

**Request for Proposal
SPC #03-13-14
Information Architecture, Web Content
Management and Responsive Design Services**

St. Petersburg College

SPC

Due Thursday, June 12, 2014 @ 2:00 p.m.

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II. General Conditions

Respondents: To insure review of the bid, follow these instructions.

SEALED PROPOSALS: The number of the proposal and the date of opening shall be shown on the envelope containing each proposal. Respondents are requested to show their name and address on the envelope. All proposals are subject to the conditions specified herein and on the attached proposal documents.

DEFINITION OF "REQUEST FOR PROPOSAL": A Request for Proposal (RFP) is a purchasing need, which, due to its uniqueness, is established around general guidelines or a description of need rather than specifications written in minute detail and is used when few or no fixed criteria exist.

A sealed RFP response requires some degree of creativity from the Respondent but is handled by the College in the same way as formal sealed bids.

The effective difference between the two is, under competitive sealed bidding--once the judgmental evaluation is compiled--award is made on an objective basis to the lowest responsive and responsible bidder. Under competitive sealed proposals, in this instance, the quality of competing products or services may be compared and trade-offs made between remuneration and quality of the products or service offered.

Completed proposals need to be submitted in a sealed envelope. Telegraphic bids will not be accepted.

1. **EXECUTION OF PROPOSAL:** Proposals must contain a manual signature of an authorized representative of the company in the space provided. Failure to properly sign the proposal may invalidate same, and it may not be considered for award. All proposals need to be completed in pen and ink or typewritten. If a correction is necessary, draw a single line through the entered figure and enter the corrected figure above it. Corrections need to be initialed by the person signing the bid. Any illegible entries, pencil bids or corrections not initialed will not be tabulated. The original conditions and specifications cannot be changed or altered in any way. Clarification of proposals submitted shall be in letter form, signed by the Respondent and attached to the proposal.
2. **PROPOSAL PREPARATION COSTS:** All expenses involved in the preparation and submission of the RFP to the College, or any work performed in connection therewith, shall be borne by the firm submitting the response. No payment will be made for any response received or for any other effort required, or made by, the firm submitting the statement prior to contract management.

3. **PROPOSAL SUBMISSION:** Proposals must be submitted in one of two ways: either by hand delivery (including FED EX, UPS or some other courier service) to the College's Purchasing Department, located at 14025 58th St. N, #242, Clearwater, FL 33760-3768 or by mail to St. Petersburg College, Attn: Paul Spinelli, Director of Procurement, P.O. Box 13489, St. Petersburg FL, 33733-3489.

The outside of the sealed envelope/container must contain the following information:

- Respondent's name and company
- Return address
- RFP number and title
- Due date and time

Facsimile or electronic proposals are not acceptable.

4. **DUE DATE AND TIME:** The date and time must be carefully observed. Proposal's received after the specified date and time will be returned unopened and will not be considered by the College. The College will not be responsible for late deliveries or delayed mail.

Receipt of the proposal in the Purchasing Department after the date and time specified due to failure by the Respondent to provide the above information on the outside of the envelope/container will not be considered.

5. **REGISTRATION:** Respondents need to officially register with the College's Purchasing Department in order to be placed on the mailing list for any forthcoming addenda or official communications. The College will not be responsible for providing addendums to Respondents who do not register with the College.

Failure to register as a prospective Respondent may cause your proposal to be rejected as non-responsive if a firm submits a proposal without an addendum acknowledgement for any addendums released by the College.

6. **DELAYS:** The College, at its sole discretion, may delay the scheduled due dates indicated above if it benefits the College. The College will notify Respondents of all changes in scheduled due dates by written addendum.

7. **CHANGES OR MODIFICATIONS:** The College reserves the right to revise or amend the specifications or drawings or both prior to the date set for opening the proposals. Such revisions and amendments, if any, will be announced by an addendum to the proposal with sufficient time for Respondents to amend their proposals following the College's revision or amendment. If the revisions and amendments are of a nature which require material changes in quantities or prices, the date set for the opening of the proposal may be postponed by such number of days as in the opinion of the Procurement Director will enable bidders to revise their proposal. In such cases, the addendum will include an announcement of the new proposal opening date. Respondents must acknowledge receipt of all addenda by signing, dating, and returning the acknowledgment page of the

addendum with their bid.

8. **CONFLICT OF INTEREST:** The award hereunder is subject to the provisions of Chapter 112, Florida Statutes. All Respondents must disclose with their bid the name of any officer, director, or agent who is also an employee of the College. Further, all Respondents must disclose the name of any College employee who owns, directly or indirectly, an interest of five percent (5%) or more in the bidder's firm or any of its branches.

