

Request for Proposals (RFP) 17146
Develop Website for Community and Technical College System of
West Virginia

I. OVERVIEW

A. Schedule of Events

RFP Release Date:	06/21/2017
Deadline for Vendor Questions:	5:00 PM,EDT, 07/05/2017
Release of Addendum (Response to Vendor Questions):	07/07/2017
Proposal Opening Date and Time:	3:00 PM, EDT, 07/14/2017
Projected Date for Vendor Interviews:	08/04/2017
Projected Effective Date of Contract:	08/11/2017
Projected Project Completion Date:	09/30/2017

The Council reserves the right to amend these times and dates at its sole discretion. Late proposals will not be accepted and will be returned to the Vendor. It is the Vendor's sole obligation to ensure delivery of a proposal by the date and time for receipt of proposals.

The RFP, attachments, exhibits and addenda will be posted to the following website:

<https://wvhepc.org/purchasing/>

It is the Vendor's responsibility to check this website to keep current about the latest information and modifications to the RFP.

B. Inquiries and Questions

All inquiries and questions must be in writing and emailed to:

Chief Procurement Officer
RFP 17146
Community and Technical College System of West Virginia
1018 Kanawha Boulevard, East, Suite 700
Charleston, WV 25301
Email: rich.donovan@wvhepc.edu

Vendors shall not make direct or indirect contact with anyone other than the Chief Procurement Officer to discuss or request information about any aspect of the procurement including the RFP or its associated evaluation process, except as authorized in the RFP. Violation of this clause may result in proposal/bid disqualification.

C. Proposal Submission

The Vendor must deliver proposals to the Chief Procurement Officer at the address identified above on or before the date and time of the proposal/bid opening. Proposals received late will be returned unopened.

II. GENERAL INFORMATION

A. Objective

The WV Council for Community and Technical College Education (Council), the state-level coordinating body for the WV Community and Technical College System (System), is soliciting proposals for contract services to update the www.wvctcs.org core website. Running on a parallel track to this project is development and delivery of a comprehensive brand marketing strategy for the Council and nine public state-funded community and technical colleges within the System. Integration and consistency between these projects is essential.

The successful Vendor/firm shall work directly with the Vice Chancellor for Community and Technical College Education, and the rest of the staff of the Office of the Council, and is expected to lead a fully collaborative process that will successfully engage a wide variety of constituencies.

B. Scope of Work

Process:

- A detailed discovery process should kick off the project to ensure a thorough understanding of the system, goals, situation, and users.
- The culmination of the discovery process should include a validation of project scope and recommendations on any changes if appropriate.
- An agile process should be followed throughout the project to allow for flexibility of scope based on learnings in Discovery and project Design.
- A backlog of enhancement opportunities should be maintained.
- Design work should be persona-based to ensure features and interfaces are properly targeted.
- CMS should allow for import of existing copy and direct entry of new site copy to reduce duplication of efforts.
- Weekly meetings will keep the project owner apprised of project status and provide an opportunity to review and approve all Design and Information Architecture assets.

Project Requirements:

- Mobile-first, responsive design approach
- Craft content management system
- Interactive mapping of programs available at various campuses

- Site search
- Site performance analytics including monitoring of flows and downloads

Hosting & Maintenance (if applicable):

- Cloud-based hosting infrastructure
- Content delivery network
- Proactive availability monitoring
- Encrypted communications
- Regular software security updates

Deliverables:

- Personas for primary and secondary audiences (including backstory, motivations, and goals)
- Online brand guidelines
- Content guidelines for all copy and assets on the site
- Content management system User Guide
- Quarterly analytics and improvement recommendation reports (post-launch)

III. PROPOSAL FORMAT

A. Vendor's Proposal Format

This part of the RFP outlines the format the Vendor must follow in arranging information within the proposal.

Title Page: Should state the RFP subject and number, the name of the Vendor, Vendor's business address, telephone number, e-mail address and name of authorized contact person to speak on behalf of the Vendor, dated and signed.

Table of Contents: Clearly identify the material by Section Title and Page Number as follows:

RFP Section I:	Vendor Capacity
A.	Experience
B.	Personnel
RFP Section II:	Strategic/Creativity
A.	Methodology
B.	Client References
RFP Section III:	Cost (sealed in a separate envelope)

Format – The proposal is to be organized in the above format and must address the requirements of the Scope of Work as requested.

Format and Length: The proposal shall be formatted as follows:

- Bound in a three ring binder, single sided
- Paper size – eight and one half inches by eleven inches (8 1/2 " x 11")
- Margins -not less than one inch (1")
- Text – single spaced
- Length - not to exceed 50 pages, inclusive of any addenda

The Council reserves the right to waive minor errors and deviations from this proposal format.

B. Vendor's Proposal

Please provide the following in your proposal:

RFP Section I: Vendor Capacity

A. Experience

1. Provide an Executive Summary as to your company's history, experience and services as they relate to the services proposed. Describe your company in detail as it relates to demonstrated success in creating brand messages and influencer campaigns for institutions similar in size and scope to the Council (public comprehensive colleges and universities) with the goal of enhancing the image, visibility, reputation and awareness of those institutions with prospective students and influencers.

Include size, number and type of all current accounts, length of time in business, in-house capabilities, location of your principal offices, and number of full and part-time employees. Summary should demonstrate you understand the Council's need for the services described in the Scope of Work.

2. Provide a corporate history/management summary showing that your company and/or its officers have been engaged for a minimum of five years in providing similar services or products as requested in this RFP.
3. List all clients, particularly higher education institutions currently represented by your company. Also, list the number of years you have represented a sampling of clients of similar size and scope to the Council.
4. Provide a description of your company's qualifications to meet specifications and provide the services/products requested in this RFP, including a history of your company's prior experience in this area.
5. Define the attributes that distinguish your company from the competition.

