



COLLEGE OF WESTERN IDAHO

Request for Proposal

WEBSITE REDESIGN SERVICES

Due:

November 8, 2010
At 5:00 p.m.

Deliver to:

College of Western Idaho
Attn: Jennifer Couch
RFP-Website Redesign Services
6056 Birch Lane, Suite 200
Nampa, ID 83687

Table of Contents

1. INTRODUCTION.....	4
1.1 Submittal Deadline	4
1.2. Schedule of Events	5
2. DEFINITIONS	5
3. SUBMISSION OF PROPOSALS.....	6
3.1. Incomplete Proposals.....	6
3.2. Submission of Questions	6
3.4. Proprietary Information.....	6
4. SCOPE OF WORK	7
4.1 Website Objectives	7
4.2 Favorable Website Examples.....	8
4.3 Special Provisions	8
5. PROPOSAL REQUIREMENTS.....	9
5.1 Mandatory Requirements	9
5.2 Quality of Website Redesign Approach.....	10
5.2 Depth of Firm’s experience in developing websites, highlighting higher education institutions, and commitment to professional training	11
5.3 Staffing of Website Redesign	11
6. METHOD OF EVALUATION AND AWARD	12
6.1 Evaluation Criteria	12
7. OTHER INFORMATION.....	12
7.1 Signature Block	12
7.2 Withdraw Proposal	12
7.3 Discussions/Negotiations	13
7.4 Award	13
7.5 Contract Contingency.....	13
7.6 Insurance.....	13
7.7 Limitation of Multiple-Fiscal Year Obligations.....	13
8. SIGNATURE BLOCK.....	14
APPENDIX “A”	15
1. Conduct a thorough analysis and opinion on current CWI website.....	15
2. Development of Comprehensive Site Architecture	15
3. Presentation of Proposed Website Redesign	15

4. Progress Reports.....	15
5. Testing and Training of New Site	15
6. Presentation of New Site	16
7. Exit Conference after conclusion of Project	16
8. Working Paper Retention and Access to Working Papers	16
APPENDIX “B”	17

COLLEGE OF WESTERN IDAHO REQUEST FOR PROPOSAL

Website Redesign Services

1. INTRODUCTION

College of Western Idaho (CWI) was established by a special election on May 22, 2007 when a supermajority of Ada and Canyon County voters elected to establish a community college district, enabling the creation of College of Western Idaho. CWI is a two-year institution of higher education that offers different levels of instruction adapted to fit the needs of the Treasure Valley community. Starting in January of 2009, CWI offered for-credit general education courses. For-credit professional technical courses and certificates began in the fall of 2009. CWI is a comprehensive community college, offering an open admission policy, a community-based philosophy, lower tuition, and quality education.

CWI is seeking services from a qualified and experienced web development firm, to complete a website redesign, development, and implementation for CWI's current site. This project will involve utilizing current content on the existing website as well as the implementation of a new information architecture that may involve additional content or information.

The College's existing website is www.cwidaho.cc which contains general college information and separate web pages for various educational information sections. CWI is looking to enhance the ease of use for both students and community constituencies. The College is interested in a dynamic, innovative design and architecture that engages the visitors and provides easy access to the information sought after. Implementation of a content management system will be imperative to provide the College with the ability to manage content.

The redesign is to be done in accordance with generally accepted website standards, including ADA compliance, cross-platform compatibility, and mobile accessibility.

1.1 Submittal Deadline

To be considered, one (1) original and six (6) copies of the proposal must be received by College of Western Idaho at Aspen Creek Administrative Offices Suite 200, 6056 Birch Lane, Nampa, ID, 83687, by 5:00 p.m. on November 8, 2010. CWI reserves the right to accept or reject any or all proposals received or any parts thereof, or to negotiate separately with any source whatsoever if no acceptable proposals are submitted in order

to best serve the interests of CWI. The RFP is made for information and planning purposes only and does not obligate or bind CWI contractually to accept any proposals submitted. The final award, if any, is contingent upon the successful negotiation of a separate written contract agreed to by the parties.

