7.0 EVALUATION CRITERIA
7.1.1 Quality of the technical proposal and responses to all elements of the specifications and requirements
7.1.2 Qualities and capabilities of Content Management System recommended
7.1.3 Firm's capabilities and experience
7.1.4 Oral presentations, if required
7.1.5 Total cost

8.0 SPECIFICATIONS/REQUIREMENTS

8.1 About Harford Community College
Harford Community College (HCC) provides high quality, accessible and affordable educational opportunities and services, including university transfer, career, developmental and continuing education programs, that promote professional competence, economic development, and improve the quality of the life in a multicultural community. The College supports the Maryland State Plan for Higher Education and is committed to expanding undergraduate degree opportunities to fulfill state workforce shortages in areas of teacher preparation, health care, and technology, and to advance degree attainment for minorities particularly in relation to Title VI of the Civil Rights Act [of 1964]. The College expects to increase educational attainment for individuals as well as to prepare and to sustain an educated workforce for area residents, develop technology for program and service delivery, be accountable for the efficient and effective use of resources, be the primary resource for and coordinator of higher education in the community, and serve as the center for recreation, wellness and the cultural arts.

8.2 Target Audiences
The following have been defined as HCC's primary audiences. The website redesign should carefully consider the specific needs of each audience and HCC's strategic messaging to each audience.
1. Prospective Students
2. Current Students
3. Noncredit Students
4. Alumni/Community
5. Faculty/Staff

8.3 Website Redesign Project Goals
HCC seeks a highly experienced interactive agency to redesign their current website at http://www.harford.edu. HCC desires a website presence that speaks to the unique strengths of the college and serves as both a critical strategic tool for outreach to prospective students and a communication and engagement tool for current HCC students, local Harford community and alumni.

Goals of the website redesign project have been identified as the following:
1. Develop stronger, unified, and consistent HCC branding across all departments, divisions, and aspects of the website
2. Develop stronger, more intuitive and more clearly organized site navigation (**UNDERSTANDABLE/PREDICTABLE)**
3. Improve content organization, copy, and content styles
4. Refresh graphic design
5. Develop a website that is compatible with mobile devices and can be easily integrated with social engagement and sharing tools (Facebook, Twitter, video, etc.) **(UPDATES in 2.1)**
6. Perform usability testing to ensure website design and information architecture meet needs of HCC primary audiences.
7. Develop and incorporate accessibility standards for compliance with WCAG 2.1.

8.4 Project Specifications
The following project specifications outline HCC's website redesign requirements. Proposals for the website redesign project should include or account for, but not be limited to, the following:

1. **Accessibility Compliance:** Design website to ensure compliance with applicable accessibility laws, standards and guidelines, including the ADA, WCAG 2.1 Level AA, Section 508 and Section 504.

2. **Mobile Optimization**: Provide a mobile-first design, optimized for mobile devices including cellular phones and tablets. Desktop design should be secondary to mobile.

3. **Information Architecture**: Develop an intuitive, easy-to-use, flexible information architecture and site navigation that is scalable, allows primary audiences easy and rapid access to key content, and supports HCC's strategic messaging. Information design should account for the need to have changing, relevant and frequently updated content on key sections of the website. The information design should support a content strategy that incorporates online engagement tools such as social media, multimedia assets, blogs, document libraries, interactive content such as online campus maps, online orientation videos, etc.

4. **Brand Consistency**: Create a design that adheres to HCC's brand and style standard, provides HCC brand consistency across all divisions of the school while providing flexibility for individual departments and divisions to create where necessary unique visual identities (i.e. Athletics and Visual Arts departments).

5. **Graphic Design**: Provide graphic design templates for the homepage and 3 tiers of subsequent subpages of the HCC website that present HCC as a vibrant, compelling, high-quality institution that is "approachable," "accessible" and values community and a hands-on approach to education.

6. **Best Practices**: Vendor must provide guidance and instruction to College as to best practices in higher education website design.

7. **Usability Testing**: Conduct usability testing of initial graphic design templates and information architecture models with primary stakeholders. The site should be tested and optimized for fast loading.

