

Parkland College

Parkland Web Site Redesign and Implementation

September 27, 2016

Table of Contents

| | | |
|----------|--|-----------|
| 1 | STATEMENT OF WORK..... | 3 |
| 1.1 | PURPOSE..... | 3 |
| 1.2 | COVERAGE & PARTICIPATION | 3 |
| 2 | GENERAL INFORMATION | 4 |
| 2.1 | ORIGINAL RFP DOCUMENT | 4 |
| 2.2 | THE ORGANIZATION | 4 |
| 2.3 | EXISTING TECHNOLOGY ENVIRONMENT..... | 4 |
| 2.4 | SCHEDULE OF EVENTS..... | 4 |
| 3 | PROPOSAL PREPARATION INSTRUCTIONS | 5 |
| 3.1 | VENDOR’S UNDERSTANDING OF THE RFP | 5 |
| 3.2 | GOOD FAITH STATEMENT..... | 5 |
| 3.3 | COMMUNICATION | 5 |
| 3.4 | PROPOSAL SUBMISSION | 6 |
| 3.5 | METHOD OF AWARD..... | 6 |
| 3.5.1 | SELECTION AND NOTIFICATION..... | 6 |
| 4 | SCOPE OF WORK, SPECIFICATIONS & REQUIREMENTS..... | 7 |
| 5 | RESPONDER’S QUALIFICATIONS & REFERENCES..... | 8 |
| 6 | BUDGET & ESTIMATED PRICING..... | 9 |
| 7 | RESPONDER’S CERTIFICATION | 10 |

1 Statement of Work

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a proposal to redesign and deploy Parkland College <https://www.parkland.edu> onto the Evoq DNN web content Management system.

The full details of the expected work can be found below in section “Scope of Work, Specifications & Requirements”

1.2 Coverage & Participation

The intended coverage of this RFP, and any agreement resulting from this solicitation, shall be for the use of all departments at Parkland College. Parkland College reserves the right to add and/or delete elements, or to change any element of the coverage and participation at any time without prior notification and without any liability or obligation of any kind or amount.

2 General Information

2.1 Original RFP Document

Parkland College shall retain the RFP, and all related terms and conditions, exhibits, and other attachments, in original form in an archival copy. Any modification of these, in the vendor's submission, is grounds for immediate disqualification.

2.2 The Organization

Parkland College is a two-year community college of higher education. It is a non-profit entity supported by State and local funding including student tuition and fees. Administrative offices and most records are located at 2400 West Bradley Avenue, Champaign, Illinois, 61821. The Parkland College Foundation is charged with raising funds to help promote the College's mission including scholarships and endowments.

Parkland College serves Community College District No.505 (Parkland College) Counties of Champaign, Coles, Dewitt, Douglas, Edgar, Ford, Iroquois, Livingston, McLean, Moultrie, Piatt, Vermilion and State of Illinois

2.3 Existing Technology Environment

The following is a listing of our current technology environment.

1. The current Parkland Web Site is deployed on Ellucian (formerly Datatel) Active Campus. This software is no longer supported by the vendor
2. The site will be migrated to a new on premise web content management system based on Evoq DNN
3. The new base site visual template was created and currently available on the new Parkland Aviation website <http://aviation.parkland.edu/>
4. The new design template is built based on responsive design
5. Role based security model has been implemented in Parkland DNN system
6. Parkland Marketing team has the responsibility of managing the College's web site. In addition, some authoring and editing responsibilities will be delegated to the local departments
7. The overarching architectural goal is to consolidate the relevant academic and administrative content under the www.parkland.edu hierarchy to promote consistent college identity

2.4 Schedule of Events

The following is a tentative schedule that will apply to this RFP, but may change in accordance with the organization's needs or unforeseen circumstances.

| | |
|-----------------------------|--------------------|
| Issuance of RFP | September 27, 2016 |
| RFP Closes | October 17, 2016 |
| Complete Initial Evaluation | October 31, 2016 |
| Final Award Notification | November 14, 2016 |

3 Proposal Preparation Instructions

3.1 Vendor's Understanding of the RFP

In responding to this RFP, the vendor fully accepts the responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to Parkland College as necessary to gain such understanding. Parkland College reserves the right to disqualify any vendor who demonstrates less than such understanding. Further, Parkland College reserves the right to determine, at its sole discretion, whether the vendor has demonstrated such understanding. That right extends to cancellation of award if award has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to Parkland College.

3.2 Good Faith Statement

All information provided by Parkland College in this RFP is offered in good faith. Individual items are subject to change at any time. Parkland College makes no certification that any item is without error. Parkland College is not responsible or liable for any use of the information or for any claims asserted therefrom.

3.3 Communication

Verbal communication shall not be effective unless formally confirmed in writing by the specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

Vendors' inquiries, questions, and requests for clarification related to this RFP are to be directed via email to:

Parkland College
techrfp@parkland.edu

Applicable terms and conditions herein shall govern communications and inquiries between Parkland College and vendors as they relate to this RFP.

Communications shall include, but are not limited to:

- Questions concerning this RFP: Questions must be submitted in writing and be received prior to October 13, 2016 at 5:00 PM CDT.
- Errors and omissions in this RFP and enhancements: Vendors shall bring to Parkland College any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, vendors shall recommend to Parkland College any enhancements that might be in the best interests of Parkland College. These recommendations must be submitted in writing and be received prior to October 13, 2016 at 5:00 PM CDT.
- Inquiries about technical interpretations must be submitted in writing and be received prior to October 13, 2016 at 5:00 PM CDT.

Addenda: Parkland College will make a good-faith effort to provide a written response to each question or request for clarification that requires addenda within two business days via email.