In accordance with Section 112.313(3), Florida Statutes, no College officer or employee acting in a private capacity may rent, lease, or sell any realty, goods or services to the College, unless the transaction is otherwise exempted under Section 112.313(12), Florida Statutes. Therefore, any Respondent who is a College employee or who has an interest in the Respondent's firm cannot contract with the College to provide the services set forth in this RFP unless the transaction to provide such services is otherwise exempt by law.

9. **COLLUSION/DISCLOSURE:** The Respondent, by affixing his/her signature to a proposal, agrees to the following statement: "(name of Respondent) certifies that his/her proposal is made without previous understanding, agreement, or connection with any person, firm or corporation making a proposal for the same item(s) and is in all respects fair, without outside control, collusion, fraud, or otherwise illegal action." Additionally, the Respondent, by affixing his/her signature to the proposal, agrees to the following: "No member of my firm's ownership, management or staff has a vested interest in any aspect or department of the College." A Respondent that cannot agree with these statements should not submit a proposal.
10. **PROPOSAL WITHDRAWAL:** Respondents may withdraw their proposals by notifying the College in writing at any time prior to the proposal deadline. Respondents may withdraw their proposals in person, through an authorized representative of the company. Authorized representatives must disclose their identity (company business card and driver's license) and provide a signed receipt for the proposal. Once opened, proposals become the property of the College and will not be returned to the Respondents.

Any proposal not so withdrawn shall constitute an irrevocable offer, for a period of one hundred and twenty (120) days, to provide to the College the services set forth in the Request for Proposals and response thereto, or until one or more of the other proposals has been awarded.

11. **NONCONFORMANCE TO CONTRACT CONDITIONS:** Items may be tested for compliance.
12. **SUBCONTRACTING:** Subcontracting is permitted only with the prior knowledge and written approval of the College. The name and company of any subcontractor contemplated for use must be included as part of the proposal. This process is needed so the College can be assured and in agreement that the subcontractor(s) can complete the work to the desired quality and in a timely manner.

13. **PROPOSAL SUBMISSION:** Proposals will be publicly opened and recorded on the date and time specified herein unless changed by an addendum provided by the College. All proposals received after the specified time will not be considered and will be returned to the Respondent. A proposal may not be altered after the opening of the proposals. A late modification of the proposal from the otherwise successful Respondent offering more favorable prices or terms to the College will be accepted. Upon receipt of proposals, an evaluation committee will select qualified candidates based on criteria contained herein. The evaluation committee may contact qualified responders to give oral presentations after the initial review of all proposals.
14. **CLARIFICATIONS:** The College reserves the right to request clarification of information submitted and to request additional information of one or more Respondents if needed.
15. **ACCURACY OF PROPOSAL INFORMATION:** Any Respondent which submits in its proposal to the College any information which is determined to be substantially inaccurate, misleading, exaggerated, or incorrect, will be disqualified from consideration.
16. **ADVERTISING:** In submitting a proposal, each Respondent agrees not to use the results therefrom as a part of any commercial advertising unless permission in writing is granted by the College.
17. **DEFAULT:** In the event of a contract award, the failure of the Respondent awarded the contract to perform will be cause to be found in default, in which event any and all re-procurement costs may be charged against the awarded firm and may also result in the firm being removed from the list of Respondents with which SPC does business.
18. **DISCRIMINATORY RESPONDENTS LIST:** An entity or affiliate who has been placed on the Discriminatory Respondents List may not submit a bid or bid to provide goods or services to a public entity, may not be awarded a contract or perform work as a contractor, supplier, subcontractor or consultant under contract with any public entity and may not transact business with any public entity.
19. **PUBLIC ENTITY CRIMES:** A person or affiliate who has been placed on the convicted Respondent list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded work or perform work as a contractor, supplier, sub-Respondent or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Florida Statutes, Chapter 287 for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted Respondent list. **Note: By signing the proposal, Respondent attests they have not been placed on the convicted Respondent list.**
20. **PUBLIC RECORDS:** Any material submitted in response to this Request for Proposal will become a public document pursuant to the Florida Statutes, Chapter 119. This may include materials which the responder might consider to be confidential or a trade secret. Any claim of confidentiality is waived upon submission, effective upon submission of

proposal pursuant to the Florida Statutes, Chapter 119.