During the evaluation process, CWI reserves the right, where it may serve CWI's best interest, to request additional information or clarification from proposers, or to allow corrections of error or omissions. Proposals deemed incapable of meeting the scope and needs of the RFP in a satisfactory manner may be removed from further consideration.

1.2. Schedule of Events

Event	Date and Time
Request for Proposal Issued and Advertised	October 12, 2010 ¹
Question Period Ends	November 3, 2010, 5:00 p.m. ¹
Proposals Due	November 8, 2010, 5:00 p.m.
Evaluation Period	November 8 through November 18, 2010
Anticipated Contract Award	November 19, 2010, 5:00 p.m. ¹
	¹ The noted dates and times are tentative and subject to change.

2. DEFINITIONS

Website Firm—The successful firm chosen by CWI for website services.

CWI—College of Western Idaho.

Mandatory—All specifications should be considered mandatory requirements unless otherwise noted. Where a specification states that compliance is mandatory, non-compliance will result in immediate disqualification and no further evaluation of the proposal will occur.

Proposal—A written response to a request for proposal, including pricing information, that describes the solution or means of providing the service requested.

Proposer—Respondents to the RFP.

Time—All references to time refer to local Mountain Time in Nampa, Idaho.

3. SUBMISSION OF PROPOSALS

Important: The following are mandatory for a proposal to be considered:

- Proposals shall not be sent electronically. Electronically submitting the proposal or any part of the proposal electronically will render the proposal non-responsive.
- Proposals must be complete without omissions.
- A signed signature page is a required part of the proposal.
- Proposals must be either hand-delivered, mailed via USPS, or carrier or courier shipped.
- Completion of Appendix “B” included in this RFP is required.
- Proposals must be received at the following address and shipped in a sealed container no later than the date and time set forth for the closing of the RFP.

College of Western Idaho
Attn: Jennifer Couch
RFP—External Website Services
6056 Birch Lane, Suite 200
Nampa, Idaho 83687

Proposals received after the designated time and date indicated will not be considered.

3.1. Incomplete Proposals

In order to be considered for evaluation, proposals submitted in response to this RFP must meet all required specifications. Proposals that are incomplete or unclear will be rejected and not be evaluated.

3.2. Submission of Questions

Questions and inquiries regarding specifications shall be submitted in writing via e-mail to:

Jennifer Couch, Director of Communications and Marketing
E-mail: jennifercouch@cwidaho.cc

3.4. Proprietary Information

All materials received relative to this RFP will be kept confidential until such time an award is made or the RFP is canceled. At such time, all materials received must be made available to the public, pursuant to Title 9, Chapter 3, Idaho Code. If any part of any proposer’s proposal is proprietary, the proposer must so identify and so state.

4. SCOPE OF WORK

4.1 Website Objectives

The CWI website is one of the most important tools for marketing CWI, recruiting students, and garnering visibility and support from the community. The ultimate goal of CWI's site should be to recruit students and provide an easy way for our students to complete the registration process online. Secondly, we want to encourage our community and supporters to stay involved and give to the foundation. CWI is a community resource and our website serves as a primary gateway to CWI's resources.

The current site structure and design was developed three to four years ago, prior to CWI becoming a fully functioning college. The site requires significant redesign to include new technologies and design features. CWI will be delivering more online services, online forms, payments, and other interactive features to meet the growing demand for electronic services. The new site should promote accessibility to quality educational opportunities.

The College's website should provide easy access to educational resources, be adaptable to current and changing technology, provide content management capability for CWI staff, and be used as a public communications tool. The website shall meet the following criteria:

- Visually appealing – consistent with current CWI branding and a balanced mix of text, photos, and graphics.
- Easy to navigate site structure for use by various audiences that is flexible and expandable based on needs.
- User friendly content management system (CMS) that includes staging features and easy-to-use interface for web administrators. Respondents should list the recommended CMS software to be implemented and include any licensing and staff qualifications for updates and administration of the tool.
- Meet ADA requirements, cross-browser compatibility, and mobile accessibility.
- Seamless integration with 3rd party systems the site is currently tied to. (see technical information)
- Optimized for search engines.
- Include a comprehensive site architecture and site map.
- Provide pages for all programs, services, and functions. Consistent theme/design to be used throughout the site.
- Can be easily upgraded.

