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Request for Proposal (RFP)

Website Design Services

Introduction

[Schneider] State College is soliciting proposals from qualified contractors that can provide professional website design services for its public-facing website [www.schneiderstate.edu]. The College aims to greatly improve its web presence hoping to attract national and international online visitors to come and visit the school. The new website shall contain all the necessary information for both students and visitors and must feature an aesthetically pleasing interface to ensure high-quality user experience.

Overview

[Schneider] State College is a public academic institution in [Aberdeen, South Dakota]. The College is one of the most technologically advanced colleges in the State known for its computer information systems, computer management, and other relevant undergraduate and graduate programs.

The College aims to improve the design of its official website. It needs a fully functional and aesthetically designed website that will serve as the main information portal for both students and visitors. And it is seeking contractors that can do just that.

Specifically, the College expects a website that:

- Provides high-quality user experience across all devices [desktop, mobile, etc.]
- Supports collection, analysis, and implementation of sophisticated analytics and digital marketing
- Contains all the information needed to better understand the school and its programs
- Incorporates advanced design strategies and multimedia capabilities that reinforce the school's status as a top technologically advanced college

Project Scope

[Schneider] State College is looking for qualified contractors that can provide website design and related services. The selected contractor for this project is expected to perform the following tasks:

- Coordinate with the College to create a website design project plan that includes implementation timeframes, task lists, and a content migration plan. The website upgrade is set to be completed on or before [December 30, 2019].
- Coordinate with the College to develop and incorporate the following web features and applications that require special handling:
- [Students] Pages
- Redirection
- Short URLs
- External Data
- Emergency Page Caching
- Install or integrate the following functionalities on the website:
- Responsive design that ensures a consistently satisfying experience for all site visitors regardless of the device used
- Call-to-action functionality for digital media campaigns
- Links to the school's official social media accounts [Facebook, Twitter, Instagram, Youtube, and LinkedIn]
- [HTML] code-embedding
- [WebForms] functionality that enables multimedia and document uploads
- Indexing and searching
- Social sharing service [AddThis, ShareThis, etc.]
- News content creation and management
- Live chat
- Academic event calendar
- Comment option on blog posts and other content on the website
- Multiple language support
- Capability for upload announcements to be available on all pages, such as emergency advisory, course cancellations, etc.
- Assist in the development and implementation of a content management strategy for the College
- Provide training to selected school staff
- Design a new home page, second- and third-level pages that follow the school's guidelines for brand identity
- Design wireframes that show a rough layout of content and navigation for the home page and key second- and third-level pages
- Recommend and execute the redesign of the website that is [WCAG, 2AHG, and 2CAG] compliant and has cross-browser compatibility
- Assist in transitioning the site from its staging server to the production server.

Statement of Confidentiality

All materials submitted in response to this [RFP] become public information and the property of the State of [South Dakota]. Proposals are subject to public disclosure under the state's [sunshine] law and may be reviewed and evaluated by any person at the State's discretion. Proprietary information in submitted proposals may be protected under limited circumstances. Contractors must clearly identify the portions of their proposals that contain proprietary information, provided that they do not mark their entire proposal as proprietary. Contractors must also include specific justification explaining why marked information is to be protected.

Instructions to Bidders Background

Schneider State College wishes to improve its online presence by upgrading the look and content of its current and official website [www.schneiderstate.edu]. The upgrade includes the addition of new functionalities that will enhance user experience. The College is looking for contractors with proven experience in web design to perform the work required to achieve the goals of the College.

Changes to the RFP and the Bid Process

The College reserves the right to issue any amendment to any part of this [RFP]. The College may also cancel or reissue this [RFP] at its discretion. If the College makes any amendment, it will notify the interested parties who received this [RFP] through a written notice. The College will also publish any amendment on its website, which the parties have the responsibility of checking regularly. The parties must acknowledge their receipt of any issued amendments through a written acknowledgment, which is to be signed by an authorized representative and included in their proposal.

The College also reserves the right to negotiate with the highest-ranked contractor. The College and the highest-ranked contractor may mutually discuss and refine the project scope, terms, compensation, and schedule. The negotiations may continue until an agreement is reached or the College terminates the [RFP] process.

General Instructions

Contractors must observe the following general guidelines in making their proposals:

- All proposals must be completed and addressed to [Schneider] State College by the deadline indicated in the Schedule of Events. Proposals received after the deadline will be considered ineligible for consideration.