8. **Content Management System (CMS):** The Harford Community College website currently uses Sitecore CMS; however, other CMS systems are welcome to bid. The latest, most current, version of the CMS must be in use at the time of release for the new College site.
    a. Vendor may be asked to demonstrate the CMS to the College prior to being approved.
    b. Vendor will be asked to present licensing and maintenance options.
    c. CMS must be able to support all requirements within this RFP.
    d. CMS must have ability to provide multi-tiered user administration.
    e. CMS must have built-in accessibility compliance testing.

9. **Hosting:** The Harford Community College website is currently hosted and maintained locally. Vendors are asked to provide additional hosting solutions and pricing.

10. **Browsers/Platforms:** The website should be designed for a 1280 x 800 screen resolution, must be compatible with Macintosh and Windows operating systems, and the minimum website browsers: Internet Explorer (v.11 or greater), Mozilla Firefox, Safari, Opera, and Chrome.

11. **Search Engine Optimization:** Ensure College website exposure by adhering to the latest search engine optimization (SEO) best practices and submitting page and sitemap information to all popular search engines (Google, Bing, Yahoo, et al) while allowing for intuitive integration with major social media platforms (Facebook, Twitter, et al).

12. **Website Search Capabilities:** Currently, we are using Google Search as the engine for the site's internal search engine. However, we are open to other options the vendor may provide, as long as the user has the capability to search the site's contents and come up with a coherent,

easy to navigate results page and subsequent links.

13. **Social Media/Event Integration:** Social media live content shall be integrated into the site. This may include social walls, feeds, blog posts, etc. on sections of pages or full pages. This will be determined from vendor recommendations and discussion with HCC stakeholders on the best way to present this. The platforms we intend to implement are Facebook, Twitter, Instagram, Snapchat, Smug Mug and LinkedIn. We reserve the right to add/remove some of these platforms.
    .1 The site shall have sharing ability (email a friend, share, download).
    .2 Events shall be integrated on pages with users able to click for more information and register.
    .3 Users will be able to click the calendar to see all upcoming events.

14. **Content:** All content shall be provided by HCC. The vendor is not responsible for creating any content, including imagery, videos, maps, general page content, etc. Videos will be housed on YouTube and embedded accordingly. All images will be provided by HCC and housed on their server.
    .1 The site currently has over 2,000 pages, however, many of these pages will not be on the new site. The vendor will be expected to bring over 10% of the pages at a minimum. HCC will determine which pages will be moved over to the new site.

15. **Predictive Analytics:** As much as possible, the site should generate the content of pages based on user preferences and previous visits. The site should also collect information based on user's social media and other web sites activities to build a user profile that generates content delivery based on ever-growing user profile.

16. **Alert Box:** Setup a widget that can be implemented to quickly and automatically take over certain space of the home page. Also create a smaller/secondary message that would appear throughout the entire site.

17. **Printable Website:** the site shall have a print conversion system that strips unnecessary website formatting to provide visitors with ability to print clean pages.

18. **Translation:** The site shall have a translation mechanism. Google translate or other mechanisms can be used.

19. **Form Creation/Collection Tool**: The site shall have the ability to create forms that allow users to submit questions to the College.

20. **Live Chat Integration**: The site shall have a chat mechanism to allow the public to communicate directly with the College.

8.5 Server & Development Compatibility
.1   If a hosted solution is proposed, the associated CMS should be deployed with the latest general release and shall be kept current with required updates as needed.

.2   If a non-hosted solution is proposed, the website shall be designed to run on a Microsoft IIS Web Server (version 7.0 or greater), with data access compatible with a Microsoft SQL Server 2008 or greater database. HCC currently uses Sitecore CMS, but proposals that include other CMS are acceptable.   A .Net (C# or VB.Net) server side development environment is preferred, but not required.

8.6 Project Management &Timeframe
.1   Vendor shall assign a Project Manager to oversee the project as well as the timeline of deliverables.

.2   The HCC website design project will begin immediately once contract awarded. First draft design concepts to be delivered within six (6) weeks of contract award date. Final draft designs to be submitted for approval within first three (3) months. Full design project to be completed and delivered within nine (9) to twelve (12) months of award date.