4.2 Favorable Website Examples

Websites that CWI has identified as appealing include:

- Lots of information provided in simple format, provides a directory layout on main sub-pages: <http://www.law.harvard.edu/index.html>
- Overall site and menu system (main navigation drop-down style and links at very top very nice!): <http://www.virginia.edu/>
- News and events: <http://www.cornell.edu/>
- Links up top, near search and overall clean layout: <http://www.isu.edu/>
- Alternative layout (span along bottom – can place a lot of information on one page): www.uidaho.edu/
- People come to a home page to go someplace else ASAP and accomplish a task. Visit a Home Page that reveals the most popular tasks as soon as you scroll on the primary audience links at <http://www.umanitoba.ca/>
- Overall navigation and branding when you visit <http://www.elon.edu/home/>

4.3 Special Provisions

Internet Service Provider and hosting is not part of this contract. CWI already has an ISP and web server; therefore, these services are not part of this RFP process.

Desirable Features

- Designed to be a clean and easy to navigate website. Visitors should find the site to be resourceful and informative making it easy to engage online.
- Implementation of a cost-effective solution that is easy to execute and maintain.
- Provide an information architecture that will support the College for a minimum of three to five years.
- The maintenance model for CWI's site calls for designated staff to have limited content management responsibility related to routine information such as events, agendas, minutes, and general departmental information pages. A staff web designer will provide quality control and review of content updated by the content management designees as well as the ability to make updates to non-routine information. A web developer will be responsible for all items listed for the web designer with the additional ability to customize design and application features. Thus, the College is interested in a website that will meet this structure for internal maintenance beyond the launch.

- Technologies implemented provide web administrators intuitive, easy-to-use staging features and administrative interface/dashboards.
- The website firm will work with CWI's web designer to create a consistent and standardized format for all pages, yet provide flexibility to allow for some level of individuality and functionality between departments.
- Provide a highly visible link for locating a site map and search function.
- The College anticipates future expansion of its online classes, and the redesign should facilitate future visibility of this major addition.
- Allow for interactivity. Include email, surveys, social media, feedback, forms, calendars, and online payments.
- Graphic enhancements should be kept within reasonable size limits to allow for timely site loading.
- Provide optimal search capabilities.
- Tracking tied into Google analytics by each page.
- Allow for printable forms using Adobe for opening and printing documents.
- Integration of video players and photo slideshow applications.
- We encourage proposers to include other ideas for enhancing the dynamics and interactivity of the site in their proposal.

5. PROPOSAL REQUIREMENTS

All written proposals will be reviewed and evaluated based on how well they address the specific needs of CWI as outlined in this RFP. CWI may choose to use competitive negotiations to develop the final contract or agreement with the proposer whose proposal best suits the needs of CWI, based upon the sole discretion of CWI.

Mandatory specifications will be evaluated on a Pass/Fail basis. Any proposal that fails to meet any single mandatory specification or requirement will be deemed non-responsive. Proposers who meet mandatory specifications or requirements will then have their responses evaluated as to how the proposer's solution meets the required specification or requirement.

5.1 Mandatory Requirements

Proposers must provide the following mandatory information. Failure to provide this information may be cause for the proposal to be rejected.

- a. The title page of the proposal must contain your firm's name, address, telephone number, fax number, principal contact, website URL, and e-mail address.

