

Del Mar Union School District



Request for Proposals # 11-01

For

Website Redesign and Content Management System (CMS)

December 16, 2011

www.dmusd.org



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Request for Proposal #11-01
Website Hosting of a District and School Site Content Management System
E-Rate Form 470 Application Number: 467740000929970

The Del Mar Union School District (DISTRICT) is seeking to purchase a qualified web Content Management System (CMS) and hosting service to support the District in the consultation, design, hosting, and maintenance of District, School, and Teacher websites. The District is currently using an in-house product which is hosted-off site at amazon.com. The District is interested in establishing a multiyear agreement if possible for purposes of creating a stable relationship with Provider. Based on this interest, Provider is encouraged to show pricing (One Time and Monthly Recurring) based on contract lengths of 12 months, 36 months and 60 months. Hosting Service start date will be July 1, 2012.

Vendors should also review related addendums to this proposal at:

<http://district.dmusd.org/pages/departments/business-services/2698>

I. DEADLINES FOR SUBMITTING PROPOSALS

Event	Date
RFP Released and E-Rate Form 470 Advertised	December 16, 2011
Advertised North County Times	December 2 & 9, 2011
Deadline for Vendor Questions	January 5, 2012
Proposals Due	January 17, 2012
Evaluation of Proposals	January 17, 2012
Demos as Requested	January 19, 2012
Board Approval	January 25, 2012
Contract Signed	January 26, 2012
E-Rate 471 Completed	January 26, 2012

II. INTRODUCTION and BACKGROUND

The Del Mar Union School District (District) serves an enrollment of approximately 4,000 students on 8 campuses plus the District office and our Maintenance and Operations Facility.

The Technology Department is responsible for administering the development, design, and hosting of the District, school, and teacher websites.

RFP responses to this Content Management System (CMS) and Web Hosting services shall include, but are not limited to the criteria listed in the System Capabilities Matrix (Appendix One), Costs (Appendix Two), and Submittal Requirements Sections One through Five. All proposers are to respond to all Section Items and fill out the System Capabilities Matrix using the (included) Excel Spreadsheet, and Cost forms completely. **Incomplete responses will be deemed non-responsive.**

This project is eligible for E-Rate Funding as an Internet Web Hosting Service. Proposers must participate in the E-Rate program, submit a SPIN number as part of the RFP process, assist the District in obtaining awarded E-Rate funds, and respond to other requests as needed to apply for and secure E-Rate funding. District requires that Proposers itemize the specific E-Rate eligibility for each feature or function of their product.

III. SCOPE OF WORK

The scope of work shall include, but not be limited to, the following tasks:

1. Development and maintenance of District websites for the contract period (including optional contract extensions) to include at least the following:
 - a. Planning and implementation support for the web content management system.
 - b. Training of key staff on utilization of system features including: access to Help Desk, authoring, use of templates, updating content, roles and security, archiving content, sharing and group resources, and back-up and restore of content.
 - c. Technical support for all CMS functions, hosting, and authoring services.
 - d. Consultation on design development for the District, site, and teacher pages.
 - e. Migration of existing website content, including all documents to the CMS (Optional. To be priced separately)
 - f. Time frame/schedule of development, training, and hosting to match District and E-

Rate deadlines.

- g. Maintenance of system, including software/hardware updates support.

2. Schedule and Implementation Timeline

At the time of submission, the proposer shall submit a proposed Schedule and Implementation Timeline to include the requirements a-d below. This Schedule and Implementation Timeline shall be included along with other Section Four (4) documents:

- a. Training should be provided for new users each year as scheduled by the District.
- b. Planning, Design, Conversion and Development should begin on March 5, 2012 or when the E-Rate Funding Commitment Letter is received, or as directed by District.
- c. Live hosting shall begin on June 15, 2012 or as directed by District.
- d. System maintenance shall be performed throughout the contract period (including optional contract extensions) in order to maintain 99.5% system availability.

3. Deliverables

This includes, but is not limited to, a description of functional and design specifications; user interface requirements; software descriptions; training materials and documentation; network accessibility information such as passwords; interactive elements; information-capturing capabilities; browser and platform compatibilities; audio/video format requirements; linking structures; database structure requirements; code standards; screen and file layouts; general "look and feel" elements. See Section One through Section Five for additional information.

