REQUEST FOR PROPOSAL FOR:

Website Redesign

Great Bay Community College

GBC13-26

PURPOSE:
The purpose of this REQUEST FOR PROPOSAL is to establish a contract for Great Bay Community College for website redesign.

VENDOR CERTIFICATIONS
The vendor who is awarded the contract shall submit a completed Alternate W-9 form (no fee) with the contract and must be willing to comply with all terms and conditions of the Community College System of New Hampshire.

CONTRACT TERM:
The term of any resulting contract shall begin as soon as awarded and end on or before October 31, 2013.

Great Bay Community College shall have the right to terminate the contract at any time by giving the Contractor a thirty (30) day written notice.

PAYMENT AND COMPENSATION:
Payment terms: 100% due within 30 days after satisfactory completion of work invoiced, receipt of the invoice, approval, and acceptance by Great Bay Community College. Partial payments are allowed.

SCOPE OF SERVICES:
Work within this request for proposal (RFP) shall include the following:

Overview
Great Bay Community College (GBCC) located in Portsmouth, NH has a long standing history of providing accessible, student-centered, higher education programs for a diverse population of students seeking career, degree or transfer opportunities.

GBCC leadership is committed to lifelong learning and continues their strong tradition of providing education in the sciences, career and technical programs as well the liberal arts. The institution endeavors to promote economic development through community engagement and workforce development for the region. Future goals include becoming more innovative, entrepreneurial and collaborative.

Core Values
Success for Our Students    Citizenship and Civic Engagement    Teaching Excellence
Continuous Improvement     Community Engagement       Corporate Citizenship
Workplace Culture

Project Scope
Great Bay Community College seeks a partner to redesign the college website to better reflect currency related to technology, platform, attractiveness, scalability, integration with social networks, usability, tracking, etc., as well as to allow GBCC to better compete in the marketplace.

Information Architecture and Navigation
Bidder must provide detail on the process for organizing site information and developing an intuitive means for all users to navigate to different site areas. Bidder must be specific on who will be responsible, what activities will be completed and the level of involvement expected from GBCC stakeholders.
**Visual design**
The GBCC creative team will provide the winning bidder with preliminary design concepts for the new site including a new homepage, secondary and tertiary page designs. The winning bidder should assume that they will be responsible for refinement of preliminary designs bringing their skills and experience to final designs which will be approved by Great Bay stakeholders. All bidders should take a growing mobile audience into account during the design and development portions of the project and provide GBCC with an appropriate solution. Specifically we are interested in understanding your responsive design capabilities and would like to see examples of work recently completed.

**Style Guide**
To maintain consistency of the new design for the next several years, bidding agencies must provide a final website style guide. The guide will define how to use and implement all typography, color palette, style, formatting, and brand for all website page templates.

**Development**
It is required that development of the new site be completed using non-proprietary, standardized technologies. Further, it is expected that all development is to be WC3 compliant, and testing will be performed on multiple platforms and browsers to insure the highest level of compatibility with the latest browsers and operating systems. Additionally, developers must follow accessibility guidelines for coding and development as put forth by Section 508 of the ADA.

Development must include building the site on the latest version of the Drupal content management platform. The winning bidder will be responsible for developing site templates and implementing them into the CMS as well as providing instruction and tutoring for GBCC students and staff to then build out all site pages and author all site content. Great Bay seeks to use this project as a hands-on learning opportunity and will provide a select number of students to participate and provide input on content for the new site.

**Training**
The winning bidder will provide a two-hour training session for up to four GBCC stakeholders on the use of the CMS to manage various aspects of our site. This training will be conducted at GBCC or over a web meeting.

**Quality assurance**
Please provide the QA approach and process expected to ensure deliverables are reviewed and tested to meet all current standards.

**Content Strategy**
The content on the Great Bay website is by and large in fairly decent shape; however with the new site architecture and design, careful consideration should be given for migrating current site content to the new site. Due to the large number of content owners at GBCC, the winning bidder will provide instruction for managing site content and populating all pages.

**Content Creation Workshop**
The winning bidder should expect to provide an overview for up to four GBCC project stakeholders to familiarize them with the new website design and content. GBCC stakeholders would then be free to relay these instructions and the following field guide to individual content owners.

**Field Guide**
The winning bidder will develop an easy to follow field guide to help GBCC content authors implement site content. The guide should include annotated design templates specifying the guidelines for entering content along with an example showing actual content.

**Search Engine Optimization**
GBCC is very interested in improving its rankings with the major search engines. The winning bidder will provide a detailed description of how the new site will be optimized for maximum exposure and optimal rankings.
ADDITIONAL INFORMATION:
Great Bay Community College reserves the right to make a written request for additional information from a Contractor/Vendor to assist in understanding or clarifying a Bid Proposal. The responses are to be provided in writing.

Required Material Safety Data Sheets (MSDS) for material brought on site by the successful bidder must be available on site at all times.

All local, state and federal regulations are to be followed. Any fines assessed to Great Bay Community College due to the lack of these regulations being followed will be the responsibility of the successful bidder.

If applicable, vendor is responsible for calling Dig Safe System, Inc., a private locating service. A private locating service is needed as with the exception of natural gas, all utilities on the campus of Great Bay Community College are privately owned. Any fines, damages, etc. assessed to Great Bay Community College due to failure to obtain a Dig Safe permit and to have utilities located by a private company will be the responsibility of the successful bidder.

