



REQUEST FOR PROPOSALS

WEBSITE REDESIGN, CONTENT MANAGEMENT & HOSTING SERVICES

RFP# 2021-22-001

The Trenholm State Community College invites you to propose an offer for providing **Website Redesign, Content Management & Hosting Services** for Trenholm State Community College as specified in the attached pages. Sealed proposals will be received until **2:00 p.m., January 10, 2022**, at **1225 Air Base Blvd., Montgomery, AL 36108**.

Envelopes containing proposals must be sealed and marked: **Trenholm State Community College Website Redesign, Content Management & Hosting Services, January 10, 2022, 2:00 p.m.** All prices submitted on the proposal are to be comprehensive.

The contract for purchase will be put into effect by means of a purchase order executed after tabulations are compiled, and the contract is awarded by Trenholm State Community College. **Any questions regarding the proposal process or specifications should be directed to:**

Adrian Douglas, Dean of Financial and Administrative Services
Trenholm State Community College
Post Office Box 10048
Montgomery, AL 36108
(334) 420-4252
adouglas@trenholmstate.edu

All signed and notarized certificates and completed and signed forms and statements should be returned with the proposal. Alabama Law (Act 2001-955) requires us to have on file a Disclosure Statement from vendors for bids and contracts in excess of \$5,000 during a year.

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GENERAL CONDITIONS AND INSTRUCTIONS TO BIDDERS

In accordance with Act No. 2001-637, when state funds are used to fund a contract, preference must be given to resident contractors. Resident contractors must be granted preference to nonresidents in awarding contracts in the same manner as the states of nonresident contractors.

1. All bids are to be in sealed envelopes with the above bid number and opening date on the outside of the envelope. All forms should be completed and included in the sealed envelope. **Mark your bid to the attention of the Dean of Financial and Administrative Services.**
2. Only written modifications to proposals will be accepted.
3. All bid prices are to be quoted F.O.B. Trenholm State Community College (TSCC). It should be noted that TSCC does not have a loading dock and items too heavy or bulky to be handled by one person manually should be placed on a truck with a lift-gate. This cost must be included into the bid.
4. All items are to be new (*unless otherwise stated in the bid specifications*) and free from defects in material and workmanship. If items are defective or damaged or do not meet the specifications, they are to be replaced immediately by the vendor at no additional cost to Trenholm State Community College.
5. Trenholm State Community College (TSCC) reserves the right to accept or reject any bid or part thereof and waive informalities that may be deemed in the best interest of TSCC.
6. References in the specifications to name brands are for identification only and in no way are intended to eliminate or discourage the offering of substitute items which equal the specifications. Trenholm State Community College reserves the right to modify, correct or clarify specifications during the bid process.
7. Quantities listed on the specifications sheet are believed to be correct. However, Trenholm State Community College reserves the right to alter or vary the quantities.
8. No payments on partial shipments will be made until all items have been received in good condition.
9. Any and all damages caused to Trenholm State Community College (TSCC) by the successful bidder will be repaired promptly at no cost to TSCC.
10. If quotations are offered on substitute items, the bidder must include catalogues/brochures with complete descriptions and manufacturers' specifications. All substitute items must be clearly identified.
11. Guarantees/Warranties are to be furnished by the vendor as provided by the manufacturer.
12. All warranties must be clearly identified.
13. Trenholm State Community College is a State sponsored educational non-profit organization and as such is tax exempt. Bid prices are not to include tax. Tax exemption certificates furnished upon request.
14. No bid may be withdrawn after the scheduled closing time for receipt of bids for a period of thirty (30) days.
15. This proposal is to be made without connection with any other person, company, or parties making a bid or proposal and is to be in all respects fair and in good faith, without collusion or fraud.