4. Submittal Requirements

The proposing firm shall submit two (2) original, and one (1) electronic copy of RFP responses including electronic submittal of Systems Compatibility Matrix in Excel format (provided). The electronic copy may be electronic Word or PDF documents. Although an electronic version of the attachments is available to assist vendors in preparing proposals, the original signed proposal must be submitted in hard copy. The complete submission will begin on page 16, "Proposer's Response Form" of this document and include:

- a. Written responses to Sections One, Two, Three, Four and Five below.
- b. Project Schedule and Implementation Timeline as described on page 5.
- c. Written and electronic completion of Appendix One "System Capabilities Matrix"
- d. Written completion of Appendix Two "Costs"
- e. Written name, date and signature of authorized proposer.

The RFP responses of interested firms will be evaluated based on responses to the requirements listed in Sections One through Five below. Prepare a succinct written response of how your firm will address each Section and Item below. Each Section One - Five responses shall begin on a new page with the Section name and requirement as listed. Proposals which are late, incomplete, or do not follow this required format, will be considered non-responsive and will not be considered.

Section One - Minimum Submittal Requirements:

Note: Section One "Minimum Submittal Requirements" are in addition to required Purchasing Department requirements which include the submission of sealed and complete Proposer's Response Form no later than January 16, 2012 at 11:00 am at the Del Mar Union School District Business Services Department, 11232 El Camino Real, San Diego, CA 92130.

- a. Describe how proposed solution conforms to DISTRICT Board Policies, specifically those related to copyrighted materials, instruction and technology, and student use of technologies specifically BP 6162.6, 6162.7, 6163.4. See <http://s3.amazonaws.com/blue-turtle/dmusd/documents/2011/11673.pdf> for more information.
- b. Describe how proposed solution conforms to the Districts need for a safe and secure website for students, staff and parents. This includes the ability to eliminate and prevent intrusive web postings, inappropriate language, unauthorized shut-downs, illegal threats and harassment.
- c. Describe the experience of the firm in the previous five years in the hosting and maintenance of websites of similar function and of similar size. Demonstrate your understanding and application of the most recent website technologies. Provide documentation of the installed base of customers using the product(s) proposed.
- d. Location of firm and any consultants if utilized and related ability to provide adequate District support for project management, on-site training and ongoing support.
- e. Proposers shall provide references from a minimum of three recent school district clients for whom they have provided services including planning, implementation, hosting, training and maintenance of similar sized websites. Proposers shall also provide references including contact person and telephone numbers for a district representative who was involved in the process for each project listed.

- f. Proposers must participate in the E-Rate program, submit a SPIN number as part of the RFP process, accurately identify eligible and non-eligible solution features and costs, proactively assist the District in obtaining awarded E-Rate funds for each funding year, remain in a "favorable" status with USAC, and respond to other requests as needed to apply for and secure E-Rate funding. Describe how your firm meets these requirements.

Section Two - Weighted 30% - Response to Matrix:

- g. Complete the System Capabilities Matrix (Appendix 1) included in this document. A Excel document is provided for electronic submission in addition to the required hard copy.

Section Three - Weighted 20% · Technical Expertise, Past Performance, References:

- h. Describe the experience of the firm in the previous five years in the hosting and maintenance of websites of similar function and of similar size (9+ sites)
- i. Demonstrate an understanding and provide examples of, new and emerging website technologies (Social Networking, Web 2.0, RSS, Twitter, etc.) Is the company changing with evolving technologies so that it will keep up with our changing needs?
- j. Document the installed base of customers using the product(s) proposed. A form is provided in the Proposer's Response Form at the end of this document.
- k. Provide evidence that the vendor can provide technical support for all CMS functions, hosting, and authoring services.
- l. Describe the resources and strategy that will be used for porting the existing content to the CMS system if the District selects this option.
- m. Provide evidence that the vendor has adequate technical, development, and training staff to implement the project on our timeline, including:
 - Qualifications and recent website experience of the staff to be assigned to the project.
 - Include resumes showing experience with school District/site implementation and background relevant to project work.
 - Clarify which project personnel are on staff and which are contracted employees.
 - Describe qualifications and recent website experience of other consultants (if utilized) to be assigned to the project (if applicable).
 - Provide an "experience matrix" demonstrating projects on which consultants and staff have worked together.

