

**REQUEST FOR PROPOSAL FOR:**

**WEBSITE REDESIGN AND DEVELOPMENT**

**COMMUNITY COLLEGE SYSTEM OF NH**

**PURPOSE:**

The purpose of this REQUEST FOR PROPOSAL is to establish a contract for the Community College System of New Hampshire (CCSNH) for website redesign and development services.

**VENDOR CERTIFICATIONS**

A vendor who is awarded the contract must be duly registered to conduct business in the State of New Hampshire.

**CONTRACT TERM:**

The term of any resulting contract shall end on or before June 30, 2021. CCSNH may extend the contract through June 30, 2022 at its discretion.

CCSNH 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 CCSNH. Partial payments are allowed.

**SCOPE OF SERVICES:**

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

**Purpose**

The Community College System of New Hampshire (CCSNH) seeks an integrated web development solution that will address the unique needs of its seven community colleges. The desired solution will include website redesign as more fully described below, recommendations for efficient and secure hosting and ongoing development work, and a flexible, scalable and user-friendly Content Management System in order to streamline maintenance and support while enabling each college to have a unique, responsive website that adapts to its individual needs. We have a strong preference for supported, industry standard content management frameworks.

NH's seven community colleges are part of a system (CCSNH), but are also individual colleges with their own brand, identity, distinct campus features, array of offerings, and regional attributes. There is an overall community college value proposition that all seven share, which includes affordability, transfer, education aligned to careers, local convenience, and a supportive college environment.

There are some "system-wide" branding elements that all the colleges connect to, for example using "Guided Pathways/Academic Focus Area" graphics to organize their degree and certificate programs, and third-party tools such as Career Coach that students can use to assess career interests and pathways.

The seven NH community college websites are linked to <https://ccsnh.edu>, where visitors can access greatbay.edu, lcc.edu, mccnh.edu, nashuacc.edu, nhti.edu, rivervalley.edu and wmcc.edu. (ccsnh.edu is presently being redesigned as a Wordpress site; it is expected that redesign will be complete before the commencement of the work undertaken pursuant to this RFP). Currently, five websites (Great

Bay, Lakes Region, NHTI, River Valley and White Mountains) use Drupal CMS and are hosted by Pantheon. Manchester uses the Joomla CMS and is hosted in a local datacenter managed by the central office. Nashua uses its own hosting solution.

The five Drupal sites are looking to redesign and update their sites before December 2019. Manchester and Nashua have updated their sites more recently and would be looking to possibly use whatever framework is developed for the five sites at a later date. Goals of the redesign include streamlining website services to CCSNH while allowing for individual college brands to remain evident through each college's site design. Consistency in site-mapping is desirable both for a consistent user journey across the college sites and for economies of scale in development and design, although each site must showcase the college as a distinctive entity.

It is also anticipated that CCSNH will implement a CRM within the next year, likely deployed within an initial group of college websites followed by a second group of sites.

### **Scope of Work**

CCSNH seeks recommendations and implementation of website redesigns that will attract both traditional (recent high school grads), as well as non-traditional (older, mid-career job changers) prospective students. Elements will include, but not necessarily be limited to:

- Creative planning
- Design and development of responsive websites with user-friendly navigation and intuitive flow, with mobile and phone based versions/layouts a requirement
- Account Service
- Hosting recommendations (as noted above, most of the CCSNH sites are hosted on Pantheon; other hosting proposals would likely not be considered unless a strong case is made in favor of the proposed solution's cost, ease of use and reliability)
- Presentations
- Measurement
- Options for user training
- Flexible website development and maintenance packages responsive to each college's in-house capacity

### **General Expectations**

CCSNH seeks an agency with the capacity to recommend and implement an efficient, creative solution to modernize NH community college websites.

The selected agency shall partner with CCSNH to develop a reimagined web presence for each college that attracts, engages, and retains traditional and adult students, as well as other site visitors. We expect to build new sites that take into account best practices in website content, navigation and design while maintaining the individual colleges' current brand identity. The sites shall clearly market the colleges' available programs and services. The sites shall incorporate easy, self-directed selection options for academic programs and offerings aligned with CCSNH's Academic Focus Areas model, and use intuitive decision making tools.

The selected agency will demonstrate tactical understanding of website design, development and mobile-first user experience.

The selected agency will demonstrate highly responsive and organized account service and management capabilities.

The selected agency will be able to provide college-level user training after the redesign to meet the various needs of each college's level of staffing resources, understanding that daily content updates will be the responsibility of college personnel.