21. **RESERVATION OF RIGHTS**: The College reserves the right to reject all proposals, to waive any informalities and technicalities, and to solicit and re-advertise for new proposals, or to abandon the project in its entirety. The College reserves the right to make the award to that Respondent who, in the opinion of the College, will serve the best interest of the College. The College reserves the right to reject the proposal of any Respondent who has previously failed in the proper performance of an award or to deliver on time contracts, or who, in the College's opinion, is not in a position to perform properly under this award. The College reserves the right to inspect all facilities of Respondent's in order to make a determination as to the foregoing. The College reserves the right to rank firms pursuant to relative Florida Statutes and/or Florida Administrative Code and to negotiate with the highest-ranking firm. The College reserves the right to remedy and waive technical or immaterial errors in the Request for Proposals and responses thereto. The College reserves the right to request any necessary clarifications or statement data without changing the terms of the Request for Proposals.
22. **DISPUTES & PROTESTS**: Any actual or prospective Respondent who is allegedly aggrieved in connection with the issuance of this Request for Proposals or pending award of contract, may protest to Paul Spinelli, Director of Procurement, P.O. Box 13489, St. Petersburg, Florida 33733. The protest must be filed in accordance with Chapter 120, Florida Statutes. Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.
23. **IDENTICAL OR TIE BIDS**: In the event two (2) or more Respondents receive the exact same score from the evaluation team, the following criteria, in order of importance, will be used to break the tie: (1) Drug Free Work Place, (2) Florida Respondents, (3) Bidder's place of business is within Pinellas County, (4) or by flip of coin, when all other factors are equal.
24. **EQUAL OPPORTUNITY**: All work on this project will be carried out in compliance with the College's commitment to the concept of equal opportunity; that is, there will be no discrimination on the basis of race, color, religion, sex, age national origin, marital status, ethnicity, sexual orientation, gender identity, genetic information or against any qualified person with a disability. Recognizing that sexual harassment constitutes discrimination on the basis of sex, the College shall not tolerate such conduct.
25. **ANTI-DISCRIMINATION**: The College will not discriminate on the basis of race, color, religion, sex, age, national origin, ethnicity, marital status, sexual orientation, gender identity, genetic information or against any qualified individual with disabilities, in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of sex and violates this rule, the College will not tolerate such conduct. Additionally, the non- discrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex or national origin, and the implementing rules and regulations

prescribed by the Secretary of Labor, are incorporated herein.

26. **INDEMNIFICATION:** To the fullest extent permitted by law, the Respondent will indemnify, hold harmless and defend the College, its Trustees, officers, agents, servants, and employees, or any of them, from and against all claims, damages, losses, and expenses including, but not limited to, attorneys' fees and other legal costs including but not limited to costs for paralegal, investigative, and legal support services, and the actual costs incurred for expert witness testimony, arising out of or resulting from the performance of services required under this Contract, provided that same is caused by the negligence, recklessness, or intentional wrongful conduct of the bidder or other person utilized by the bidder in the performance of the work. Nothing herein shall be deemed to affect the rights, privileges, and immunities of the College as set forth in Section 768.28, *Florida Statutes*.
27. **LEGAL REQUIREMENTS:** Applicable provisions of all federal, state, local laws and ordinances, College rules and procedures shall govern development, submittal and evaluation of all proposals received in response hereto and shall govern any and all claims and disputes which may arise between person(s) submitting a response hereto and the College by and through its officers, employees and authorized representatives, or any other person, natural or otherwise; and a lack of knowledge by any Respondent shall not constitute a cognizable defense against the legal effect thereof. The laws of the State of Florida shall govern any contract resulting from this RFP.
28. **AWARD:** The Board of Trustees or the President or his designee will make the decision regarding a proposal award upon determining what is in the best interest of the College after considering a staff recommendation based upon the points listed within the evaluation criteria. The successful Respondent will be expected to enter into an appropriate agreement which will be prepared by the College Attorney.
30. **CONTRACT TYPE:** The College expects to enter into a deliverable based reimbursement contract with the successful Respondent. Deliverables will be aligned with the outcome measures outlined later in this document. If you have specific contract language or terms and conditions, they must be included in your proposal response to be considered.
31. **TECHNICAL SPECIFICATIONS:** The Technical Specifications follow the General Conditions. To the extent there is conflict between the General Conditions and the Technical Specifications, the Technical Specifications will control, except for any Addenda which will control over any conflict with the Technical Specifications.
32. **SUBMITTAL:** Proposals must be submitted no later than **Thursday, June 12, 2014 @ 2:00 p.m.**

Proposal Number: SPC #03-13-14

Proposals Will Be Opened on **Thursday, June 12, 2014 @ 2:01 p.m. at St. Petersburg College – EpiServices, 14025 58th Street North, Clearwater, FL 33760 in Room 110.**

33. **MANDATORY PRE-PROPOSAL CONFERENCE:** All firms or persons interested in being considered for selection must attend a mandatory pre-submission conference call scheduled from 1 p.m. to 2:30 p.m. on Tuesday, May 13, 2014. The conference call in number is 727-398-8420 (Conference ID #:180149) Questions concerning the RFP process and required services will be addressed at the conference. Each firm or Respondent is responsible for any costs they incur in attending this mandatory conference call.

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III. Technical Specifications

1. **Background:** St. Petersburg College (SPC) located in Pinellas County and established in 1927, is the oldest of Florida's 28-member state college system and the first to become a 4-Year college issuing Baccalaureate Degrees beginning in 2001. SPC is governed by a five-member board of trustees appointed to four-year terms by the Governor of Florida. The Board appoints a president who has administrative responsibilities for operation of the College.

