



HARFORD
COMMUNITY COLLEGE

401 Thomas Run Road • Bel Air Maryland 21015

Voice: 443-412--2307

Web: www.harford.edu/Purchasing/BidBoard

REQUEST FOR PROPOSAL

RFP 19P-003 WEBSITE REDESIGN

Harford Community College invites competitive sealed proposals to provide all necessary services to redesign its website in accordance with the requirements and specifications herein.

Bidders are requested to acknowledge receipt of this request for proposal by email to Beth Bertier, Procurement Assistant at bbertier@harford.edu.

Bidders may submit any questions via email to Beth Bertier, Procurement Assistant via email bbertier@harford.edu. The deadline for questions is **2:00 p.m. Wednesday, January 2, 2019**. Questions and answers (if any) will be issued in an addendum shortly thereafter.

Addenda will be posted on the College's web site www.harford.edu/purchasing/bidboard and on Emaryland Marketplace at www.emarylandmarketplace.com. **It is the bidder's responsibility to monitor these sites, download the addenda and acknowledge addenda on its proposal form.**

One (1) original plus eight (8) copies of complete proposal packages must be submitted to the Procurement Office located in the Hickory Center Building room 132 **not later than 12:00 noon, Thursday, January 10, 2019.**

NOTE: All College offices will be closed for Winter Break from December 24, 2018 – January 1, 2019.

Prices proposals must be firm for sixty (60) days after the due date. Award is anticipated to be made within thirty (30) days after the due date.

The College reserves the right to accept or reject either all proposals after opening but before award, or any proposal, in whole or in part, when it is in the best interest of the College. For the same reason, the College reserves the right to waive any minor irregularity or technicality in a proposal, if in its sole judgment, it is in the best interest of the College.

Beth Bertier
Procurement Assistant
December 11, 2018

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Prospective bidders who have received this document or information from a source other than the Issuing Office should immediately go to the Harford Community College Purchasing bid board (www.harford.edu/purchasing/bidboard) to ensure that they have received the correct information, complete documents and any addendums. Failure to monitor the website may result in a non receipt of important information prior to the closing date which may result in the rejection of a bid/proposal.

1.0 GENERAL INSTRUCTIONS TO BIDDERS

1.1 Clarification; Addenda

- 1.1.1 Bidders in doubt as to the meaning of any terms, conditions, or specifications, or finding any discrepancy in or omission from same shall notify the Purchasing Agent in writing at once. Such notice in no way obligates the Board of Trustees of Harford Community College (hereinafter referred to as "the College") to revise the bid documents, but should the Purchasing Agent determine that amendment is necessary, each bidder will be furnished same via email. Acknowledgement of receipt of addenda shall be noted on each bid form submitted.
- 1.1.2 The College assumes no responsibility for oral or telephonic explanations or interpretations of bid documents.

1.2 Cancellation

- 1.2.1 The College may cancel this RFP, in whole or in part, at any time before the scheduled bid opening.

1.3 Form of Bids Submitted

- 1.3.1 Bids must be fully and properly executed on the forms provided by the College, with a positive entry in each blank ("N/A" or "0" may be inserted as necessary), typewritten or in ink. Mistakes may be lined out and corrections made before the bid is submitted; the officer signing the bid must initial such corrections in ink.
- 1.3.2 Each bid must be submitted in a securely sealed envelope, prominently marked with the number and title of the bid, the date and time of its opening, and the name of the bidder. Sealed bids will **not** be accepted via facsimile or email.
- 1.3.3 Each Bidder must include with his submission a fully executed Affidavit of Non-Collusion, as furnished by the College. Anti-Bribery Affidavits or other special forms may also be specifically required herein, as federal or state funding sources or other special conditions dictate.
- 1.3.4 The College reserves the right to consider informal any bid not prepared in accordance with instructions.

1.4 Preparation of Bids

- 1.4.1 Bids should be prepared simply and economically, providing a straightforward, concise description of the items or services offered.
- 1.4.2 The College will not be responsible for any bid preparation or submission costs.

1.5 Exceptions; Alternates

- 1.5.1 Bidders that take exception to any part of this RFP or intend to offer an alternate product to that specified, must so indicate on the bid form. Failure to do so shall be interpreted as the Bidder's intent to comply with all instructions, terms, conditions, and specifications herein.
- 1.5.2 Conditional or qualified bids may be rejected.

1.6 Errors in Bids

- 1.6.1 Bidders are expected to fully acquaint themselves with all governing laws and ordinances, and inform themselves as to the instructions, terms and conditions, specifications, and other requirements before submitting bids. Failure to do so will be at the Bidders' own risk; relief cannot be secured on plea of error.