Shirts are required to be worn at all times on the work site, smoking is not allowed, no radios or headsets are allowed, food is available for purchase in one location and parking for vehicles and equipment must be cleared through the Maintenance Department. Use of cell phones and radios are prohibited while vehicles are in motion. Posted speed limits are to be obeyed. Infractions of rules can result in the offender being asked to leave the campus.

The Contractor who is awarded the contract will need to complete a P-37 contract (sample available upon request) and provide the required Corporate Resolution (corporations/LLC) or Partnership Certificate of Authority or Sole Proprietor Certification of Authority, whichever applies, to show the individual signing the contract is authorized to do so.

Workers’ compensation requirements as outlined in the P37 (15) and as required by NH law must be followed, and includes, in part, providing proof by the Contractor of workers’ compensation insurance coverage for all of its employees on this site. The Contractor awarded the work is also to submit information as required under RSA 21-I: 81 B. This law requires, among other things, the Contractor to provide timely information on employee and subcontractor identity, including all CFOs and principals on a log for this purpose, and for the College to potentially post this information on a publicly accessible website. (Note: Any exemptions demonstrated by the Contractor can be noted in the contract at Exhibit C.)

After the Award of Bid, the Contractor shall submit a list of all employees, all subcontractors’ employees, and other related personnel who will be physically required to work at Great Bay Community College, providing the following information for each person: Name, Employer’s Company Name.

Great Bay Community College reserves the right to request a criminal background check on any employee of Contractor. Great Bay Community College also in its discretion may decide that anyone with a criminal history, other than traffic violations that have not been annulled, will not be allowed to work at the project site.

COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS - EQUAL EMPLOYMENT OPPORTUNITY.

In connection with the performance of the Services, the Contractor shall comply with all statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal opportunity laws. In addition, the Contractor shall comply with all applicable copyright laws. During the term of any contract, the Contractor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination. If the contract is funded in any part by monies of the United States, the Contractor shall comply with all the provisions of Executive Order No. 11246 (“Equal Employment Opportunity”), as supplemented by the regulations of the United States Department of Labor (41C.F.R. Part 60), and with any rules, regulations and guidelines as the State of New Hampshire or the United States shall issue to implement these regulations. The Contractor further agrees to permit the State or United States access to any of the Contractor’s books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of a proposed contract.
**INSURANCE:**

Insurance will be more fully addressed at the time a P37 is submitted after the bidding process. The Contractor awarded the contract will need to furnish an insurance certificate which includes the following:

The Contractor shall, at its sole expense, obtain and maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, for the benefit of Great Bay Community College as a component of the Community College System of New Hampshire, the following insurance: Comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than $250,000 per claim and $2,000,000 per incident, or the current statutory cap on the State’s liability, and fire and extended coverage insurance covering all property subject to subparagraph 9.2 (P-37) of these general provisions, in an amount not less than 80% of the whole replacement value of the property.

This insurance is in addition to the workers’ compensation insurance requirements outlined above in this document.

The policies shall be the standard form employed in the State of New Hampshire, issued by underwriters acceptable to the State. The certificates shall contain a clause prohibiting cancellations or modifications of the policy earlier than 10 days after written notice thereof has been received by Great Bay Community College.

The certificates are required to name Great Bay Community College as a component of the CCSNH as additional insured.

**BOND/SECURITY AND POWER OF ATTORNEY:**

NH RSA 447:16 requires contracts for construction, repair or rebuilding of public buildings or other public works (not including design work) over $35,000 to include a payment bond or other security in an amount equal to 100% of the contract price. Other types of contracts may also have bond/security requirements for payment and/or performance. In such contracts, the bond and power of attorney of the person executing the bond must be included in the contract.

**ADDENDUM:**

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, Great Bay Community College will fax addenda to all who have already submitted bids and post any changes to its website (http://www.ccsnh.edu/open-bids). Before your submission, always check for any addenda or other materials that may have been issued which would affect the RFP by checking this website.

Any change, correction or deviation to this RFP must be addressed in a written addendum. Verbal changes will not be allowed.

**SUBMISSION OF RFP RESPONSE:**

Bids are due on Tuesday June 18, at 2:00 pm. If any Addenda to the RFP are issued, please acknowledge in your bid. **Your response must address all items in the scope of service.** Proposals should be mailed or hand delivered to Great Bay Community College, Attention Joanne Berry, Chief Financial Officer, 320 Corporate Drive, Portsmouth, NH 03801. Great Bay Community College is not responsible for proposals not received due to equipment failure, mail delays, etc. If you want to ensure your proposal was received please verify by calling Joanne Berry at 603-427-7609. Questions may be submitted to jberry@ccsnh.edu.

**AWARD:**

The contract will be awarded to the bidder who meets the criteria listed in the specifications based on quality of submission, the ability to demonstrate past performance, and price.

Great Bay Community College reserves the right to accept or reject any or all of the proposals.

Great Bay Community College reserves the right to waive any and all informalities in its best interest.
**EXHIBIT A**

**PROJECT:** Website Design Services GBC13-26

**COLLEGE NAME:** Great Bay Community College

**BID FORM**

**WEBSITE REDESIGN BID FORM**

Company Name: ____________________________

Address: __________________________________

Telephone Number: __________________________

Fax Number: ________________________________

Signature __________________________________

Printed Name: ______________________________

Date: ______________________________________

This bid must be signed by a person authorized to legally bind the bidder.