16. Bidder must submit a completed and signed Disclosure Statement and W-9 Form, included in packet, with the bid.
17. All State of Alabama business entities must submit their E-verify MOU and Certification Statement prior to award.
18. The successful contractor must pledge to comply with Equal Opportunity Laws. It is the official policy of the Alabama Community College System including all postsecondary institutions under the control of the Alabama State Board of Education, that no person in Alabama shall, on the grounds of race, color, disability sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program activity or employment.
19. The contractor shall comply with all laws, ordinances, and regulations of any applicable federal, state, county, or city government, bureau, or department applicable to the performance of the services described herein. The College agrees to provide all cooperation reasonably necessary for such compliance. In addition, the contractor shall also comply with all College policies and regulations as may currently and/or in the future, pertain to service under the Contract. These laws, ordinances, regulations, and policies shall apply to the Contract throughout, and they will be deemed to be included in the Contract the same as though written out in full.
20. Additional information may be requested while proposals are under consideration.
21. The successful contractor will be notified of the award in writing.
22. Proposals shall be signed by an authorized representative of the contractor. All information requested should be submitted. Failure to submit all information requested may result in the College requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the College. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
23. Two copies of the proposal should be bound or contained in a single volume where practical.
24. Ownership of all data, materials, and documentation originated and prepared for the College pursuant to the RFP shall belong exclusively to the College and be subject to public inspection in accordance with the Alabama Freedom of Information Act. Trade secrets or proprietary information submitted by the contractor shall not be subject to public disclosure under the Alabama Freedom of Information Act. Any confidential or proprietary data must be clearly marked.

BACKGROUND

H. Councill Trenholm State Community College (Trenholm State) located in Montgomery, Alabama, serves as an educational and economic asset for the state of Alabama by offering associate degrees and certificate programs that prepare students for further education, fulfilling careers and life-long learning. Our students reflect our diverse local and global community, and the College integrates the strengths of many cultures, age groups, lifestyles, and learning styles into the life of the institution. The College provides affordable access to higher education, supports the success and achievements of all students, and maintains vibrant partnerships and pathways with educational institutions, community organizations, and local businesses and industries. The College is part of the Alabama Community College System, a statewide system of postsecondary colleges governed by the Alabama Board of Trustees.

The College operates one campus, Trenholm Campus, and nine instructional off-campus sites which includes five dual enrollment sites in our service area.

MISSION:

Our mission is to provide comprehensive and accessible educational opportunities, including academic transfer and technical programs, designed to promote economic development, enhance workforce development, and improve the quality of life for the community.

VISION:

Through our commitment to educational excellence, students will be prepared to meet the challenges of a global society, and the College will serve as the region's leading catalyst for economic and workforce development.

H. Councill Trenholm State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

Enrollment for 2019-2020 - Fall 1,526; Spring 1,203; Summer 570.

Trenholm State Community College

BID EVALUATION

Companies submitting bids will be evaluated on certain criteria, including:

- Bid Submission Responsiveness
- Design
- Delivery of Product
- Training
- Conversion of Current Site (Content Migration and Design)
- Browser Compatibility
- ADA Compliance
- Language Translator
- Photo/Video Gallery Integration
- Social Media Integration
- E-mail, Web Form and Database Integration
- Ability to Integrate with Active Directory
- Personnel Directory
- Workflow/Approval Process of Submitted Website Changes
- Analytical Tools
- Responsive Design for devices such as tablets and mobile devices
- WYSIWYG Editor
- Constrained Proportions/Image Editor
- Image Sliders
- Website Hosting
- Price

SPECIFIC REQUIREMENTS

This section contains specifications and relevant information vendors should use for the preparation of their responses. Vendors should respond as described to each specification. The responses along with the required supporting material, will be evaluated accordingly.

1. Project Description

Project Objective/Goals

The website has become a vital resource for the entire college and surrounding community. It is expected that this project will involve all areas of the institution and will require reworking content and site architecture and may require changes to internal policies and procedures.

The chosen vendor will design a custom website that can accomplish the following goals:

- Effectively communicate with prospective and current students—with the overall goal of increasing student enrollment.
- Engage alumni and community members in ongoing relationship with TSCC.
- Increase awareness of the College's mission and programs available; including programs offered on campus, through online instruction, at the College's various Adult Education sites.
- Increase participation in college-sponsored campus and regional events.
- Work in concert with print publications, email campaigns, and social media to provide additional information, dynamic content, and functionality.
- Develop content strategy to ensure updated, valuable content across all areas of the site.
- Improve search engine ranking, findability, website performance, and site usage.
- Ensure scalable architecture for ease of growth, maintenance, and change over time.
- Ensure access to users through traditional Web browsers, mobile, tablet, and alternative devices.

2. Development Expectations

Platform Specifications

The proposed solution should include a content management system (CMS) that will permit non-technical staff to easily update website content.

The proposed CMS should include but not be limited to:

- Support a decentralized content management strategy with the possibility to have multiple content authors, editors, and approvers.
- Have the capability to define authoring permissions and approval for individuals and groups with varied permission levels.
- Be scalable to accommodate growth in the number of sections, pages, and authors.
- Provide browser-based content editing capabilities.
- Support cross-platform and cross-browser compatibility and mobile access.
- Be compliant with WAI and section 508 of the Americans with Disabilities Act.

- Use standards-based code that passes W3C validation for HTML and CSS.

The proposed CMS should support, but not be limited to the following features:

- Search & Advanced Search: Search entire site or specific sections, search within documents, search document metadata, search user listing (faculty/staff), refine results, search suggestions, efficient site indexing.
- Event Calendars: Multiple views, group filters, permission based, exporting options (iCal, Outlook).
- Document Libraries: Multiple views; document grouping/organization, embedded on multiple pages/sections; includes sorting options, advanced search, embedded metadata, email alerts/notifications, and integration with Canon eCopy for automated document upload through local network.
- Social Media: RSS feeds, blogs, and Wikis enabled for individuals or groups; Social media site links.
- Staff Directory/User Listing: Displays user listing and information from Active Directory accounts; Multiple views; predefined searches; advanced searches; browse by name, department, function.
- Announcements: Press releases, news updates, RSS feed, announcement archive, announcements available on home page and other areas of site, permission based, displayed based on date/expiration.
- Media: Embed audio/video, multimedia on site pages.
- Authentication: Based on active directory for all users.
Image Galleries: grid view, list view, displays image information/meta data, slideshow view.
- Form Support: The ability to create Web forms to collect user input, data sent to email account, document library, or database; submission confirmation by email, user information automatically populated on form, anonymous submissions.
- Page Templates: Variety of page templates for column/grid structure available.
- Content Editing: Browser based, list of common modules available, permissions, approval process, multiple editors.
- Workflow Management: Ability to customize workflow. Approval process for pages, documents, images when needed.
- Web Analytics: Statistics for page views, unique visitors, referrers, search queries, export to Excel, visual display, custom reports.

The visual design of the TSCC website should:

- Provide consistent navigation, layout, and styles in a manner that is user-centric and intuitive.
- Be consistent with existing TSCC style guidelines and logo usage.
- Utilize Cascading Style Sheets (CSS) to control look and feel wherever possible.
- Provide an alternate style sheet optimized for printing with appropriate print logo and no unnecessary navigation elements.

***Note: Webpages that require JavaScript, CSS or other client-side technologies must degrade gracefully with minimal loss of functionality.**

3. Hosting, Maintenance, and Warranty

Vendor cost should include one year of hosting during development followed by a minimum of three years of hosting after site launch OR recommend a suitable hosting environment to support the website developed through this project. Vendor should provide proposed commitment of support, maintenance, and warranty of the TSCC website.

