

**Request for Quotation: Website Services (due 12/19/2017)**

Posted 11/20/2017

12:02PM

Request for Quotation: Website Services (due 12/19/2017)

Regional School District 19 (E.O. Smith High School) is seeking to significantly improve its website presence to more effectively serve our students, staff, parents, and member towns.

See requirements in the attached RFQ Notice.

Due: Tuesday, December 19, 2017

[RFQ Notice](#)



REQUEST FOR QUOTE (RFQ)

WEBSITE SERVICES

NOVEMBER 2017

SUBMISSION/CONTACT ADDRESS

Seth Horila and Jaime Russell
WebsiteRFQ@eosmith.org

Quotes will only be accepted in electronic format.

Purpose

Regional School District 19 (E.O. Smith High School) is seeking to significantly improve its website presence to more effectively serve our students, staff, parents, and member towns. Our website needs to provide intuitive and efficient access to timely and relevant information in a modern and attractive manner that fosters greater communication between the High School and all members of our community. The high school currently has a learning management solution (PowerSchool Learning) that already hosts classroom and teacher webpages. This RFQ is seeking a solution to provide our general public presence on the web.

Background

Region 19 is a public school district that serves 1,203 students in grade 9 through 12 at Edwin O. Smith High School. The District educates students from the member towns of Ashford, Mansfield, and Willington, as well as additional students from Columbia, Coventry, and Windham. E.O. Smith High School is known across the region for our student-centered community, challenging curriculum, and talented faculty, as well as a robust array of clubs, athletics, and artistic activities. Together, these efforts position our graduates for success in all of life's pursuits.

Our current website is located at <http://www.eosmith.org>. This website is an important and regularly accessed communication tool, however a completed needs assessment process identified that our users expect and would benefit from significant improvements to the current website. Specifically, the nine most frequently cited needs include:

1. A comprehensive and frequently updated online calendar that allows users to customize it to their own areas of interest and preferred methods of access.
2. A layout that incorporates intuitive and efficient navigation so different types of audiences can quickly access relevant and timely information specific to their distinct needs.
3. A modern and visually appealing design that attracts visitors and encourages users to regularly access the website.
4. An architecture that supports design implementation of Web Content Accessibility Guidelines (WCAG) 2.0 or later.
5. A platform that provides the visitor the ability to display the site in another spoken language.
6. Website software that allows access to information using alternate methods such as user subscriptions to automated notifications and integration with social media tools.
7. Responsive website design that can be effectively viewed on mobile devices of varying screen sizes and capabilities. The solution should resize content from desktop pages without needing to create separate content for mobile pages.
8. Powerful content management software that allows designated High School staff and students to easily, quickly, and frequently post updated and relevant information both for immediate release and in advanced for scheduled release.
9. The ability to consider actual usage of the website through statistics and website analytics in order to thoughtfully adjust efforts over time to continue to be responsive to users over time and to continue to address future needs.

Evaluation Process

The District will evaluate proposals relative to the items listed below:

Primary Enhancements Identified by our Needs Assessment Process

1. The proposed solution's ability to address the nine most frequently cited items in our needs assessment as listed earlier in this document. The solution should consider those nine aforementioned focus needs.

Content Management

1. Is it editing of website content role based (i.e. different users have different levels of access in terms of specific portions of the website and/or extent of permissions)?
2. How easy or difficult is it for users to edit content? Is it WYSIWYG? How efficient it is to use. Can a "news" posting on the homepage be completed quickly and with a mobile device such as a tablet? How does it handle varying content such as text, hyperlinks, images, pdf files, and multimedia files?
3. The vendor's approach to the initial training of staff that will have edit access to the website. What training is included? Who provides the training? What is the anticipated size of the group to receive training and how customized is the training to different types of users?
4. Is there any on-demand help available to users who edit content (i.e. help documents, videos, reference steps, chat, and email support)?