Enrollment in 2012-2013 included 60,909 students, including 44,257 credit seeking and 16,652 non-credit seeking (Source: spcollege.edu). St. Petersburg College offers [more than 100 academic programs](#), and career training to university transfer options to bachelor's degrees at [ten locations](#) throughout Pinellas County and online. Ninety-five percent of SPC's 351 full-time faculty hold advanced degrees.

2. **Schedule of RFP Events:**

<i>Time</i>	<i>Date & Day</i>	<i>Description</i>
	5/1/14 - Thursday	RFP issued
	5/13/14 - Tuesday 1 p.m. – 2:30 p.m.	Mandatory Pre-proposal Conference Call Conference call number: 727-398-8420 Conference ID #: 180149
	5/13/14 - Tuesday to 5/15/14 Thursday	Question & Answer (Q&A) period open: please email all questions to Spinelli.Paul@spcollege.edu With the exception of the Pre-proposal Conference, all questions must be presented in writing. Questions via telephone will not be accepted.
3:00PM	5/15/14 - Thursday	Q&A period closed
3:00PM	5/19/14 - Monday	Q&A posted on www.spcollege.edu/purchasing/
2:00PM	6/12/14 - Thursday	RFP Deadline
2:01PM	6/12/14 - Thursday	RFP Opening at St. Petersburg College – EpiServices, 14025 58th Street North, Clearwater, FL 33760 in Room 110
	6/17/14 - Tuesday	Selection committee reviews proposals
	6/19/14 - Thursday	Notice of recommended intent to award

3. **Agreement/Contract:** The projected term of the Agreement begins on the date of the last party to sign the Agreement between the College and the selected firm, and is anticipated

to last no later than December 31, 2014.

IV. Proposal Specifications

REQUEST FOR PROPOSALS

Introduction:

St. Petersburg College is soliciting proposals from consultants experienced and qualified to provide a Web Content Management (WCM) platform, revamped Information Architecture with scalable taxonomy and a new and modern website design using current rendering technologies (like responsive design). While the College understands that no single design convention (responsive, fixed-width or fluid) meets all business needs, the main goal is to impact conversion of inquiries and applications. The optimal convention should serve as many web clients as possible on the widest range of devices

Background:

The College is soliciting the services of qualified firms to collaborate with the College to update the College's website, specifically the website's look and feel to reflect more modern, responsive designs. Additionally, the content information architecture should be flexible for responsive content across a wide variety of platforms and support easy navigation to key student services. The new website should allow for personalization using Facebook Login for the Web (preferred method), OAuth and/or proprietary CMS login to allow a personalized web browsing experience and content appropriate to the user.

The last major redesign of the website took place in 2011. Since then, much has changed in the architecture of existing CMS, Ektron 8.02, as well as the level of expectation of services provided by local and national post-secondary education websites and the technology to support online services. Additionally, the College seeks to develop a revised student-centric information architecture (some progress was made with the current site, but the site is still too organization-centric).

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SCOPE OF WORK

1.) Project Overview

The primary goal of this project is to replace the current website (www.spcollge.edu) with a new and improved website. The new website will be easier for users to navigate -- focused on key audience segments, more efficient for College staff to manage, and flexible enough to power multiple websites, branded portals, blogs and 'pop-up' websites on-demand. The Vendor will provide the College with an information ready, turnkey content management platform and responsive starter websites into which College staff can immediately begin to migrate information. The Vendor may also be asked to assist in the development of fifteen microsites that support the college's academic areas of study. We believe that with the information architecture, design flexibility (through page templates and CSS) we are proposing below, that these sites will be relatively easy to provision.

2.) Minimum Requirements

Improve the tools that support updating content in the website, i.e. content management system (CMS). Note: The College currently uses Ektron CMS (version 8.02). A Respondent may recommend other content management systems or digital publishing solutions; however, the maximum cost of the system should not exceed \$25,000.

a. Information Architecture

- i. Improve the College's information architecture, make recommendations or offer best practices in the public, private and not-profit education space. The College will provide starter taxonomies, categorizations and controlled vocabulary (or 'tag language') to the Vendor.
- ii. Assist the College in implementing an information taxonomy or taxonomies. Information taxonomy (nested categorization structure) that is logical and easy to maintain/scale; a tag vocabulary or language is also highly desirable
- iii. Assist the College in implementing best practices for navigation and other site organization based upon other post-secondary institutions and competitors

b. Content Management

- i. Content management system has forms management (HTML forms) with database capture
- ii. Content management system has blogging and/or news engine
- iii. Content management system has event registration engine
- iv. Content management system enforces meta data (title, description, category and keyword tags) supplied for new pages
- v. Content management system supports content publish from/to dates or "publish control"
- vi. Content management system allows users to select from pre-designed (responsive) page templates per role, department