- b. The proposal shall identify the website firm and describe the experience of the staff who will work on the website. The proposal must also identify expected time on site for each staff member.
- c. Proposers shall provide resumes identifying the education, experience, and certifications held by each professional staff member listed under subsection 1 above and noting their roles and responsibilities for the proposed project.
- d. The proposal should include necessary software and hardware, any additional communication requirements, integration needs, and potential costs necessary to develop the site.
- e. The proposal should be all encompassing, with a single vendor identified as the “responsible lead vendor.” Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
- f. The proposal should include an estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement.
- g. A detailed work plan describing your approach to designing, managing and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
- h. Collection of information. Please state how you intend to gather all the required information, format preferred, and assistance expected from the College in order to complete this project.
- i. Years of experience related to website development. Provide a list of comparable websites, including educational sites specific to colleges or universities designed by your firm. Include the website address, company/agency contact person, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references.
- j. Proposers shall provide a minimum of three (3) references where similar services in scope to the requirements of this RFP have been provided. Enclose a section on relevant website development experience and information on the extent of your firm’s abilities to meet the needs of this project.
- k. The proposal should contain the total project cost, as well as detailed “line item” costs for components/phases of the project. All hourly rates and fees, charges, costs and anticipated reimbursable costs must be clearly stated.

5.2 Quality of Website Redesign Approach

- a. Describe the proposer’s understanding of website redesign services to be provided, the approach to the engagement, and the overall work program, including a timeline.

- b. Describe how the proposer's website redesign approach will comply with industry and compliancy standards and supply adequate internal control beyond implementation.
- c. Describe the proposer's ability to provide specialized technology to support the websites functionality and appeal.
- d. List the proposer's office locations, and describe the proposer's available resources related to higher education website issues and access to these resources by the College.

5.3 Depth of Firm's Experience in Developing Websites, Highlighting Higher Education Institutions, and Commitment to Professional Training

- a. Describe the proposer's experience developing websites including the availability of higher education specialists.
- b. Describe the experience and training of the proposer's professional staff in website design of higher education institutions.
- c. Describe the proposer's commitment to assure continuity of supervisory staff for subsequent website projects.
- d. Describe the proposer's access to expertise beyond the regional office staff for resolving technical issues.
- e. Describe the proposer's commitment to and assistance in providing professional training opportunities to the institutional professional staff, including technical training on the technologies implemented and non-technical updates through the content management, as well as any other areas of staff development.

5.4 Staffing of Website Redesign

- a. Describe the proposer's ability to staff website engagements within the time schedules of this RFP.
- b. Describe the proposer's ability to staff the website redesign engagement with professional personnel.
- c. Describe the professional staff responsible for this engagement.
- d. Describe the proposer's organizational structure.

6. METHOD OF EVALUATION AND AWARD

The evaluation and selection process is intended to identify the proposer best qualified to conduct the website redesign. Selection will be based on an evaluation of the proposer's ability to meet the established criteria as set forth in this RFP.

An evaluation team composed of CWI representatives will review the proposals. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

6.1 Evaluation Criteria

The website redesign RFP evaluation shall be based on the following criteria:

Evaluation Criteria	Points
Mandatory Requirements	Pass or Fail
Quality of Website Approach	150 points
Depth of Firm's Experience in Website Redesigning Higher Education Institutions and Commitment to Professional Training	150 points
Staffing of Website Redesign	50 points
Cost	150 points
Total Maximum Possible Points	500 points

7. OTHER INFORMATION

7.1 Signature Block

All proposals must be signed by an authorized agent of the firm. Any firm or individual submitting a signed proposal shall be deemed to have read and understood all the terms, conditions, and requirements of this Request for Proposal.

7.2 Withdraw Proposal

Proposers may withdraw their proposal at any time prior to final awarding of contract.

7.3 Discussions/Negotiations

CWI reserves the right to conduct discussions with proposers, to accept revisions of proposals, to negotiate price changes, or to negotiate separately with any source whatsoever if no acceptable proposals are submitted in order to best serve the interests of CWI. During this discussion period, CWI will not disclose any information regarding proposal submittals. Upon the execution of a contract, the proposals will become public records and contents will be disclosed upon request.

7.4 Award

The award, if any, shall be made to the responsible proposer whose proposal is determined to be the most advantageous to CWI based on the evaluation factors described in the Request for Proposal. Price, although a consideration, may not be the sole determining factor. CWI reserves the right to ask for "The Best and Final Offer."

7.5 Contract Contingency

This RFP is made for information and/or planning purposes only and does not obligate or bind CWI contractually to accept any proposal submitted. The final award is expressly contingent upon the successful negotiation of a contract with CWI.

