpace. We want to be able to control the thumbnail image that is used and remove branding and video information (video title).
- Graphic elements required by the design.
- Technical implementation of Drupal and integration of design templates, modules, and components/widgets.
- Details and assistance with the development of Drupal editorial workflows, approval workflows, and site permissions.
- Static HTML and CSS files as well templates (headers and footers) used for reskinning third-party sites and services.
- Site style guide – this should live on the NHCC website or is provided directly to NHCC. It would include a pattern library, typography, various column layouts, and cover all design and style options.
- Site training documentation – this should live on the NHCC website or if done using a separate service or website, direct ownership access provided to North Hennepin Community College.
  - The training should include short video based and organized into task specific snippets. (The hosting of the video files can be on NHCC’s Kaltura instance)
- Two-days of remote training for users of the CMS should be included in the proposal cost. (additional 1/2 day or full day costs should be included as needed)

## Website Hosting

North Hennepin Community College is interested in a cloud-hosted, managed hosting platform or service, e.g. Pantheon, Acquia or other similar hosting solution. It is our expectation that the hosting platform provide qualified web hosting support by phone, email, and online ticketing, offer 24/7 support availability, provide ongoing, automated upgrades and security patches, and

provide a 99.9% uptime guarantee. The selected vendor for the development project will help specify and provide recommendations, including content delivery network (CDN), technical set-up, storage, RAM, sFTP, etc., to NHCC for website hosting that will support the new CMS and associated website applications. It is preferred that the vendor have direct experience working with the recommended hosting provider(s). The managed hosting platform will also be required to go through Minnesota State's security review and legal review.

## RFP Information Contact

North Hennepin Community College's authorized representative for purposes of responding to inquiries about the RFP is:

Name: Joseph Collins

Title: Chief Information Officer

Address: 7411 85<sup>th</sup> Avenue North, Brooklyn Park, MN 55445

Telephone: 763-424-0964

E-mail address: [Joseph.Collins@nhcc.edu](mailto:Joseph.Collins@nhcc.edu)

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and North Hennepin Community College shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

## Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between North Hennepin Community College and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

## Minnesota State's RFP Terms and Conditions

This RFP includes and incorporates Minnesota State's [RFP Terms and Conditions](#). Vendors should be aware of Minnesota State's RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being

disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

## Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

## Selection and Implementation Timeline

(dates after deadline for proposal submissions are subject to change)

Monday, February 8, 2021	North Hennepin Community College Publishes RFP notice
Monday, February 15, 2021	Deadline for Vendors to submit clarifying questions
Friday, February 12, 2021	North Hennepin Community College deadline to publish responses to RFP questions
Monday, March 1, 2021	Deadline for RFP proposal submissions
Monday, March 8, 2021	Vendors invited for oral presentations
Monday, March 15, 2021	Week of: Oral presentations by selected Vendors
Friday, March 26, 2021	Vendor(s) selected and notified

North Hennepin Community College reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

## Proposal Deadline

Submitted proposals must be received at the following address not later than 5:00 p.m. CT on Monday, March 1, 2021:

Institution: North Hennepin Community College  
Name: Joseph Collins  
Title: Chief Information Officer  
Email Address: [Joseph.Collins@nhcc.edu](mailto:Joseph.Collins@nhcc.edu); [Lydia.Ross@nhcc.edu](mailto:Lydia.Ross@nhcc.edu)

## Format of Proposals and Submission

Responses must be submitted via email in Adobe PDF format. Attachment limits are 25 MB. If file sizes are too large please create multiple smaller files and email them separately. Hyperlinks to

submissions in cloud storage will not be accepted. Proposals received after the Proposal Deadline date and time will not be considered. NHCC's email receipt time stamp will be used for consideration, not the senders.

## **Proposal Content**

Proposals which fail to address any of the submission requirements may be deemed nonresponsive and will not be further considered. Note the responses to questions must be specifically answered within the context of the submitted proposal. The System Office evaluation team will not refer to a designated web site, brochure, or other location for the requested information. Responses that utilize references to external materials as an answer will be considered non-responsive.

Information which the responder desires to present that does not fall within any of the requirements of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

To be considered responsive, a proposal must contain the following reference by number and in the order below:

### **Cover Letter**

The cover letter shall contain a brief introduction of the Vendor, corporate structure, major business lines and the proposal. The letter shall be concise and need not repeat any of the detailed information set forth in the proposal; however, any terms or conditions of this RFP to which the Vendor objects and/or does not accept shall be clearly stated in the cover letter along with any alternatives or further explanation. At a minimum, the cover letter page shall be on company letterhead and shall include the name and working address of the firm submitting a proposal, the name, telephone and e-mail address of the primary company representative to be contacted with reference to the proposal, and the date of submission.