- vii. Websites(s) support easy navigation of the website across a wide range of desktop and mobile devices, and support the College's inquiry-to-application conversion funnels
- viii. Content management system allows for 'pop-up websites' (portals or microsites) – collections of taxonomy items (categories, tags or keywords) that can be quickly and dynamically created and branded or 'themed' with ease
- ix. Content management system provides RSS publishing and consumption
- x. Content management system provides tools to query and manipulate content (find, search & replace, spell check, etc.)
- xi. Content management system provides logging provided to track & report changes (revision history, where used list of images & documents, refresh/expiration dates, etc.)
- xii. Content management system provides testing/review (draft pages) environment
- xiii. Content management system provides photo slider or other responsive photo mechanism that is JQuery-based and configurable
- xiv. Content management system provides video consumption and responsive delivery, specific YouTube videos
- xv. The solution provides an archival system for St. Petersburg College press releases, photos, videos and move historical data to a searchable database
- xvi. Content management system provides role/user appropriate template editing without the need for tools like Visual Studio
- xvii. Content management system supports first-party or third-party widgets that allow users without technical knowledge to create parts or even whole pages without any technical knowledge. (Examples: online form, list of the latest news, poll widget, newsletter subscription box, SharePoint list, etc.)
- xviii. Content management system provides class insulation, and custom content type creation. Changes can be deployed without recompiling the entire application.
- xix. The content management system offers users the ability to create multiple media libraries where you can store images, photos, music, video, PDFs, presentations or even Flash or Silverlight applications
- xx. The content management system offers a document management feature.
- xxi. The content management system offers a 'Create Once, Publish Everywhere' (COPE) methodology and can re-use/re-purpose content across all digital channels (web, mobile, social)
- xxii. The content management system offers user submitted content submissions (e.g. "Tell Us Your Story") with photo upload ability

c. Content Editing

- i. Content and page editing is easy, secure and timely and done by a browser-based WYSIWYG interface for content editors.

- ii. CMS editor must be capable across all major browsers and function evenly in Safari, Chrome, Firefox and Internet Explorer. Ideally, the CMS should also allow mobile editing
- iii. Allow for “content chunking” to minimize editing and repeating content in the content management system – that is, content reuse, including distribution to outside sources (e.g., intranet, social media, other websites, news media, RSS, mobile applications or mobile websites, etc.)
- iv. Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require knowledge of web development languages or technical structures

d. Look and Feel

- i. Enable updating the look and feel of the website on an as-needed basis
- ii. Delivers content to mobile devices operating on different platforms using a responsive web design, with an option to switch to the standard version
- iii. Design uses fluid, proportion-based grids (non-table) templates. The Vendor should deliver five (5) proposed composite layouts or wireframes:
 - 1. Home page with personalization (personalization may be handled in master page or page template also)
 - 2. Section [sometimes called ‘section front’ or portal]
 - 3. Three interior pages: 1-, 2-, 3-column responsive interior page variations
- iv. Acceptable frameworks include Twitter Bootstrap, LESS, Frameless, The Semantic Grid System or a hybrid of responsive design and server-side redirection technologies to deliver a mobile-friendly user experience
- v. Design should be clean, minimalistic and flexible
- vi. Enable access by smartphones and tablets through mobile version of the website(s), responsive design or a combination of server-side redirection and responsive design
- vii. Graphical elements (images and video) scale for high PPI or ‘Retina’ devices and are themselves responsive to the layout.
- viii. All pages are printable using styles that make them easy to read offline

e. Navigation and Search Engine Optimization

- i. Provides most effective menu style (e.g., mega vs. drop down or accordion, hover effects, visual hints, etc.), optimal page depth & size
- ii. Creates friendly, user-defined customizable URLs or ‘aliases’ (that can be indexed by Google, others)
- iii. Generates breadcrumb navigation for each page (desktop)
- iv. "Skip navigation" provided to enhance screen reader and search engine access to code
- v. Site map dynamically generated
- vi. Content-tagging via taxonomy and manual content tagging (like article or blog tagging)

f. User Experience and Compliance

- i. Content management system conforms to current ADA Section 508, W3C WCAG and WAI accessibility guidelines
- ii. Aria compliance for screen readers
- iii. Content management system generates W3C valid code and CSS that executes cross-browser
- iv. Content management system uses HTML 5 structural element tags and, at minimum, CSS3 media queries
- v. Rigorously audience-centric / intuitive menu names
- vi. Appealing, professional and consistent style
- vii. Ensure easy accessibility and navigational user experience, encouraging students, alumni and community members to return
- viii. Prominent search bar with comprehensive search-engine optimization. Taxonomic structure and content tagging works in concert with a 'smart search' that offers users search suggestions or 'find as your type' functionality (preferred). Note: The College current uses as proprietary MySQL 'keyword database' to guide search results to desired pages. This may be replaced with CMS functionality.
- ix. Supports use of a translation function (e.g., Google Translate or similar) or localization
- x. The solution may offer a loyalty component or 'gamification.'