7.6 Insurance

The successful firm shall furnish CWI with a Certificate of Insurance which indicates that insurance coverage has been obtained, including professional liability and Worker's Compensation, which meets the minimum requirements as are required by Idaho law for work performed by the Firm. "College of Western Idaho" shall be named as an additional insured. The Firm shall be responsible for notifying CWI of any modification to, or cancellation of, these policies during the contractual period; including, but not limited to, any pending or paid claims against the aggregate amount of the policy.

7.7 Limitation of Multiple-Fiscal Year Obligations

All financial obligations of College of Western Idaho under any contract resulting from this RFP subsequent to the fiscal year in which it is signed are contingent upon funds for this purpose being appropriated, budgeted, and otherwise made available by CWI Board of Trustees. Such a contract shall not be deemed to create any multiple-fiscal year direct or indirect debt or other financial obligation whatsoever.

8. SIGNATURE BLOCK

Please return this page with each copy of your submittal.

The undersigned, an authorized agent of his/her company, hereby certifies:
() familiarization with all terms, conditions, and specifications herein stated;
() vendor is qualified to perform work and services as included;
() that the pricing contained in this submittal is valid until _____ (date).

_____	_____
Company Name	Authorized Signature

_____	_____
Mailing Address	Printed Name

_____	_____
City, State, Zip Code	Title

_____	_____
Federal Employer ID Number	Phone Number

_____	_____
Is business a Corporation?	Fax Number

E-Mail Address

APPENDIX “A”

SCHEDULE OF DELIVERABLES

CWI shall assume the proposer will provide the following deliverables at the following times:

1. Conduct a thorough analysis and opinion on current CWI website

The analysis should include meetings with various departments at CWI, usability testing, and review of current analytics data. The opinion will be presented to the website team for consideration and approval.

2. Development of Comprehensive Site Architecture

Draft and present a comprehensive site architecture plan for the College's website including proposed navigation format.

3. Presentation of Proposed Website Redesign

The proposed website redesign will; highlight the new design and application of dynamic content, showcase how the content management system will best meet the needs for CWI, address any integration with current technologies, and emphasize the advantages to the website users. The website must meet ADA requirements, cross-platform compatibility, and mobile accessibility. The presentation will be attended by several departments and administrators at the College.

4. Progress Reports

Throughout the website redesign process the Firm should supply CWI with progress reports on activities occurring. Regular meetings will be scheduled at the Firm's and CWI's website team's discretion to review status and action items to keep the project moving forward.

5. Testing and Training of New Site

On-site testing and training shall occur prior to final presentation of the new website design. The training will include any CWI representatives who have access to updating content and the administrators. The Firm will provide reference documents with instructions for completing tasks.

6. Presentation of New Site

The Firm will conduct a final presentation of the new site to the College Administration and Board.

7. Exit Conference after Conclusion of Project

The Firm will meet with CWI representatives on campus for a final review of the site two to four weeks after the launch. These discussions should address any issues that have occurred since the launch and any final instructions to the CWI website administrators.

8. Working Paper Retention and Access to Working Papers

A set of working papers outlining the technology used in the new design, contracts, and contact information for vendors to address any issues going forward, implementation steps and instructions for reference, and any special access or reference documents for transitioning the site maintenance to CWI website administrators should be provided at the exit conference.

APPENDIX “B”

SCHEDULE OF COSTS

The cost schedule shall set forth all estimated costs for providing the services for the website redesign. Costs shall be expressed as total cost for the College. Costs shall include all costs to the College, including travel and other out-of-pocket expenses.

COST SCHEDULE

1. Conduction of analysis and expression of an opinion on the required website redesign and preparation of comprehensive site architecture.

Total Hours:

Hourly Rate:

Total Cost:

2. Costs associated with the implementation of dynamic technologies and content management system.

Total Hours:

Hourly Rate:

Equipment and/or software licensing cost:

Total Cost:

3. Cost of development and implementation of website.

Total Hours:

Hourly Rate:

Equipment and/or software licensing cost:

Total Cost:

4. Cost for training and transition upon completion of website.

Total Hours:

Hourly Rate:

Supplies Cost:

Total Cost: