

REQUEST FOR PROPOSALS
Website Audit, Assessment and Redesign

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Exhibits:

Exhibit A	Vendor Registration Form
Exhibit B	Taxpayer Identification Form W9
Exhibit C	Purchasing Affidavit
Exhibit D	WV Ethics Commission Disclosure Statement
Exhibit E	Agreement Addendum
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Exhibit G	EFT Payment Set-Up

Proposals will be received until 12:00PM EST, November 1, 2021

REQUEST FOR PROPOSALS

RFP #22-01 Website Audit, Assessment and Redesign

SECTION 1: GENERAL INFORMATION AND STANDARD TERMS AND CONDITIONS

1.1 Purpose: The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified firms to Audit, Assess and Redesign the Blue Ridge CTC website.

1.2 Schedule of Events:

Release of RFP: September 22, 2021
Proposal Due Date: November 1, 2021
Target Award Date: November 5, 2021
Website Launch Date: February 1, 2022

1.3 Bidder's Point of Contact: The sole point of contact for questions, clarification and inquiries concerning this Request for Proposal (RFP) is:

Kevin Cappello
Procurement & Purchasing Card Manager
Blue Ridge Community & Technical College
13650 Apple Harvest Drive
Martinsburg, WV 25403
kcappell@blueridgectc.edu

1.4 Posting of Information: This RFP and any addenda, will be posted on the Blue Ridge CTC website, <https://www.blueridgectc.edu/finance-office/purchasing/procurement/>

1.5 Questions and Answers: Questions concerning this RFP will be received via email by the point of contact until October 22, 2021. When submitting questions please reference RFP 22-01 in the subject line. Questions, if any, will be answered by addendum and posted to the webpage identified in Section 1.4 above.

1.6 Proposal Submission: Deliver an original and four (4) copies of the proposal on or before the date required in Section 1.2. The outside of the envelope should be sealed and prominently reflect "RFP #22-01 Website Audit, Assessment and Redesign." All proposals must be received at 13650 Apple Harvest Drive, Martinsburg, WV 25403 by 12:00pm EST deadline.

Proposals received after November 1, 2021 12:00pm EST will not be considered. It is the bidder's sole responsibility to ensure timely delivery of the proposal.

1.7 Proposals shall remain in effect ninety (90) days from the submission date.

1.8 Conflict of Interest: By signing the proposal, the bidder affirms that it and its' officers, members and employees have no actual or potential conflict of interest, beyond the conflicts disclosed in its' proposal. Bidder will not acquire any interest, direct or indirect, that would conflict or compromise in any manner or degree with the performance of its services under this contract. If any potential conflict is later discovered or if one arises, the bidder must disclose it to the institution promptly.

1.9 Independent Proposal: A proposal will not be considered for award if the price in the proposal was not arrived at independently, without collusion, consultation, communication or agreement as to any matter relating to such prices with any other offer or with any competitor.

1.10 Rejection of Proposals: The College reserves the right to accept or reject any or all proposals, in part or in whole, at its discretion. The College reserves the right to withdraw this RFP at any time for any reason. Submission of, or receipt by, the College confers no rights upon the bidder nor obligates the institution in any manner.

1.11 Expenses: The institution will not be held liable for any expenses incurred by any bidder responding to this RFP including expenses to prepare or deliver the proposal or attend any oral presentation.

1.12 Interviews: Discussions and/or interviews may be held with the bidders under final consideration prior to making a selection for award; however, the RFP may be awarded without such discussions or interviews.

1.13 Oral Statements and Commitments: Any oral representations made or assumed to be made during discussions held between the bidder's representatives and the institution personnel are not binding. Only the information issued in writing and added to the RFP by an official written addendum is binding.

1.14 Award: It is anticipated that a single contract will be awarded for all services. However, the institution reserves the right to configure the contract in whatever manner is in its' best interests.

1.15 Public Record: All documents submitted in response to the RFP and any documents created as a result of this RFP are considered public record. All bids, proposals or offers submitted shall become public information and will be available for inspection during normal business hours at the institution.

The only exception for public record is disclosure information listed in WV Code § 29B-1-4. Primarily, only trade secrets are considered exempt from public disclosure.

1.16 Contract: The RFP and the bidder's response will be incorporated into the contract by reference. The order of precedence is the contract, the RFP and any addendum and the bidder's proposal in the response to the RFP.

1.17 Contract Term: This contract will be effective upon award and shall extend until project completion, with a website launch date of February 1, 2022.

1.18 Contract Changes: Any changes to the original contract will be made via a Change Order issued by the institution. No change is official until a signed Change Order is produced.

1.19 Contract Termination for Unavailability of Funds. If funds are not appropriated or allocated for the services provided under this contract, the institution may terminate the contract at the end of the affected current fiscal period without charge or penalty. The institution shall give the vendor written notice of such non-appropriation or non-allocation of funds as soon as possible after the institution receives notice.

1.20 Contract Termination for Failure to Perform: The institution may terminate the contract resulting from this RFP immediately at any time the vendor fails to meet the terms of the contract.

1.21 Payment of fees will be made upon successful completion of the required services. Progress payments for services satisfactorily completed may be made pursuant to a payment schedule which is deemed satisfactory to the Systems and is included in the bidder's response to this RFP.

1.22 Invoices: The vendor shall submit invoices, in arrears. State law prohibits payment of invoices prior to receipt of services. State law does not provide for interest payments on late payments. Invoices properly prepared and submitted in accordance with the terms and conditions of the contract are usually paid within thirty (30) days.

1.23 Governing Law: This contract shall be governed by the laws of the State of West Virginia.

SECTION 2: ELIGIBILITY REQUIREMENTS

2.1 Vendor Registration – WV Code § 5A-3-12. The West Virginia Code requires that all vendors be registered with the WV Department of Administration, Purchasing Division, prior to receiving a purchase order for competitive products and/or services exceeding \$25,000. See Exhibit A.

2.2 Debarment – WV Code §5A-3-33 through §5A-3-33F. Vendors that have been debarred by the federal government are not eligible to offer on or receive contracts to supply goods or services to the state and its subdivision for a specified period of time.

2.3 West Virginia Secretary of State. The vendor must be in compliance with the Secretary of State and should provide a copy of their business license with the proposal. For more information, contact the WV Secretary of State.

2.4 Taxpayer Identification Information. The Internal Revenue Service (IRS) requires the institution to request a taxpayer identification number (TIN) for tax reporting purposes. IRS Form W9 is used to obtain this information. See Exhibit B.

2.5 Purchasing Affidavit – WV State Code §5A-3-10a. WV State Code requires all vendors to submit an affidavit regarding any debt owed to the State. The Affidavit (Exhibit C) should be completed, signed and returned with the bidder's proposal.

2.6 WV Ethics Commission Disclosure Statement – WV State Code §6D-1-2 requires that for contracts with an actual or estimated value of at least \$1,000,000, the vendor must submit a disclosure of interested parties form prior to contract award. See Exhibit D.

SECTION 3: SCOPE OF SERVICES

SERVICES REQUIRED:

The selected vendor will review and catalog the existing Blue Ridge CTC (BRCTC) website and propose a new site solution that maintains all current functionality, security, integrations, and content. Vendor will make industry best practice recommendations to improve functionality, security, integration and content. The final solution will focus on promoting an enhanced end user experience that supports an online learning environment. Vendor will provide a turn key solution that includes training of BRCTC employees managing the website. Final solution will include a listed disclosure of all third party applications, plug ins, and/or any other software that are purchased to support the BRCTC website. BRCTC will assume responsibility and control of all third party software purchasing upon project completion. The proposal should NOT include hosting or maintenance as BRCTC will assume full control of the final solution.

Tasks include but are not limited to:

- Completing catalog of BRCTC website
- Provide copy writing, imagery and illustration. Existing BRCTC library of images and videos available to be incorporated.
- Design and implement built in lead funnel and email marketing, with emphasis on ease of use
- Design site hierarchy that promotes ease of use
- Implement a solution that focuses on accessibility, with the ability to document and prove WCAG AA compliance.
- Provide a responsive solution

PREFERRED CMS:

Wordpress

WEBSITE GOALS

The BRCTC website is the hub for communication across all audiences. Faculty, staff, students, and community members alike depend on the functionality of the BRCTC website to quickly find information pertaining to online classes, learning management systems, events, trainings, and more. The primary goal of the BRCTC website is to provide a solution that promotes ease of use for the end user, enhancing the online learner experience.

REQUIRED FUNCTIONALITY

Incorporate or improve current plug ins used for website functionality including but not limited to:

- Dynamic Form Collection with captcha
- Advanced Security
- 301 Redirects
- Custom Search for Blue Ridge CTC domain and Acalog subdomain

- SEO
- Calendars/Events
- Centralized scheduling integration with Acuity Scheduling Solution
- Integrated Chat feature
- RSS Feed
- Integrated notification system with Omnilert
- Career Services Job Board
- Integration with Government Jobs
- News and Spotlights
- Analytics
- BRCTC directory
- Class schedule
- Caching issue (currently resolved by WP Fastest Cache)
- Page hierarchy

CURRENT PAIN POINTS

- No existing lead funnel and email marketing
- ADA Accessibility verification
- Clear navigational structure
- Dynamic forms
- Multilingual support
- Cookie collection compliance
- Calendar/events with autogenerated subpages

PROPOSAL REQUIREMENTS

A well-prepared proposal will include:

- Proposed CMS
- Training hours included in solution
- Estimated billing hours
- Three previous website builds, with a preference of higher education institutions
- Proven examples working with WCAG compliance

SECTION 4: VENDOR INFORMATION AND QUALIFICATIONS

Provide a statement/response to each of the following:

- 4.1 Identify and provide a statement of qualifications of individuals to be assigned direct responsibility for the services.
- 4.2 Describe the experience that key personnel have, their length of service with the firm, as well as other relevant skills.
- 4.3 Describe the Firm's size, illustrating its ability to fulfill the terms of the RFP.
- 4.4 Describe website development capabilities off and on site.
- 4.5 Describe previous experience developing higher education website solutions.
- 4.6 Describe experience promoting accessibility compliance during website development.
- 4.7 Describe experience providing full training of staffing to ensure solution is stand alone and requires minimal vendor support upon launch.
- 4.8 Describe the guarantee provided on work performed.
- 4.9 Provide a current copy of liability insurance.
- 4.10 Provide the names, telephone numbers and mailing addresses of at least three clients and the contact person from whom references may be obtained for both the firm and the key personnel assigned to the engagement. References should be from clients comparable to the type and scope of services solicited in this RFP.
- 4.11 Provide an estimate for the total cost of the scope of services.

SECTION 5: BIDDER RESPONSE AND EVALUATION CRITERIA

5.1 Economy of Preparation: Proposals should be prepared simply and economically, providing a straightforward, concise description of the bidder's ability to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

5.2 Proposals should be limited to 10 pages. Additional material may be presented as exhibits to the main proposal.

5.3 A Title Page (Exhibit F) should be provided. The Title Page includes the RFP Number, Addenda Received check boxes, the Bidder's business name, business address and telephone number, a contact name and e-mail address and includes a signature line and date for the individual authorized to obligate the business. Note: The Title Page is the preferred method of providing the bidder's information. If the bidder does not utilize the Title Page, the bid must provide a cover letter with, at a minimum, the signature of an individual authorized to obligate the company and a date.

5.4 The proposal will be evaluated on a one hundred (100) point scale with points assigned as outlined below.

5.4.1 Vendor Information and Qualifications – 80 points

Responses to Section 4 will be reviewed and evaluated here.

5.4.2 Price – 20 points

The low bid will receive the full 20 points. Each higher bid will receive a percentage of the 20 points on a ratio basis compared to the low bid cost.

5.5 Award will be made to the bidder receiving the highest point total.

5.6 In the event that mutually acceptable terms cannot be reached within a reasonable period of time, with the highest ranked bidder, the institution reserve the right to undertake negotiations with the next highest ranked bidder and so on until mutually acceptable terms can be reached.

SECTION 6: ADDITIONAL INFORMATION

6.1 By submitting a proposal in response to this RFP, a firm shall be deemed to have accepted all the terms, conditions, and requirements set forth in herein unless otherwise clearly noted and explained in writing. Any exception(s) or additional terms and conditions a firm wishes to offer for consideration must be clearly itemized and explained. Otherwise, the RFP in total shall be incorporated into the contract by reference. The Systems may accept or reject the Firm's proposed exceptions as it deems appropriate and in the best interests of the Systems.

6.2 The State's Agreement Addendum (WV-96) is attached to demonstrate the State law and guidelines which must be adhered to in any contracts presented to the Systems for execution (See Exhibit E). A copy of additional terms and conditions that a firm wishes to offer for consideration should be enclosed with the proposal. The West Virginia Attorney General's Office must accept or reject proposed modifications to the WV-96.