g. Safety and Security

- i. Multiple level security, approval workflow contained within the website infrastructure; LDAP (Lightweight Directory Access Protocol) or ADFS (Active Directory Federation Services) [preferred] connectivity.
- ii. Provides intuitive workflow management with revision tracking/roll-back support and log reporting/auditing
- iii. Reminders framework to prompt content managers to submit updates (page/section schedule), or other mechanisms to keep content current

h. Functionality & Extensibility

- i. Emergency Alert Notification: The College currently uses InformaCast for emergency alerts. The system will need to integrate with InformaCast or offer a zone in the master page or template to publish emergency notifications
- ii. The system provides for integration with other web service-based systems like CurricuNet, Burning Glass Career Services, and SPC's proprietary course and program database (written in PHP using MySQL – implemented in Ektron with .NET user controls)
- iii. System is compatibility with Google Analytics, Google AdWords, Marketo, Salesforce.com and other enterprise systems

- iv. Integrate with mainline social media platforms, especially those platforms used by SPC (Facebook, Twitter, Pinterest, Google+)
- v. Integrates or can be integrated with the ShareThis or AddThis APIs
- vi. Seamlessly direct traffic to SPC's existing blogs (all WordPress) and (optional) provide the publishing/consumption of RSS to bridge systems
- vii. Function as the hub for other web-based enterprise systems such as our student information system and learning management system

i. Marketing

- i. Personalization using Facebook Login for the Web (preferred method), OAuth (Twitter/LinkedIn, etc.) and/or proprietary CMS login to allow a personalized web browsing experience and content appropriate to the user
- ii. Reflect the values and character of the College visually and with targeted content appropriate to the audience
- iii. Enable personas to interact with WCM (web content management) for more tailored browsing experience
- iv. Maximize search engine optimization through strategic mark-up, micro tagging and other formats
- v. The solutions offers social media plugins, widgets or appropriate code can be installed by the Vendor in the final solution to support this functionality
- vi. The solution focuses heavily on converting prospects into SPC students

j. Administration & Training

- i. The Vendor provides a comprehensive project plan for the initiation, planning and execution phases of the website project
- ii. The solution and content management system are well-documented
- iii. The Vendor assists College administrator(s) with security group settings and CMS initial setup
- iv. The Vendor assists College in providing content editor training (minimum 120 minutes)
- v. The Vendor assists College in providing content contributor training (minimum 120 minutes)

k. Development and Deployment

- i. The Vendor will furnish a hosting URL and platform for the initial development of the look and feel and base content management installation
- ii. The Vendor will work with College IT staff to deploy CMS to a new virtual machine or other hosting platform, as the College deems appropriate

l. Calendaring

- i. The solution provides calendar support for events and activities. Note: The College is currently managing this with delivered functionality in Ektron.
- ii. The calendaring solution provides some level of migration support to convert existing calendar entries

- iii. The solution has an efficient input form with the ability to post photos, linked documents, page links, and recurring events
- iv. Provides support for multiple, customizable event categories and administrators, with individual and role permission settings
- v. Provides support for saved locations (name, address, contact information) coupled with map location & directions
- vi. The calendaring feature supports event filters, or filters based upon personalization or user selection.

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V. Selection Committee Process

1. RFP response review evaluation method
 - a. The College will appoint a Selection Committee consisting of five (5) members of its staff to evaluate proposals, and to recommend award of a contract with the Respondent, which meets the best interests of the College.
 - b. The College will be the sole judge of its best interests.
2. Non-Responsive Proposals
 - a. Non-responsive proposals will be rejected by the purchasing department, and will not be distributed to the Selection Committee for consideration. Additionally, the Selection Committee may determine that documentation proposal is so inadequate that it is non-responsive. Reasons that a proposal may be deemed non-responsive include, but are not limited to:
 - Failure to sign the proposal
 - Failure to acknowledge addenda
 - Failure to provide required documentation
 - Late submission of a proposal
 - Respondent does not meet minimum requirements
 - b. The Selection Committee will evaluate all responsive written proposals to determine which proposals best meet the needs of the College based on the evaluation criteria.
3. Request for Proposal
 - a. To ensure that all RFP's are fairly evaluated, scored and ranked, it is very important that the RFP's are prepared according to the prescribed format. Failure to follow this requirement may result in the disqualification of a proposal.

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VI. Instructions for Preparing Proposals

Please provide one (1) original proposal, five (5) hard copies and one (1) electronic copy in *Microsoft Word* on a thumb/flash drive.