4. Project Deliverables

It is expected that at various points throughout this project the vendor will produce tangible documents, files or services including but not limited to the following:

- Detailed Project Plan
- Needs Analysis
- Site Audit
- Requirements Document
- Site Map
- Site Permissions Outline
- 2-3 static layouts and variations for institutional hierarchy
- Web content needed (copy, photos, files, etc.)
- Usability Testing Plan and Test Results
- Migration plan
- Identification and "training" of content providers/liaisons
- Create departmental web maintenance schedule
- Basics of writing for the web and training materials

5. Source Files and Ownership

All files used to create webpages, templates, images, or other elements associated with this project shall be delivered, and all copyrights transferred to Trenholm State Community College prior to project completion. This includes, but is not limited to, the following types of files, HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPG, and Flash. Additionally, Trenholm State Community College may make subsequent changes to the site at its discretion. All rights of ownership will reside with Trenholm State Community College.

6. Project Timeline

Trenholm State Community College anticipates that the website redesign and implementation portion of this project should take approximately six months. Upon award, Trenholm State Community College and vendor will agree on the project timeline, considering the academic year. The timeline should clearly indicate development, design, and user-interface stages, including user testing. Any plan developed must consider annual hosting costs, as well as development costs.

7. Price Guarantees

The procuring entity shall pay the lower of the prices contained in the BID or an announced promotion price, educational discount price, general price reduction or large order negotiated price. Only general price reduction decreases will apply to all subsequent orders accepted by vendor after the date of the issuance of the revised prices.

Pricing Sheet - The pricing sheet must include:

- Identify cost of the base system
- Identify cost of additional modules not included in the base system
- Identify annual cost of hosting with unlimited bandwidth and 99.9 percent uptime
- Identify cost of various storage tiers (if applicable, unlimited storage preferred)
- Identify cost of initial setup including conversion of existing site
- Identify cost of annual maintenance
- Identify cost of initial training
- Identify cost of subsequent training per hour on site
- Identify cost of subsequent support per hour via internet/e-mail/phone
- Identify cost of consulting per hour

8. Technical Support

The vendor agrees to maintain telephone/email availability for issues involving the software and the hosting of the software. Technical Support shall be accessible to college personnel who wish to obtain competent technical assistance regarding the installation or operation of products supplied by the vendor.

9. Customer Satisfaction

Vendors must submit customer satisfaction statistics or survey results concerning the quality of the products and/or services offered. Vendors must submit three (3) current (within two-years) references of entities of similar size and complexity, and/or entities that have or are currently receiving similar products and services to those proposed by the vendor for this procurement. Each reference must include the name of the contact person, address, telephone number and description of products and services provided.

10. Primary Account Representative

Vendors must identify by name and location both the proposed primary account representative and the marketing supervisor who will be responsible for the performance of the agreement. Any changes to this information must be immediately sent to the College.

11. Oral Presentation and Demonstration

Vendors agree to provide to the Evaluation Committee the opportunity to meet with and question the proposed primary account representative (if deemed necessary by the Evaluation Committee).

12. Scope of Work

The vendor shall deliver described products and services to the College in accordance with the terms of this agreement. This Agreement is a contract. Accordingly, the vendor shall provide products or services only upon the issuance and acceptance by vendor of valid "purchase orders". Vendor may offer authorized educational institutions educational price discounts.

13. Order of Precedence

Each purchase order that is accepted by the vendor will become a part of the agreement as to the products and services listed on the purchase order only; no additional terms or conditions will be added to this agreement as the result of acceptance of a purchase order.

In the event of any conflict among these documents, the following order of precedence shall apply:

- A. The terms and conditions of this BID
- B. Exhibits to this agreement
- C. The list of products and services contained in the purchase order;
- D. Vendor's response

14. Payment Provisions

All payments under this agreement are subject to the following provisions:

- Acceptance
- The College shall determine whether all products delivered to it meet the vendor's published specifications.
- No payment shall be made for any products until the products have been accepted by the College.
- The College has thirty (30) days from the receipt of products or services to accept or reject the products or services.