- 1.6.2 Should the unit and extended price(s) of any bid, or part thereof, be at variance, the unit price shall prevail for the purpose of evaluating bids.
- 1.6.3 When prices on the bid form are requested in both words and figures, the sum written in words shall govern in the case of any discrepancy.
- 1.7 Time
 - 1.7.1 Unless otherwise specified herein, all time periods are expressed in calendar days.
- 1.8 Withdrawal
 - 1.8.1 Any bid may be withdrawn before the scheduled time of opening. After a bid has been opened, it may not be withdrawn during the period stated herein, for which prices and terms must remain valid.
 - 1.8.2 The request to withdraw a bid must be made in writing addressed to the College's Purchasing Office.
- 1.9 Receipt and Opening of Bids
 - 1.9.1 Each bid shall be submitted to the Purchasing Agent or his/her designated representative at the place specified herein, on or before the day and hour fixed for its submission. Bids received prior to that time will be securely kept unopened. No responsibility will attach to the College or its representative(s) for premature opening of any bid not secured and addressed as specified above.
 - 1.9.2 Bids received will be duly recorded and the tabulation may be inspected by appointment
- 1.10. Award of Bids
 - 1.10.1 The contract(s) will be awarded to the responsible and responsive Bidder, using the evaluation criteria stated herein, provided the offer is fair and reasonable and it is in the best interest of the College to accept it.
- 1.11 Reservations
 - 1.11.1 The College reserves the right to accept or reject, in whole or in part, any and all bids received, to waive informalities or technicalities as the best interests of the College may require, and to waive minor differences in specifications, provided these do not violate the intent nor materially affect the operation for which the items or services are sought, nor increase estimated costs to the College.
 - 1.11.2 The College also reserves the right to increase or decrease the quantities of any materials, equipment or services for which it is soliciting offers hereunder, and to award whole, in groups, or by item unless specifically indicated otherwise.
 - 1.11.3 Unless otherwise specified herein, the College also reserves the right to award the contract(s) within sixty (60) days after the bid opening. Any bid on which the time of acceptance is limited to less than the specified period may be rejected solely on that basis.
 - 1.11.4 The College further reserves the right to reject the bid of a Bidder who, investigation shows, is not currently in a position to perform the contract, or who has previously failed to perform contracts of similar nature in a proper and timely manner.
- 1.12 Qualifications of Bidder
 - 1.12.1 The College may make such investigation as it deems necessary to determine the ability of the Bidder to provide the required services, and the Bidder shall furnish to the College all such information for this purpose as they may request. Should such investigation or

evidence fail to satisfy the College that the Bidder is fully qualified to execute and complete the contract, his bid may be rejected.

1.12.2 Minority business enterprises are encouraged to respond to solicitations.

1.12.3 Businesses outside of the USA are welcome to bid on the project. However, please note that HCC expects all contractors to respond to questions within a four (4) hour window during business days and be available for meetings on campus within one business day. In addition, there may be meetings at the vendor's location and HCC will not pay for travel expenses for HCC personnel or vendor's personnel. In addition, HCC personnel will not travel internationally for any issues related to the project.

1.13 Non-Discrimination in Employment

1.13.1 The Bidder shall be an equal opportunity employer and shall conform to all Affirmative Action and other applicable requirements; accordingly, the Bidder shall neither discriminate nor permit discrimination in its operations or employment practices against any person or group of persons on the grounds of race, color, religion, national origin, or sex in any manner prohibited by law.

2.0 PURPOSE OF RFP

Harford Community College is seeking a re-design of its website at <http://www.harford.edu>. The College desires a website presence that speaks to the unique strengths of the College and serves as both a critical strategic tool for outreach to prospective students and a communication and engagement tool for current HCC students, local Harford County community and alumni. The new site will be an improved user experience, fully accessible, with improved mobile access and information architecture.

3.0 INSURANCE REQUIREMENTS

3.1 General Requirements

3.1.1 Coverages Required: Unless otherwise required herein, the Contractor shall purchase and maintain the insurance coverages listed below.

3.1.1.1 The Board of Trustees of Harford Community College (hereinafter referred to as "the College") does not in any way represent that the insurance limits specified below are sufficient or adequate to protect the Contractor's interests. It is understood that these are minimums only; the Contractor may purchase and maintain additional insurance as will protect him against claims that may arise from operations under the contract.