Section Four - Weighted 20% ·System Design and Implementation:

- n. Demonstrate an understanding of the Del Mar Union School District and its unique characteristics, the scope of work, and proposer's methodology and approach to each task.
- o. Provide examples and narrative of how your solution meets the definition of a "User Friendly" system with attention given to: Color/Style, Navigation, Ease of Use, Depth and Breadth of website, Help Desk Support, Customization, Ease of Maintenance, Student Pages, Parent Pages, Teacher Pages, Department Pages and Emerging Technologies. Vendor finalists may be invited to demonstrate their system on January 19, 2012 at the District Offices, located at 11232 El Camino Real, San Diego CA 92130.
- p. Demonstrate the use of a good, practical approach to the project set-up and implementation costs and to ongoing maintenance over the contract period, including optional years as requested.
- q. Provide the name and qualifications of the Project Manager that will be assigned to this engagement.
- r. Provide a description of proposed annual, on-site training for continuing and new staff for all sites and District Office.
- s. Provide a description of available Help Desk and web-based support for teachers and other end-users.
- t. Provide a description of all additional costs for specialized customization efforts needed to meet any RFP requirement not already included in proposer's standard package.
- u. Describe the timeline and full conversion effort of the current, fully implemented school district and school site pages, section, sites, links, databases, forms/surveys, roles, document libraries, images. Your cost should be based off current website at www.dmusd.org, which would need conversion.
- v. Provide assurance that technologies proposed and development tools (programming languages, data base development/maintenance/publishing tools) are common industry standard applications.
- w. List all programming languages used in proposer's system and database backend languages and structure.
- x. Discuss SIF compliance and identify specific data elements included (ie: Name, ID, School, etc.).

Section Five- Weighted 30%- Cost:

- y. Include a cost summary of the project (including setup charges, optional conversion costs for all current web pages (*see: <http://www.dmusd.org>*), content, documents, forms, directories, membership rosters, roles and permissions, hosting costs, training costs, and maintenance/update support thereafter). Proposer Response Forms are provided in Appendix Two.
- z. Eligible and Ineligible E-Rate Services. The proposer must clearly define costs associated with eligible and ineligible E-Rate services included in the proposal as separate line items and/or state that the following ineligible items are NOT included in the proposed solution. Vendor is ultimately responsible for definitions of web hosting "eligible" and "ineligible" services as posted on the USAC website.

<http://www.usac.org/sl/tools/eligible-services-list.aspx> (Proposer should verify that this information has not been amended by USAC.), which is listed below:

A web hosting service that provides a means for a school or library to display content on the Internet is eligible. The following web hosting functions are eligible: 1) Provision of website traffic (bandwidth); 2) Provision of disk space for storing applicant provided content; 3) Provision of File Transfer Protocol (FTP) transfer or a Web interface to upload files. In addition, web hosting may include password-protected pages, interactive communication features such as blogging and webmail, and other features that facilitate real-time interactive communication such as instant messaging and chat. Web hosting does NOT include content created by third-party vendor and any features involving data input or retrieval – including searching of databases for grades, student attendance files, or other reports – and will not include support for the applicants necessary to run online classes or collaborative meetings.

IV. EVALUATION OF PROPOSALS

The District will screen all proposals for compliance with this Request for Proposal, and will select the top finalists from among proposals submitted, based upon, but not limited to, the following criteria:

- a. Vendor met the Minimum Submittal Requirements (as presented in Section One above and according to required Purchasing definitions). This process will establish whether a submission is complete and "responsive to the RFP". Non-responsive RFP proposals will not be evaluated further.
- b. 30% Weighted Score - Section Five - Total Three-Year Cost (as presented in Appendix Two) will be evaluated and given the highest weight for proposals deemed to be responsive to the RFP.
- c. 30% Weighted Score - Section Two-Response to System Capabilities Matrix
- d. 20% Weighted Score - Section Four - System Design and Implementation
- e. 20% Weighted Score - Section Three - Technical Expertise and Experience
- f. Overall comprehensiveness and responsiveness of the proposal, clearly stating the understanding of the work to be performed, and demonstrating a good practical approach to accomplishing the project and maintenance thereafter.

District staff will conduct oral interviews and/or participate in vendor demonstrations with the short listed firms. Proposer's staff who will be managing the project will be expected to attend and participate in the interview and demonstration if required. If firms are invited to interview and demonstrate, they should expect to be available on January 19, 2012.

District staff will prepare an evaluation report and award the contract to the selected vendor under the direction of the Governing Board.

The District reserves the right during the selection process to inspect the Proposer's activities and financial statements to ensure the company's competence and ability to perform the specified services. The Vendor's proposal may be rejected if the above inspection discloses information demonstrating that the vendor is not qualified or able to perform the specified services.

V. AWARD OF CONTRACT

The District reserves the right to accept or reject any and all proposals, or any portion or combination thereof, to contract services with whoever and in whatever manner the District decides, to abandon the services entirely, to award on the basis of the total proposal, and to waive any informality or non-substantive irregularity, as the interests of the District may require in compliance with the Public Contract Code.