Share in detail your new business development philosophy, including the types of clients you specialize in representing. Provide the total number of employees compared to the total number of clients you represent.

6. If your company partners with any other providers for the delivery of services/products requested by this proposal, explain each partner, the nature of the relationship and the services/products provided.
7. Describe any specific restructuring, mergers and/or downsizing with your firm that has occurred during the past three years or is anticipated in the next three years, noting potential impacts to the services contemplated by this RFP. Provide information relating to company bankruptcies or reorganizations due to financial hardship. Describe any current lawsuits, legal actions or governmental investigations against your company including, but not limited to, parties of dispute, any equipment affected, cause of action, jurisdiction and date of legal complaint.

B. Personnel

Identify all personnel who will be assigned to this project as necessary to fulfill the requirements as detailed. Provide location(s) in which the assigned account team is based. Provide a proposed project organization chart as well as resumes for the Project Manager and all proposed staff on the project organization chart. Indicate the portion of their time that each would be dedicated to this project. Be as specific as possible regarding their particular fields and qualifications. Each resume should not exceed two pages.

RFP Section II- Strategic/Creative

A. Methodology

1. Provide a clear and descriptive response as to how you will provide or meet the requirements of the Scope of Work. You must respond to each requirement in numerical order of the RFP and provide a narrative of your company's ability to provide the requirements of the proposal.
2. Provide a detailed description outlining the step-by-step approach/methodology and recommended timeline for realizing each phase of work. Describe in detail the technical and implementation management methodologies for the proposed solution. Include anticipated deliverables and benchmarks for measuring the success of the various elements of the project.
3. Describe any significant requirements, challenges and outcomes that should be met or completed to ensure success, as well as any other special conditions that will be required to complete this project.

4. Describe your company's expertise managing an inclusive process with clients and facilitating engagement/buy - in from key stakeholders.
5. Include three (3) case studies of your company's most creative websites that are comparable to this assignment. Each case study should include the creative brief or an abstract of the work that outlines the project objective, target audience, strategies/tactics, creative portfolio and an overview of how the project was evaluated for success.
6. Provide an example of a successful social media strategy implemented on behalf of a higher education client with the goal of influencing students or prospective students.
7. Provide a detailed description of how you would coordinate and communicate with the Council personnel throughout the project.

B. Client References

Supply the contact information and client background for three (3) client references. Submit references for clients that are most similar to the services being proposed in this RFP using the reference form contained in Appendix B. At least two of the three references must be a higher education institution.

RFP Section III – Cost (sealed in a separate envelope)

Provide comprehensive cost information for the project as outlined in this RFP, including a thorough breakdown of the fees and payment schedule/options, and the cost to complete each phase of the project.

This cost proposal must be tied to a timeframe and include service milestones or deliverables related to payments. The proposal must also include all travel and other expenses.

The Total Project Cost must be clearly identified.

The Council may reject any fees not identified as part of the supplier's proposal.

VI. PROPOSAL SUBMITTAL INSTRUCTIONS

Technical proposal (RFP Sections I and II) is to be submitted as one (1) original, signed in full in ink, as described in Section III, Proposal Format. Provide a PDF copy of the technical proposal on a flash drive.

Cost proposal (RFP Section III) is to be submitted in a sealed envelope marked "COST." Cost proposal is not to be included on the flash drive.

writing from Vendors will be considered official.

- D. All expenses associated with preparing and submitting proposals are the exclusive responsibility of the Vendor. Proposals will become a matter of public record and open for inspection following the announcement of contract award.
- E. Vendors submitting proposals may be asked to provide a demonstration of their product/service in person or via videoconference or webinar.
- F. Evaluations will be based on overall service, qualifications and costs presented in the proposal. An award will be made based on the evaluation committee's determination of the proposal that gives the Council, the Community and Technical Colleges and students the best value. An award will not necessarily be made to the Vendor submitting the lowest cost.
- G. Payment for services will be made monthly in arrears upon completion of the required services, submission of an uncontested invoice and the acceptance of the required reports. Advance payments are not allowed.
- H. The Council is exempt from federal and state taxes and will not pay or reimburse such taxes. The Vendor may request a tax exemption certificate.
- I. The proposal of the Vendor shall provide complete and total compensation for the scope of work identified herein. The Chief Procurement Officer must approve additional service and additional compensation, if deemed appropriate, and an approved change order to the contract is required before payment can be made.
- J. Discussions and interviews may be held with Vendors under final consideration prior to making a selection for award; however, a proposal may be accepted without such discussions or interviews. In the event that mutually acceptable terms cannot be reached within a reasonable period of time, the Council Office reserves the right to undertake negotiations with the next most advantageous firm without undertaking a new procurement process.
- K. The State of West Virginia Agreement Addendum (WV96) is attached to demonstrate the State law which must be adhered to in any contracts presented to the Council for execution. The successful firm must be a registered Vendor with the WV Department of Administration prior to any award, pay the annual registration fee, and have a valid Vendor number.
- L. The successful Vendor must be a registered Vendor with the West Virginia Department of Administration, Purchasing Division, and pay the required Vendor registration fee prior to receiving a contract/purchase order. Vendor Registration information is available at the following URL:

<http://www.state.wv.us/admin/purchase/vrc/wv1.pdf>

M. The following are incorporated into this RFP and made a part here of:

- Exhibit A, Instructions to Bidders
- Exhibit B, Purchase Order Terms and Conditions
- Exhibit C, Agreement Addendum (WV-96)
- Exhibit D, Purchasing Affidavit