5. Does the solution provide the end-user the ability to redesign page templates used on all pages? As needs change, can templates be reassigned to pages so that the presentation can be modified over time?
6. When pages are updated, can they be saved and previewed before being published for public view?

Process

1. What does the process look like for identification of core features, design, build out and migration of content, testing, and launching of the website?
2. What is the estimate of the length of time for the implementation process and when is it likely the solution would be ready to launch?
3. How does the migration process work for existing content (i.e. who moves existing content; who edits/updates existing content; who finds new content)?

Technical Considerations

1. Does the vendor host the website or is it hosted by E.O. Smith?
2. If the vendor provides the hosting, is it on dedicated server resources or shared resources? What is the capacity for concurrent use (i.e. bandwidth, disk space, etc.)?
3. If E.O. Smith provides the hosting, what are the required server resources in terms of both software and hardware?
4. Identification of the technology used to manage the website (the content management software) and the technology used to host the website and serve up the webpages.
5. What is the plan for backups in terms of technology used, frequency of backups, and granularity of the backups (i.e. can a specific version of a page be restored or just the site as a whole)?
6. What is the plan for redundancies (i.e. virtualization, generator, facility)?
7. What are the intended service levels (i.e. up-time, off-hour monitoring, and repercussions for unmet service levels)?
8. How is maintenance handled (i.e. patching for security, compatibility, and functionality; general database maintenance)?
9. How is security handled (i.e. D.O.S. attacks, hacking, and timeliness of applying patches)?
10. Does the solution integrate with Google Drive for the posting of files?
11. Does the website solution transmit over HTTPS to the visitor?

Vendor's Staffing

1. Who will be working on our project implementation and ongoing services? How deep is the team in terms of depth, relevant experiences, and numbers? Consideration for different skill sets such as design/layout vs. technical/database skills.
2. How is support handled (i.e. who do users contact and by what methods; who does I.T. contact and by what methods; and what does support look like after the end of the initial implementation)?
3. How is coverage handled during business hours as well as during off-hours?
4. Consideration for how frequently the vendor's solution evolves to incorporate new website technologies, new trends for how content is displayed online, and customer suggestions for enhancements.

Costs and Commitment

1. What are the upfront and ongoing costs?
2. What is the anticipated increase (if any) in future pricing years?
3. What are the customer's rights to cancel the commitment?
4. What are the vendor's commitments/limits to not cancel?

References

1. The vendor's present client base as evidence of the vendor's present capabilities. We will particularly consider examples of clients that are schools.
2. The vendor's past performance with clients as evidence of the vendor's ability to consistently deliver reliable service.

Additional Considerations

1. Consideration for how the solution handles posted documents (pdfs, etc.). For example, is there a document repository/index that provides options for users to browse and/or search for documents? Does the solution allow the administrator to limit what types of files that are uploaded? Can it convert uploaded files (ie: word, excel, powerpoint) to PDFs automatically?
2. Consideration for how the site handles an online staff contact directory and the ease of updating the directory.
3. Consideration for how the solution handles searching of the website. This includes simple keyword searches, site maps, and more advanced techniques such as searching only a subset of the website, date range, document type, etc.
4. Consideration for how the vendor handles visitor statistics. For example, if we wanted to view total hits a page received and total unique hits the page received.

Proposal Submission Requirements

Quotes will be accepted in electronic format only. The quote can be submitted using the contact information noted earlier on this RFQ. All responses must be received by 5:00pm on Tuesday, December 19, 2017. Questions about the process should be directed to the aforementioned contact information. Region 19 does not expressly state or imply any obligation to reimburse responding applicants for any expenses incurred in preparing submissions in response to this request. The selected firm is expected to meet any relevant state and federal legal requirements. The District is an equal opportunity employer. The District reserves the right to reject any or all submissions, to select an applicant in a manner that is advantageous to the District, and to waive all formalities in the bidding. The vendor is responsible for submitting a quote for consideration in a timely manner. The District reserves the right to request additional information from the vendor.