The District reserves the right to award a contract any time up to sixty (60) days from the date of proposal opening. The award of a contract is at the sole discretion of the District, acting through the Governing Board. The resulting contract will include the option for voluntary extensions. The length of the contract will be for three years (3) with the option to voluntarily extend for up to two (2) additional years.

VI. DISPOSITION OF PROPOSALS

All proposals become the property of the District and may be returned only at the District's option and at the proposer's expense. Information excluding proposer's financial information or information for which the proposer has clearly indicated as PROPRIETARY, contained therein, shall become public documents subject to the Publics Records Act. One copy of the proposal shall be retained for District's files.

VII. REQUESTS FOR INFORMATION

Questions regarding this RFP should be submitted by email only to: bheskett@dmusd.org. Please include the RFP #11-01 in your email subject line. Replies will be posted on the District's website and sent to all vendors who indicate their interest in participating and who provide an email contact address. This document is available electronically at: <http://district.dmusd.org/pages/departments/business-services/2698>.

Appendix One

Vendor:			
Date: <i>(to be filled in by the District)</i>			
Rater: <i>(to be filled in by the District)</i>			
Website Requirements	Rate each item as appropriate		
	Provided in Base Product	Not Provided	Comments
Technology and Infrastructure			
Scalable to meet the needs of the District			
Successful on a WAN consisting of 10MB Opt-E-Man circuits. A 100MB connection to the County Office of Education for Internet Access			
Robust content management capabilities			
Web 2.0 functionality			
HTML 5			
Supports Active Directory (LDAP)			
Hosted solution option			
Supports Safari, Chrome, Firefox and IE Browsers			
Cross Platform support for Windows, Macintosh, Chrome Operating systems			
Compatible with mobile devices: iPhones, Android, iPad, iPod, Tablets			
Provision Accounts			
Account Self-Service			
Supports Security Permissions based on roles for all content			
Backup/Restore (daily, weekly, monthly)			
Supports Versioning			
RSS Feeds Supported at district and site level with users having the option to opt-in or opt-out			
No plug-in requirements for users			
Unlimited space for all content			
User Friendly Site Management Tools			

Community Based			
District Wide Solution			
Supports internal and external communities			
Supports interactive communication services			
Allows community members to stay connected to District activities thru a variety of mobile devices. IE Android, iPods, iPads, iPhones			
Supports District, Department, School, Classroom and Club pages with the ability to enforce look and user-interface			
Web Content and Management			
Supports multiple District, school, teacher and community websites			
Professional Design Templates are Provided			
Custom Templates can be created within the product tool set			
Design changes can be applied across the entire site(s) i.e. CSS			
Process for approval of Templates and Template Changes			
Spell Checker - active in all editing modes/levels			
Administrator alerts of improper language or misuse of account			
Allows for Public and Private Groups			
Ability to import and export data easily			
Supports approval process workflow			
Supports teacher and District Blogs			
Integrated Calendaring			
Help System on-line			
Maintains internal links if pages are moved within a site			
Content Staging, Expiration and Achieving			
Supports Video/Audio Broadcasts: MOV, AVI, WMP, MP3, MP4			

Search and Replace editing capabilities			
Language Translation Support			
Supports Event Registration with confirming email(s)			
Document Library that is searchable			
Post Announcements and Events governed by roles to push to all sites			
Scheduling of Announcements and Event Posts			
Communication and Collaboration			
Supports 'snap-on' Web 2.0 functionality through APIs			
Supports just-in-time communication that is push to staff and community members to both email and mobile devices			
Allows for staff and community members to opt-in or opt-out of receiving information updates			
Provides for shared calendars, photo libraries and digital storage			
Provides for Multiple Calendars at District, Site, Teacher, Club level			
Provides tools for teachers for blogs, podcasts, forums and wiki's			
Provides RSS feeds for changes to calendar(s) and blogs with user control over opt-in and opt-out			
Provides for on-line surveys and registration			
Provides for on-Line Forms			

User Experience			
Easy to create content for novice users as well as power users			
Intuitive navigation based on skill and role			
Supports single sign-on			
Supports the use of advanced editing tools such as Dreamweaver and FrontPage			
Information presented is based on role			
Branding			
Ability to brand and implement brand-consistent websites			
Supports Cascading Style Sheets			
Supports user designed graphics			
Performance			
Hosted solution must provide 99.9% uptime			
27x7x365 monitoring			
Connection to a high speed backbone for a hosted solution (identify)			
Data protection, DR and Business Continuance			
Site Statistics/Reporting capability			
Training			
Technical Administrative Training (3 users)			
Site level Administrative Training (10 users)			
Training for Train-the-Trainers (20 users)			
Provide reference materials, manual			
On-line manuals updated automatically as product changes occur			
Provide Implementation Project Manager (include Quas)			