8.7 Deliverables
In no particular order the following deliverables shall be produced by the Contractor:
1. Project management framework including timelines, milestones, scheduling, and strategy for meetings and reviews.
2. Design of new, visually appealing, primary homepage and three (3) tiers of supporting page designs that is intuitive and usefully designed for prospective students.
3. Use creative, original page designs fashioned to the College's needs with the primary target audiences being prospective students, community members, donors and alumni.
4. Allow for the embedding of video, audio or other interactive media on any given page.
5. Clearly defined web strategy to be used by HCC for the redesign project and to ensure consistency after the site has been launched.
6. Migrate all content, existing forms, directories, calculators, PDFs and metadata to the new site.
7. Information architecture documents including content models, site maps and page layouts.
8. Graphic design templates for homepage and all subsequent subpages including icons, color palettes, images, logos, and other design elements.
9. All widget/gadget packages, templates, stylesheets, scripts, and objects required to deploy the new website design.

8.8 Third Party Applications
.1   There are various third party applications and websites that the College connects to in order to provide the best service to all its stakeholders. The chosen vendor will not be required to connect to any of these via API or some other configuration or single sign-on. However, the website will link to external sites providing the user a seamless-looking integration. Some examples include OwlMail, OwlNet, Blackboard, event registration, etc. HCC will be responsible for maintaining all third party sites and applications.

8.9 Brand Guidelines
.1   The website shall be designed/built according to HCC's approved style/brand guidelines.

8.10 Testing
.1   HCC expects the vendor to test the entire site before presenting a 'ready to go live' version. This includes accessibility, usability, forms, links, images, etc. HCC will perform final testing with their own group of users before giving a final approval to go live.

8.11 Training
.1   The vendor shall provide on-site training for the web management team including ability to manage imagery, content, page creation, form creation and any other items that may be needed to properly manage the website.

8.12 Maintenance/Support
.1   The vendor shall provide one (1) year of support to HCC once the site is complete and live. Support includes helping the web management team understand how to create or modify content or make fixes to issues that have to do with the website. This does not include server or network issues that may be occurring within the HCC environment. HCC expects the vendor to help in any way possible to find solutions to any issues the website is having within the year of support.
.2   HCC expects the awarded contractor to respond to questions within a four (4) hour window during business days and be available for meetings on campus within one (1) business day.

8.13 Analytics
.1   The vendor shall install Sitecore's native analytics as well as other analytics tools if applicable.

HCC desires to track users as they leave website and enter third-party applications such as Blackboard, etc.

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9.0   CUSTOMER REFERENCES
     9.1   Bidders must include a minimum of three (3) current references of higher education.

10.0   PRICE PROPOSAL FORMAT
     10.1   Proposed pricing for each phase shall include <u>all</u> costs and expenses, including travel.
     10.2   Refer to price proposal form.

11.0   FIRM (COMPANY) PROFILE, EXPERIENCE
     11.1   Bidders shall submit a company profile to include, at a minimum: the background and History of the company; size of the company including the number of employees; annual sales volume for each of the past three (3) years, and number of years in the business.
     11.2   Submit three (3) references of similar scope, performed in the past five (5) years, in accordance with instructions on the form provided herein.
     11.3   Bidders must have a minimum of four (4) years' experience providing the services covered in this RFP.

Procurement Office
Harford Community College
401 Thomas Run Road
Bel Air Maryland 21015

RFP 19P-003 WEBSITE REDESIGN

All proposals must be fully and properly executed, securely sealed, and marked with the number and title of the bid and the date and time of its opening. Envelopes shall be addressed to the Procurement Office at the address above (See Instructions to Bidders)

Proposals must be received in the Procurement Office located in the Hickory Center building, room 132, at the College **not later than 12:00 noon, Thursday, January 10, 2019.**

To be considered responsive, each bid submitted must, at a minimum, include the following documents:
1. Proposal form, completed and signed – **Pricing must be submitted on this form. Bidders may attach additional pages to delineate pricing.**
2. Non-Collusion Certificate, completed and signed;
3. References, on the form provided;
4. Complete proposal including response to specifications and requirements including response to paragraph 8.4 #9 (Hosting).
5. Company profile response to paragraph 11 page 14.