3.1.1.2 Should any of the insurance coverages indicated below be cancelled, not renewed, or changed in such a manner as would make the coverage not in conformity with the provisions below, thirty (30) days advance written notice shall be given the College, **EXCEPT IN THE CASE OF NON-RENEWAL**. In this event, notice shall be given as soon as known, if that be less than thirty (30) days, not in any event less than ten (10) days. This notice requirement shall be reduced to only ten (10) days in case of cancellation of non-payment of insurance premiums for the coverages certified. All notice requirements shall identify the Contractor and the number of the Purchase Order.

3.1.1.3 Failure to provide, and to continue in force for the life of the contract, the required insurance shall be deemed a material breach of contract.

- 3.1.2 Certificate of Insurance Before beginning work on the Contract, the Contractor shall provide the College with Certificates of Insurance acceptable to the College that evidence the required coverages, and receive approval of same.
- 3.1.2.1 Such certificates for liability coverages **must include Harford Community College as an additional named insured.**
- 3.1.3 Contractor's Responsibility Furnishing of the insurance required herein shall not relieve the Contractor of any responsibilities or obligations assumed under the Contract, or for which the Contractor may be liable by law or otherwise.
- 3.2 *Insurance Coverages* Minimum limits of all coverages shall be not less than those below, or as otherwise provided in the Contract Documents, or as required by law, whichever is greater.
- 3.2.1 Comprehensive General Liability Insurance Such insurance shall protect the Contractor and save the College harmless from claims which may arise out of, or result from, the Contractor's operations under the Contract, whether such operations be by the Contractor, any Subcontractor, anyone directly or indirectly employed by the Contractor or Subcontractor, or anyone for whose acts any of the above may liable.
- 3.2.1.1 Minimum Limits of Coverage
- .1 Bodily injury/property damage liability—combined single limit of \$1,000,000 per occurrence/\$2,000,000 general aggregate.
 - .2 The College reserves the right to require limits of \$2,000,000 per occurrence/\$3,000,000 general aggregate for contracts with high-risk (e.g. hazardous materials) features.
- 3.2.1.2 Coverages to be included: Broad form property damage, including products and completed operations, independent contractors, and contractual liability coverages previously purchased separately.
- 3.2.1.3 Damages not to be excluded: Such insurance shall contain no exclusions applying to operations by the Contractor or Subcontractor in the performance of the Contract pertaining to: (1) Collapse of, or structural injury to, any building or structure; (2) Damage to underground property; or (3) Damage arising out of blasting or explosion.
- 3.2.2 Automobile Liability Insurance Such insurance shall protect the Contractor and save the College harmless from claims for damages because of bodily injury or death of any person or property damage arising out of the ownership, maintenance, or use of any motor vehicle.
- 3.2.2.1 Minimum Limits of Coverage:
- .1 Bodily injury/property damage liability—combined single limit of \$1,000,000 per accident.
 - .2 The College reserves the right to require a combined single limit of \$3,000,000 per accident for contracts that will involve heavy equipment (e.g. tractors, mix-in-transit concrete trucks) operations on its premises.
- 3.2.2.2 Coverages to be included: Coverage for all owned, non-owned and hired motor vehicles.
- 3.2.3 Worker's Compensation and Employer's Liability Insurance: Such insurance must contain statutory coverage for all employees engaged under the contract.

3.2.4 **Umbrella Liability**

3.2.2.1 Commercial General Liability - Minimum Limits:

- .1 Each occurrence - \$1,000,000
- .2 Aggregate - \$2,000,000

3.2.2.2 Business Auto – Minimum Limits:

- .1 Each accident - \$1,000,000

3.2.2.3 Employers Liability – Minimum Limits:

- .1 Each accident - \$1,000,000
- .2 Aggregate (for disease) - \$1,000,000
- .3 Each employee (for disease) - \$1,000,000

3.3 *Indemnification*

3.3.1 The Contractor shall protect, hold free and harmless, defend and indemnify the College (including its officers, agents and employees) from all liability, penalties, costs, losses, damages, expenses, causes of action, claims or judgments (including attorney's fees) resulting from injury to or death of any person or damage to property of any kind, which injury, death of any person or damage arises out of, or is in any way connected with the performance of the work under this Contract. This agreement shall apply to any acts or omissions, willful misconduct or negligent conduct, whether active or passive, including acts or omissions of Contractor's agents or employees, except that this agreement shall not be applicable to injury, death or damage to property arising from the sole negligence or sole willful misconduct of the College, its officers, agents and employees. Accordingly, the College shall notify the Contractor promptly, in writing, of any claim or action brought against the College in connection with the work under this Contract. Upon such notification, the Contractor shall promptly take over and defend any such claim or action. The College shall have the right and option to be represented in any such claim or action at its own expense.