### **Mandatory Requirements**

Each proposal must contain the required documents and forms. Failure to provide the documents will be deemed an incomplete proposal.

## Project Proposal Requirements

Each proposal must include a plan that meets the needs of the campus and the delivery of the project goals/requirements. The proposal should include a project plan that describes the firm's approach, methodology and timeline for completion.

## Vendor Qualifications

Each proposal shall include the vendors qualifications to do the work. What type and size of team will be dedicated as well as their skills and qualifications. The vendor should have experience working with higher education and have demonstrated the ability to collaborate with cross functional teams within an organization. In addition, three references should be included with the proposals where similar projects were executed.

## Cost Proposal

Each proposal must contain a cost proposal. Pricing for the project; including a breakdown by major elements or milestones (e.g., project management, discovery, strategy, UE, IA, design, build, hosting recommendations brief, content writing and migration support, QA, usability testing), a total project cost, any incidental expenses that would be charged to NHCC, and an applicable hourly rate for additional time and materials work that may result from a scope expansion or other unanticipated work.

## Required Documents and Forms

1. Affidavit of Non-Collusion. Each Vendor must complete the [Affidavit of Non-Collusion](#) and attach it with the response.
2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.
3. Minnesota Department of Human Rights Workforce – [Affirmative Action Certification](#) (if proposal exceeds \$100,000, including extension options).
4. Minnesota Department of Human Rights [Equal Pay Certificate Form](#) (if proposal exceeds \$500,000, including extension options)
5. [Veterans Preference Form](#) (if applicable).
6. Targeted Business Inclusion Form: Respondent must provide certification(s) that at least 51% of the business is owned and operated by a woman or minority. If respondent is

**not** a certified TGB, they may elect to sub-contract a minimum of 10% of the value of the contract to a certified TGB to be eligible for this 10% of the evaluation.

## Selection Process

The selection process includes a cross-functional group from Student Services and Academic & Technology Services. This group will evaluate the proposals and make the final decision.

## RFP Evaluation Factors

The following factors and their identified weight will be used by North Hennepin Community College to evaluate the responses:

1. Project Proposal Requirements (25%)
2. Vendor Qualifications (15%)
3. Cost (30%)
4. Completeness, thoroughness and detail of response as reflected by the proposal's discussion and coverage of all elements of work listed above (5%);
5. Oral Presentation (finalists only) – 15%
6. Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB (10%)

Total 100%

7. Preference to Economically Disadvantaged Business and Individuals (6%), if applicable (see below); and
8. Preference to Service Disabled / Veteran-Owned Business and Individuals (see below) (6%), if applicable (see below).

*\*Preferences are to be applied by adding 6% to the final cost proposal submitted by non-TGB/ED/VO respondents.*

North Hennepin Community College reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

North Hennepin Community College does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor's ability to work with the existing infrastructure will be too limited or difficult to manage.

## Supplier Diversity

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a part of the criteria for this request for proposal to facilitate Minnesota State's fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of \$50,000, all responding Vendors are required to complete the attached [Targeted Business Inclusion Form](#) and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (*see acceptable certifications in the definitions section of this RFP*). Vendors are **not** required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

For all construction contracts estimated to be in excess of \$100,000, all responding contractors are required to complete **Attachment A-1 First Tier Subcontractors List** and attach hard copies of TGBs certificates verifying that the identified subcontractors are currently certified by one of the certifying agencies recognized by Minnesota State (*see acceptable certifications in the definitions section of this RFP*).

Prime contractors are responsible for identifying certified TGBs who are willing and able to perform on the contract as sub-contractors. If TGBs are not available to perform as sub-contractors, the responding contractor must show that they have made a good faith effort to partner with TGBs. Failure to achieve sub-contracting levels committed to at the time of bid (non-compliance) or delinquent reporting to Minnesota State will result in penalties including but not limited to disqualification from future request for proposals, financial penalties, or termination of contract.

## ED/VO Preferences:

For information regarding certification, contact the OEP at 651-201-2402 or you may reach the Helpline by e-mail at [procurement.equity@state.mn.us](mailto:procurement.equity@state.mn.us). For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

## Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration's Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

## Veteran-Owned (VO)

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) preference, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.