Service and Support			
Provide an project implementation timeline and project plan			
End-to-end implementation			
Remote Monitoring			
Notice of product changes/updates are sent to District administrator at least 1 week prior to changes are implemented			
Provide on-line help and tutorials			
Unlimited Customer Support available 24x7x365			
Unlimited 'Live' Technical Support available 24x7x365			
Compliance			
Americans with Disabilities Act (ADA)			
Children's Online Privacy Protection Act (COPPA)			
Child Internet Protection Act (CIPA)			
TRUSTe certified			
E-Rate			
Vendor			
Extensive K-12 Client base			
Multiple References			
Customer retention rate			
Customer satisfaction rates			
Clear product roadmap			
Financial Stability			
Proper disclosure			

Instructions: For your convenience, we have included a checklist for you to use to ensure that you have included all required documents in the required sequence as stated below. Insert your written responses to each requirement item from Section 1-5 here. Begin each Section on a new page with a new Section header as shown below. Expand each area as needed to record your succinct and specific responses. Long or poorly prepared responses may not be evaluated.

Section One “Minimum Submittal Requirements”

____Insert your narrative responses to requirement items a - f as described on pages 6 & 7

Section Two “Response to System Capabilities Matrix” – Appendix One

____Insert your completed Appendix One provided on page 13

Section Three “Technical Expertise, Past Performance, References”

____Insert your completed responses to requirement items h – m as described on page 7

Section Four “System Design and Implementation”

____Insert your completed responses to requirement items n-x as described on page 8

____Insert your completed Schedule / Project Timeline here as described in the “Task Schedule” on Page []

Section Five “Costs”

____Insert your completed Appendix Two provided on the next page (page [])

COSTS:

Description	Unit Cost	Quantity for 9* Sites	Monthly Cost for 9 Sites	Year 1 Cost for 9 Sites	Year 2 Cost for 9 Sites	Year 3 Cost for 9 Sites	Total Over 3 Years	Notes
Software								
Software Costs (itemize as necessary)								
Cost of any Client Software (plugins) if needed (both PC and Mac versions)								
Any other Software Costs (please specify)								
Training								
Initial Technical Training								
Initial "Train the Trainer" Training								
Additional Training Options and Costs (please detail)								
Implementation								
Set-up and Implementation Costs (Including technical support, porting data from existing sites, etc.)								
Design Costs (include options for customization of district, school, and teacher sites)								
Conversion of current, fully implemented school district and school site pages, sections, sites, links, databases, forms/surveys, roles file libraries, images, etc.								
Taxes								
California Sales Tax (Excludes Labor)								
Other Costs (Please Specify)								
Total Costs								

*9 sites = 8 schools plus the District Office

Description	Unit Cost	Quantity for 9* Sites	Monthly Cost for 9 Sites	Year 1 Cost for 9 Sites	Year 2 Cost for 9 Sites	Year 3 Cost for 9 Sites	Total Over 3 Years	Notes
Eligible E-Rate Costs								
Identify which Costs are allowed under E-Rate Costs								
• Provision of website traffic (bandwidth)								
• Provision of disk space for storing applicant provided content								
• Provision of File Transfer Protocol (FTP) transfer or a Web interface to upload files								
• Provision of File Transfer Protocol (FTP) transfer or a Web interface to upload files								
• Cost for Password Protected pages								
• Cost of Interactive communication features such as blogging and webmail								
• Cost of other features that facilitate real-time interactive web communication such as instant messaging and chat								
Total Eligible E-Rate Costs As described on page [3, 4i]								
Total Ineligible E-Rate Costs								

OTHER COMMENTS / EXPLANATIONS:

SOFTWARE REQUIREMENTS:

Client Plug-In Software (if required)	
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• For PC Clients:	
• For Mac Clients:	
• For Mobile Devices:	
Programming Languages Utilized	
• Web Delivery:	
• Database Management:	
• Other:	
General System Requirements	
• Operating Systems Supported:	
• Browsers Supported:	

STAFF QUALIFICATIONS: (Please provide information in the form below or attach information on each staff member to be assigned to the project.)

Staff Person	Description of Role	Qualifications

E-Rate SPIN Number:

Date: _____

Submitted by: _____
Name

Signature

Title/Position: _____

Phone: _____