The selected agency will have experience working with institutions of higher education, and will be familiar with enrollment marketing, the NH community college mission, audience, and general student body characteristics, and will not make extensive research a significant cost element of its proposal. In addition to general sources of information, interested vendors are encouraged to review CCSNH and college websites and annual report at <http://online.fliphtml5.com/ndtg/uqgb/> .

### **Specific Requirements for Proposals**

Complete Contractor Information Sheet (Attachment A)

Introduction of no more than two pages describing the firm's expertise and overall approach to entering into a website redevelopment relationship with CCSNH

A description of how your firm meets the general expectations outlined

Proposed budget options within the range of \$40,000 to \$150,000

Links to creative work from at least 2 past campaigns.

Brief professional biographies of individuals or subcontractors that vendor anticipates will perform major duties and functions under this proposed contract. Include role, responsibility, and qualifications.

### **Submission Information**

Proposal Inquires: All inquiries concerning this request shall be submitted by April 15 via email to: Shannon Reid, Executive Director of Government Affairs and Communications, CCSNH, (603) 230-3504, [sreid@ccsnh.edu](mailto:sreid@ccsnh.edu) .

All questions received will be posted, along with responses provided, on April 19.

Interested Vendors must submit their RFP electronically via email by 4 PM April 30, 2019: to [sreid@ccsnh.edu](mailto:sreid@ccsnh.edu)

### **Selection Process**

Selection for website redevelopment vendor will be made by a committee and in the best interest of CCSNH. Weighted criteria are as follows:

- .1 Demonstrated competence
- .1 Experience in performance of comparable engagements
- .1 Expertise and availability of key personnel
- .2 Adequacy and completeness of proposal
- .2 Alignment of recommendations with CCSNH's structure, capacity and needs
- .3 Budget options provided

*Thank you for your consideration.*

### **ADDITIONAL INFORMATION:**

CCSNH reserves the right to make a written request for additional information from a bidder to assist in understanding or clarifying a Bid Proposal. The responses are to be provided in writing.

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

The Contractor who is awarded the contract will need to complete a Form Contract for Services (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. The Contractor will also need to supply a current Certificate of Good Standing from the Secretary of State.

Workers' compensation requirements as outlined in the Form Contract for Services 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.

After the Award of Bid, the Contractor shall submit a list of all employees, all subcontractor's employees, and other related personnel who will be physically required to work at CCSNH, providing the following information for each person:

Name  
Employer's Company Name

CCSNH reserves the right to request a criminal background check on any employee of Contractor. CCSNH 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 Form Contract for Services 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 CCSNH, the following insurance: Comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

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 CCSNH, and authorized to do business in the State of New Hampshire.

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 CCSNH.

The certificates are required to name the Community College System of New Hampshire as additional insured.

**ADDENDUM:**

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, CCSNH will fax addenda to all who have already submitted bids and post any changes to its website [www.ccsnh.edu/open-bids](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:**

All proposal inquiries are due by April 15, 2019 via email to: Shannon Reid, Executive Director of Government Affairs and Communications, CCSNH, [sreid@ccsnh.edu](mailto:sreid@ccsnh.edu) .

All questions received will be posted, along with responses provided, on April 19, 2019.

Bid proposals are due on April 30, 2019, at 4:00 pm. If any Addenda to the RFP are issued, please acknowledge in your bid. **Your response must include the following: Project Total and all the materials requested in this RFP document.** Bids should be submitted electronically via email to Shannon Reid at [sreid@ccsnh.edu](mailto:sreid@ccsnh.edu) . CCSNH 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 Shannon Reid at 603-230-3504.

**AWARD:** as applicable:

The contract will be awarded to the highest scoring bidder meeting the criteria listed in the selection process specifications.

CCSNH reserves the right to accept or reject any or all of the proposals.

CCSNH reserves the right to waive any and all informalities in its best interest.

**BID RESULTS:**

Bid results may be viewed when available, once the award has been made, on our web site only at: [www.ccsnh.edu/closed-bids](http://www.ccsnh.edu/closed-bids)

For Vendors wishing to attend the bid opening: **Only the names of the Vendors submitting responses will be made public.**

**EXHIBIT A**

**PROJECT:**

**Services**

**COLLEGE NAME:**

-

**Community College System**

**BID FORM**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Website: \_\_\_\_\_

Name and email address of primary contact: \_\_\_\_\_

All labor to complete the project: \$ \_\_\_\_\_

All materials and equipment to complete the project:

\$ \_\_\_\_\_

Project Total \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Acknowledging Inclusion of Addendum:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

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