PROPOSAL OF:_____DATE_____
                   (Firm Name)

In accordance with the foregoing Instructions, General and Supplementary Terms and Conditions, and Specifications, including Addenda No. _____, _____, _____, _____, and _____ thereto, I/we submit the following for evaluation:

1. LUMP SUM PRICE
    1.1   Website re-design services in accordance with the specifications herein

    _____ $_____
                     Words   Figures

2. Time for Completion
    Confirm that the project shall be completed no later than January 3, 2020_____Initial here

3   EXECUTION: The undersigned, duly authorized to bind the named firm, agrees, upon receipt of written notice of acceptance of this proposal within sixty (60) calendar days after its opening to execute the contract in accordance with the proposal as accepted, and to render a certificate of insurance within ten (10) calendar days after notification of award.

_____   _____
        Firm   Authorized Signature

_____   _____
        Street Address   Typed/Printed Name

_____   _____
        City,State,Zip   Title

_____   _____
        Telephone   Email

If a corporation, place corporate seal beside signature above and state:

Name of president:_____

Name of secretary:_____

Under laws of what state incorporated:_____

Minority Business Certification: (Please check one)

     _____ MBE   _____ WBE   _____Not applicable

Purchasing Office
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

NON-COLLUSION CERTIFICATE

Solicitation **RFP 19P–003 WEBSITE REDESIGN**

I HEREBY CERTIFY that I am the_____
                                                      (Title)

and the duly authorized representative of the firm of _____

whose address is_____.

AND THAT NEITHER I nor, to the best of my knowledge, information and belief, the above firm nor any of

its other representatives I here represent have:

(a)   Agreed, conspired, connived or colluded to produce a deceptive show of competition in
         the compilation of the proposal being submitted herewith;

(b)   Not in any manner, directly or indirectly, entered into any agreement, participated in any
         agreement, participated in any collusion to fix the price proposal of the offeror herein or
         any competitor, or otherwise taken any action in restraint of free competition in
         connection with the Contract for which this proposal is submitted.

In making this affidavit, I represent that I have personal knowledge of the matters and facts herein stated.

_____   _____
            Signature   Date

_____
      Printed or Typed Name

Purchasing Office
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

<u>REFERENCES</u>

Solicitation: **RFP 19P-003 WEBSITE REDESIGN**

Each firm must furnish at least three (3) current references, within last five (5) years, with at least one (1) of institutions of Higher Education that are similar in nature and scope and best represent the bidder's ability to perform the work within Sitecore and meet the specifications and requirements herein.

1.   Firm Name_____

        Address_____

        _____

        Telephone: _____Fax _____

        Contact_____

        Project_____

        Email:_____

2.   Firm Name_____

        Address_____

        _____

        Telephone: _____Fax _____

        Contact_____

        Project_____

        Email:_____

3.   Firm Name_____

        Address_____

        _____

        Telephone: _____Fax _____

        Contact_____

        Project_____

        Email:_____

PROPOSAL OF: _____
                    Firm Name

Purchasing Department
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

NO PROPOSAL REPLY FORM

SOLICITATION: **RFP 19P–003 WEBSITE REDESIGN**

Dear Sir or Madam:

To assist us in obtaining good competition on our invitations for bids, we ask that each firm that has received an invitation, but does not wish to bid, state their reason(s) below. This information will not preclude receipt of future solicitations unless you request removal from the Bidder's List by so indicating below.

Unfortunately, we must offer a "No Proposal" at this time because:

_____ 1. We do not sell the items/services for which proposals are requested.

_____ 2. The specifications are either unclear or too restrictive (Please explain in the "Remarks" section.)

_____ 3. We cannot submit a proposal because of marketing or franchising policies of the manufacturing company.

_____ 4. We do not feel we can be competitive. (Please explain in the "Remarks" section.)

_____ 5. Other commitments preclude our participation at this time.

_____ 6. We do not wish to participate in the proposal process.

_____ 7. We do not wish to bid under the terms and conditions of the Request for Proposal document. Our objections are: _____
_____
_____

_____ 8. We do not wish to sell to Harford Community College. Our objections are: _____
_____
_____

_____ 9. Other:_____
_____

Remarks:_____
_____
_____
_____

Firm Name_____
                              (PLEASE PRINT)

Authorized Signature_____

_____ We wish to remain on the Bidder's List.

_____ We wish to be removed from the Bidder's List.