Parkland College will not respond to any questions/requests for clarification that require addenda, if received by Parkland College after October 13, 2016 at 5:00 PM CDT.

3.4 Proposal Submission

Proposals must be sent in a PDF format with all supporting material to the following email address:

techrfp@parkland.edu

on or prior to October 17, 2016 at 5:00 PM CDT.

3.5 Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and enterprise. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply Parkland College with Web Site Redesign and Implementation identified in the Scope of Work.

Evaluation Criteria:

1. Capability of vendor to meet or exceed requirements set forth in Scope of Work.
2. Expressed interest in working with Parkland College and ability of vendor to communicate its vision and capacity for establishing a relationship that addresses current and future needs and trends in the industry.
3. Affordability of services and ability to support Parkland site needs.

3.5.1 Selection and Notification

Vendors determined by Parkland College to possess the capacity to compete for this contract based on:

1. The vendors written response
2. If necessary, an interview with the CIO, Director of Marketing and the VP of Institutional Advancement

Written notification will be sent to these vendors via email. Those vendors not selected for the negotiation phase will not be notified.

4 Scope of Work, Specifications & Requirements

The objective of this project is to develop and deploy a new public information web site on the new Evoq DNN structure for Parkland College. The site must be developed at current user experience industry standards for responsive coding, accessibility, SEO and security. Design mockups based on <https://aviation.parkland.edu> will be provided. To do so, please respond on your ability to execute the following:

1. Work with our project team to develop an architecture and a content migration strategy for the current www.parkland.edu website
2. Implement DNN recommended strategies (e.g. <http://www.dnnsoftware.com/blog/10-ways-dnn-can-improve-your-website-seo>) to improve the site's Search Engine Optimization
3. Develop the global navigation and sublevel menus in Evoq DNN based on the basic functionality of <https://aviation.parkland.edu/>. If necessary, some improvements of the visual design may be allowed
4. Develop the web page templates to support the various types of content outlined in the information architecture review. The minimal requirements include:
 - a. Parkland home page
 - b. Departmental home page
 - c. Four pages to support the various types of content as defined by the project team
5. Develop templates to support the following types of content
 - a. Forms
 - b. News
 - c. File management including uploading files to the web site, versioning, securing, etc.
 - d. Blog - see <http://blog.parkland.edu/>
 - ~~e.~~ RSS feeds
 - f. Calendar which include both DNN based calendars as well as integration with 25Live software
 - ~~g.~~ Events
 - h. Shareable content
 - i. HTML 5
6. Implement workflows to allow for:
 - a. Multi-step approval for publishing content
 - b. Schedule content publishing
 - c. Expire content
7. Compliance and Security. The site content must comply with the following:
 - a. Responsive Design
 - b. Disability and accessibility standards including the IITA, <http://www.dhs.state.il.us/page.aspx?item=32765>
 - c. Web security standards. Parkland will be running AppScan to ensure secure content
 - d. File security including direct access to secure files
8. Use DNN features to allow page level security. This includes requiring authentication for single pages as identified by content authors/editor.
9. Leverage DNN features to ensure that all content is versioned
10. Implement role based security module to support at least the following user types:
 - a. Authors
 - b. Editors
 - c. Approvers
 - d. Administrator
11. Support all popular browsers
12. Provide Training

5 Responder's Qualifications & References

All vendors must provide the following information in order for their proposal to be considered:

1. A brief outline of the vendor company and services offered, including:
 - Full legal name of the company.
 - Year business was established.
 - Number of people currently employed.
2. An outline of the product line-up they currently support.
3. A description of their geographic reach and market penetration.
4. An outline of their partnerships and relationships to date.
5. Information on current software clients, including:
 - Total number of current clients.
 - A list of clients with similar needs using the same software.
 - Evidence of successful completion of a project of a similar size and complexity.
6. References: Contact information for 3 references (if possible) from projects similar in size, application, and scope, and a brief description of their implementation.
7. Business Enterprise for Minorities, Females, and Persons with Disabilities
Consistent with the Business Enterprise for Minorities, Females, and Persons with Disabilities Act, 30 ILCS 575/0.01, et seq. (the "Act"), it is the policy of Parkland College to foster and encourage the continued economic development of minority owned businesses, female owned businesses, and businesses owned by a person with a disability.

When Parkland College is required to competitively bid a contract, the bid documents shall additionally require all potential bidders to submit their name, the bid amount, a statement confirming whether the bidder is including in its bid work to be performed by certified as a minority owned businesses, female owned businesses, and businesses owned by a person with a disability.

Are you certified as a minority owned business or female owned or person with a disability owned business?

Yes ____ No ____

7 Responder's Certification

This certification attests to the vendor's awareness and agreement to the content of this RFP and all accompanying calendar schedules and provisions contained herein.

The vendor must ensure that the following certificate is duly completed and correctly executed by an authorized officer of your company.

This proposal is submitted in response to Request for Proposal for Web Site Redesign and Implementation issued by Parkland College. The undersigned is a duly authorized officer, hereby certifies that:

(Vendor Name)

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions, and provisions of the referenced RFP and any addenda thereto in the event of an award. Exceptions are to be noted as stated in the RFP. The proposal shall remain in effect for a period of 90 calendar days as of the Due Date of the RFP.

The undersigned further certify that their firm (check one):

- IS
 IS NOT

currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agree to notify Parkland College of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person(s) authorized to negotiate on behalf of this firm for the purposes of this RFP are:

Name: _____ Title: _____

Signature: _____ Date: _____

Name: _____ Title: _____

Signature: _____ Date: _____

Signature of Authorized Officer:

Name: _____ Title: _____

Signature: _____ Date: _____