Payment of Invoice

- Invoices may be issued upon acceptance of products and services by the College.
- Payments shall be submitted to the vendor at the address shown on the invoice.
- Payment shall be tendered to the vendor within thirty (30) days of the receipt of the invoice.
- No Partial Shipments shall be accepted, and no partial payments shall be made.
- Payments shall be made upon the complete delivery of products and services by the vendor.

Invoices

- Invoices shall be submitted to the College.

15. Bid Response Requirements

In addition to addressing the specifics outlined in this document and consideration of the conditions outlined below, proposals must also include the following details about your company on company letterhead:

- Company Information
- Company name
- Company Location(s)
- Description of company
- Description of the type of services you provide.
- Please describe your approach to this work, including methodology and deliverables for discovery, quality assurance, for proposing look and feel, project management, and communication.
- Creative proposal detailing the creation of a new custom Trenholm State Community College website that yields much more than just a new "look and feel," but is a vital resource for the entire college and surrounding community that utilizes both custom and templated pages.
- Description of proposed Content Management System that will be utilized for future management of Trenholm State Community College website.
- Cost proposal, broken down by phases or deliverables.
- A proposed project timeline, including a summary of your process for development projects like ours that require working with a committee and getting input from college stakeholders and constituency groups including: Students (prospective and current), Faculty, Staff, Administration and Community.
- Description of the people who would work on this project and summary of their experience.
- Provide examples of your work most relevant to our project.
- Statement of proposed commitment of support, maintenance, and warranty of the TSCC website.
- Disclosure of possible conflicts of interest.
- Disclosure of complaints, current or pending actions, legal or otherwise.

The College needs a comprehensive price breakdown for the total Bid.

Year One:

Identify cost of the base system \$

Identify cost of additional modules not included in the base system \$

Identify annual cost of hosting with unlimited bandwidth and 99.9 percent uptime \$

Identify cost of various storage tiers (if applicable, unlimited storage preferred) \$

Identify cost of initial setup including conversion of existing site \$

Identify cost of annual maintenance \$

Identify cost of initial training \$

Identify cost of subsequent training per hour on site \$

Identify cost of subsequent support per hour via internet/e-mail/phone \$

Identify cost of consulting per hour \$

Total Bid Amount \$

Year Two:

Identify cost of the base system \$

Identify cost of additional modules not included in the base system \$

Identify annual cost of hosting with unlimited bandwidth and 99.9 percent uptime \$

Identify cost of various storage tiers (if applicable, unlimited storage preferred) \$

Identify cost of initial setup including conversion of existing site \$

Identify cost of annual maintenance \$

Identify cost of initial training \$

Identify cost of subsequent training per hour on site \$

Identify cost of subsequent support per hour via internet/e-mail/phone \$

Identify cost of consulting per hour \$

Total Bid Amount \$

Year Three:

Identify cost of the base system \$

Identify cost of additional modules not included in the base system \$

Identify annual cost of hosting with unlimited bandwidth and 99.9 percent uptime \$

Identify cost of various storage tiers (if applicable, unlimited storage preferred) \$

Identify cost of initial setup including conversion of existing site \$

Identify cost of annual maintenance \$

Identify cost of initial training \$

Identify cost of subsequent training per hour on site \$

Identify cost of subsequent support per hour via internet/e-mail/phone \$

Identify cost of consulting per hour \$

Total Bid Amount \$

(Renewal) – Year Four: Total Bid Amount \$

(Renewal) – Year Five: Total Amount \$

CANCELLATION, TERMINATION, ADDITIONS, ADJUSTMENTS:

- A. In the event that the Contractor breaches any of the terms and provisions of the Contract, the College reserves the right to accurately and specifically describe the unsatisfactory performance or condition in a written notice by registered or certified mail to the Contractor and expect that the condition be corrected within a thirty (30) day period from the date the notice is received by the Contractor. If the described performance or condition is not corrected satisfactorily within this time period, a thirty (30) day notice of cancellation of the contract may be given to the Contractor, by registered or certified mail.
- B. In the event that the College breaches any of the terms and provisions of the Contract, the Contractor reserves the right to accurately and specifically describe the alleged breach in a written notice by registered or certified mail to the College and expect that this breach be corrected within a thirty (30) day period from the date the notice is received by the College. If the described breach is not corrected satisfactorily within this time period, a ninety (90) day notice of cancellation of this Contract may be given by registered or certified mail to the College. The College and Contractor also agree that either party may terminate the Agreement upon (30) days' written notice to the other party without cause and without penalty.
- C. Either party to the contract may make a written request for a review of its provisions and terms at any time and may agree to amend or revise any or all provisions and terms. All such mutually agreed upon adjustments must be in writing, signed by the authorized representatives of both parties, and the contract amended to include the same.
- D. Neither party shall assign nor transfer the Contract or any part of the same nor enter into any subcontract for services under this Contract without the prior written approval of the other party.
- E. The Contractor is providing the services described herein as an independent contractor of the College, not as the College's agent or representative. The Contractor shall not, in any manner, use the credit or the name of the College in connection with its business or affairs except as specifically authorized in the Contract or as approved prior to such use by the College.

FORMS

Bid Certificate

I hereby affirm I have not been in any agreement or collusion among bidders or in restraint of freedom of competition, by agreement to bid at a fixed price or to refrain from bidding, or otherwise.

Firm or Company Name

Address

City, State and Zip Code

Telephone Number

Signatures of Company Representative

BID CERTIFICATE MUST BE NOTARIZED

Sworn and subscribed before me this the _____ day of _____, 20_____

Notary Public

Date my commission expires

Nonresident Bidder Information

Act Number 2001-637 of the 2001 Alabama Legislature, which became effective on May 21, 2001, and is codified as Code of Alabama, Section 39-3-5, provides as follows:

Section 1: In the letting of public contracts in which any state, county, or municipal funds are utilized, except those contracts funded in whole or in part with funds received from a federal agency, preferences shall be given to resident contractors, and a nonresident bidder domiciled in a state having laws granting preference to local contractors shall be awarded Alabama public contracts only on the same basis as the nonresident bidder's state awards contract to Alabama contractors bidding under similar circumstances; and resident contractors in Alabama, as defined in Section 39-2-12, be they corporate, individuals or partnerships, are to be granted preference over nonresidents in awarding of contracts in the same manner and to the same extent as provided by the laws of the state domicile of the nonresident.

Section 2: A summary of this law shall be made a part of the advertised specifications of all projects affected by this law.

Certification Pursuant To Act Num. 2006-557

ALABAMA LAW (SECTION 41-4-116, CODE OF ALABAMA 1975) PROVIDES THAT EVERY BID SUBMITTED AND CONTRACT EXECUTED SHALL CONTAIN A CERTIFICATION THAT THE VENDOR, CONTRACTOR, AND ALL OF ITS AFFILIATES THAT MAKE SALES FOR DELIVERY INTO ALABAMA OR LEASES FOR USE IN ALABAMA ARE REGISTERED, COLLECTING, AND REMITTING ALABAMA STATE AND LOCAL SALES, USE, AND / OR LEASE TAX ON ALL TAXABLE SALES AND LEASES INTO ALABAMA. **BY SUBMITTING THIS BID, THE BIDDER IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ACT NO. 2006-557. THEY** ARE NOT BARRED FROM BIDDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-116, AND ACKNOWLEDGES THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.

Firm or Company Name

Address

City, State and Zip Code

Telephone Number

Signatures of Company Representative

CERTIFICATE MUST BE NOTARIZED

Sworn and subscribed before me this the _____ day of _____, 20__.

Notary Public

Date my commission expires