RFPs will be evaluated based upon four criteria:

- ❖ Responsiveness to RFP (5 Points)
- ❖ Web Content Management, Information Architecture and Responsive Design Proposal (60 points)
- ❖ Experience (15 points)
- ❖ Proposal Cost (20 points)

1. Responsiveness to RFP – (5 Points)

- a. Letter of Intent: This letter will summarize in a brief concise manner, the Respondent understands the scope of services and make a positive commitment to perform the work/service in a timely manner. The letter must be signed by an official authorized to make such commitments and enter into a contract with the College. The letter must indicate the official's title or authority. The letter should not exceed two (2) pages in length.
- b. Attachments
 - i. Registration form
 - ii. Proposal Certification – Ensure that all addenda, if applicable, are acknowledged.
 - iii. Respondent's Qualification Statement
 - a. Corporate Information: If Respondent is a corporation, provide a copy of the certification from the Florida (or other state) Secretary verifying Respondent's corporate status and good standing, and in the case of out of state corporation, evidence of authority to do business in the state of Florida.
 - b. Subsidiaries: Name any subsidiary or affiliated companies in which principals have a financial interest. Explain in detail the principal's interest in this company.
 - iv. Drug Free Workplace Certification
 - v. Minority and Woman Owned Business Declaration
 - vi. W9

2) Web Content Management, Information Architecture and Responsive Design Proposal – (60 Points)

- i. Information Architecture (6 Points)
- ii. Content Management (10 Points)
- iii. Content Editing (5 Points)
- iv. Look and Feel (7 Points)
- v. Navigation and Search Engine Optimization (4 Points)
- vi. User Experience and Compliance (4 Points)
- vii. Safety and Security (3 Points)

- viii. Functionality & Extensibility (6 Points)
- ix. Marketing (4 Points)
- x. Administration & Training (3 Points)
- xi. Development and Deployment (3 Points)
- xii. Calendaring (5 Points)

3. *Experience* – (15 Points)

- a. Current References (10 points): The firm will provide a listing of, at minimum, three (3) participants it has or is providing successful recruiting services to that are consistent with the requirements and the scope set forth in this RFP. The listing shall include name of the client, the name of the contact person, address, e-mail, and telephone number and a brief explanation of the services that were provided.

- b. Project Personnel (5 points): Indicate any other persons that will be assigned to this project.

For each of the project personnel, provide the following information:

- Name, title and assignment for this project
- Resume which includes:
 - Number of years with this company
 - Number of years with other company(s)
 - Experience: Names of projects, types of projects, and size of projects specific project involvement.
- Education/ Degrees earned
- Active registration/certification/licenses
- Current job description
- Other experience and qualifications which are relevant to this project.

4. *Project Cost* (20 Points)

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive.

-- THE REMAINDER OF THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK --

VII. Attachments

A. Vendor Registration Form

Anyone interested in doing business with St. Petersburg College is requested to complete the Vendor Registration Form. The completed vendor registration is not a guarantee of an opportunity to bid, but will help us in evaluating your business for future opportunities.

Business Name:	
Mailing Address (Street/P.O. box):	
City: _____	State: _____ County: _____ Zip Code: _____
Contact Person:	Title:
Telephone #:	Fax #:
Email Address:	
Is your company certified by the State of Florida's Office of Supplier Diversity as a Minority/Woman owned business? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, identify certification:	
Please forward a current catalog or provide a website address if catalog is available online. Website Address:	
Type of business/service offered:	
Please return the completed Vendor Registration Form to: St. Petersburg College Purchasing Department Attn: Paul Spinelli, Director P.O. Box 13489 St. Petersburg, FL 33733-3489 OR - Fax to: (727) 341-3368	

B. Statement of no Proposal

If your firm does not intend to respond to this RFP, please complete and return this form prior to the date shown for receipt of Proposals to: St. Petersburg College, Purchasing Department, Attn: Paul Spinelli, Director, P. O. Box 13489, St. Petersburg, Florida 33733-3489. Fax # 727-341-3368

The undersigned declines to submit a proposal on the above referenced Invitation to Proposal for the following reason(s):

- ☐ Specifications are too "restrictive." (Please explain below)
- ☐ Unable to meet specifications
- ☐ Specifications were unclear. (Please explain below)
- ☐ Insufficient time to respond
- ☐ We do not offer this type of product or equivalent
- ☐ Our production schedule would not permit us to perform
- ☐ Other (please explain below)

<hr/>		<hr/>	
Company Name		Title	
<hr/>		<hr/>	
Signature		Telephone	
<hr/>		<hr/>	
Printed Name		Fax	
<hr/>		<hr/>	
<hr/>	<hr/>	<hr/>	<hr/>
Address	City	State	Zip

C. Proposal Certification

I certify that this proposal is made without prior understanding, agreement or connection with any corporation, firm or person submitting a proposal for the same materials, supplies or equipment, and is, in all respects, fair and without collusion or fraud. I agree to abide by all conditions of this proposal; I certify that I am authorized to sign this proposal.

I hereby agree to furnish the items and/or services at the prices and terms stated in my proposal. I have read and understand the terms and conditions of the Request for Proposal.

This company is in compliance with the non-discrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to Equal Employment Opportunity for all people without regard to race, color, religion, sex or national origin and the implementing rules and regulations prescribed by the Secretary of Labor.

I certify that I have received the following addenda (if any):

Addendum _____ Dated _____

Addendum _____ Dated _____

Signature _____

Name(s) and Title(s) _____

Legal Name of Respondent _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____

Email _____

Date _____

D. Respondent's Qualification Statement

The undersigned certifies under oath the truth and correctness of all statements and all answers to questions and information provided hereinafter.

Submitted to: St. Petersburg College
Director of Procurement

Submitted by: Name: _____ () Corporation

Address: _____ () Partnership

Principal Office: _____ () Individual

(Note: Attach separate sheets as required.) () Joint Venture

() Other

1. How many years has your organization provided the requested services? _____

2. How many years under the present business name? _____

If applicable:

Former business name: _____ # Years: _____

3. Corporations, answer the following:

Date of incorporation: _____

State of incorporation: _____

President: _____

Regional Manager: _____

District Manager: _____

4. Partnerships, answer the following:

Date of organization: _____

Type of partnership: _____

Names and addresses of partners (if applicable):

1). _____

2). _____

3). _____

5. If other than a corporation or partnership, describe organization and name principals: _____

1). _____

2). _____

3). _____

6. Have you ever failed to complete any contract awarded to you? If so, indicate when, where, why, and name/telephone number of persons we may talk to about this: _____

1). _____

2). _____

3). _____

7. Has any officer or partner of your organization ever been an officer or partner of another organization that failed to complete a contract? Yes _____ No _____

If yes, state circumstances: _____

9. Worker's Compensation insurance policy number: _____

Name of company: _____ Policy amount: _____

10. Comprehensive General Liability policy number: _____

Name of company: _____ Policy amount _____
(\$500,000 combined single limit minimum)

The Board of Trustees, St. Petersburg College, will be named additional insured for General Liability coverage if our firm is awarded the bid? Yes _____ No _____
(A "No" answer will disqualify your bid.)

11. Name(s) and telephone number(s) of person(s) designated as liaison with the College in administering the contract in the event of bid award (attach sheet if necessary):

Date: _____ Name of Company: _____

By: _____
(Authorized Signature)

Title: _____

NOTARIZATION

Sworn to and subscribed before me this _____ day of _____, 2014

Personally known _____
Notary Signature

Produced Identification: _____

Type of Identification: _____

Notary Public State of: _____

My Commission expires: _____

(Printed, typed or stamped Commissioned
name of Notary Public)

E. Drug Free Workplace

The undersigned Respondent in accordance with Florida Statute 287.087 hereby certifies that does:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement, and will notify the employer of any conviction of, or plea of guilty or nolo contendere, to any violation of Chapter 893, or any controlled substance law of the United States or any state violation occurring in the workplace, no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by an employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug free workplace through implementation of this section

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Respondent's Signature

Date

F. Minority and Woman Owned Business Declaration

Respondent hereby declares that it is a Minority/Woman Owned Business Enterprise by virtue of the following:

Type of Business: Check applicable block(s)

- ☐ "Black American" includes persons having origins in any of the Black racial groups of Africa.
- ☐ "Hispanic American" includes persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish cultures or origins, regardless of race.
- ☐ "Native American" includes American Indians, Eskimos, Alaskan Indians, Aleuts and Native Hawaiians.
- ☐ "Asian-Pacific Americans" includes persons whose origins are from Japan, China, Taiwan, Korea, Southeast Asia, the Philippines, Samoa, Guam, the U.S. Trust Territories of the Pacific, and Northern Marianas.
- ☐ "Service Disabled Veteran"

Note: MBE and WBE are defined by Federal Register 49 CFR, Part 23, as a business firm which as at least fifty-one percent (51%) owned by minority or women group members, or in the case of a publicly owned business, at least fifty-one percent (51%) of the stock of which is owned by the minority or woman. The minority or woman ownership must exercise actual day to day management and control of the business.

Respondent:	
Certified by (name of Public Entity, if applicable)	
City:	County:
State:	Zip Code
Certificate Number:	
Attach copy	
Signature:	Date:

Minority and Woman Owned Businesses (MWBE) shall complete this page, and return with their submittal.

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)	
	Business name/disregarded entity name, if different from above	
	<input type="checkbox"/> Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ <input type="checkbox"/> Other (see instructions) ▶	<input type="checkbox"/> Exempt payee
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	City, state, and ZIP code	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-			-		

Employer identification number								
			-					

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person *	Date *

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business.

Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.