3.4 *Property Lost, Damaged or Destroyed*

3.4.1 Any property or work to be provided by the Contractor will remain at the Contractor's risk until final written acceptance by the College. The Contractor will replace, at his expense, all property or work lost, damaged, or destroyed by any cause whatsoever.

4.0 GENERAL TERMS AND CONDITIONS OF SOLICITATIONS

4.1 Choice of Law: Compliance with Regulations

4.1.1 In all operations related to the Contract, those ordinances, regulations, and local government resolutions, together with the laws of the United States and the State of Maryland which are or shall become applicable to and control in any way the actions of those engaged as principal or agent, must be respected and adhered to strictly. The Seller shall protect and indemnify the Board of Trustees of Harford Community College (hereinafter referred to as "the College") and their agents and employees against any claim or liability arising from or based on the violation of any such ordinances, regulations, resolutions, or laws, whether by him or his employees.

4.1.2 The Seller shall obtain and pay for all necessary licenses and/or permits, unless otherwise specified herein.

4.2 Compliance with Specifications

4.2.1 The Seller shall comply with the true intent of the specifications and not take advantage of any unintentional error or omission, but shall fully complete every part as hereinafter described.

- 4.3 Seller's Responsibility: Subcontractors; Assignment
- 4.3.1 The College will enter into a Contract with the selected offeror(s) only, who shall give personal attention constantly to faithful execution of the Contract, and keep same under his control.
- 4.3.2 The Seller shall not assign or subcontract, in whole or in part, its rights or obligations under any contract without prior written consent of the College. Any attempted assignment without said consent shall be void and of no effect.
- 4.4 Taxes
- 4.4.1 The Seller shall pay, when due, all applicable taxes or assessments, and shall comply with all statutes and regulations of the applicable taxation authorities.
- 4.4.2 The College is tax-exempt, but **cannot** authorize any Seller to make tax-exempt purchases on the College's behalf.
- 4.5 Publicity
- 4.5.1 The Seller shall not in any way or in any form publicize or advertise in any manner the fact that it is providing services to the College without the express written approval of the College's Marketing and Public Relations Office obtained in advance, for each item of advertising or publicity. However, nothing herein shall preclude the seller from listing the College on its routine client list for matters of references.
- 4.6 Notices
- 4.6.1 Any notice required shall be in writing and may either be given by personal delivery or sent certified mail, addressed as follows: if to the Seller, at the address set forth in his bid; if to the College, to the attention of the Purchasing Agent at the address set forth in the heading of this IFB. Either party may change the address to which mailings shall be made from time to time by notice mailed as set forth above.
- 4.7 Changes
- 4.7.1 The Contract(s) arising from this solicitation shall not be modified, altered, or changed except by mutual agreement confirmed in writing by an authorized representative of each party to the Contract.
- 4.7.2 No change which increases rates or affects levels of service shall be made unless a signed change order is issued to the Seller by the College's Purchasing Department, incorporating such change and agreeing to the rate increment or revised service.
- 4.8 Delay; Force majeure
- 4.8.1 The Seller shall notify the College promptly of any material delay in delivery or performance of specified items or services, and shall detail in writing to the Purchasing Agent the proposed revised performance date as soon as practicable after notice of delay.
- 4.8.2 The Seller shall be liable for delays due to its fault or negligence.
- 4.8.3 In the event of any excusable delay, the date of performance may be extended for a period equal to the time lost by reason of such delay, on written approval of the Purchasing Agent.
- 4.9 Annulments
- 4.9.1 The College reserves the right to annul any contract if, in its opinion, there shall be a failure at any time to perform faithfully any of its stipulations. Any action taken in pursuance of the latter shall not affect or impair any rights to claims of the College to damages for breach of contract by the Seller.

- 4.9.2 Should the Seller fail to comply with or perform any conditions of the contract within the time stipulated, the College reserves the right to purchase the required items or services on the open market, and withhold any monies due under the contract to be applied to expenses consequent on the Seller's failure.
- 4.10 Termination
- 4.10.1 In the event that the Seller violates any of the provisions of the Contract, the College may serve written notice upon the Seller of its intention to terminate the Contract. Such notices will contain the reason for such intention to terminate, and unless within ten (10) days after the serving of such notice the violation or delay shall cease and satisfactory arrangement of correction be made, the Contract shall, upon the expiration of said ten (10) days, cease and terminate.
- 4.10.2 If funds are not appropriated for continuance of performance to completion, the Seller shall accept cancellation upon sixty (60) days prior written notice.
- 4.10.3 Notwithstanding the foregoing, the Seller agrees that the College shall have the right to terminate for convenience at any time during the term upon giving the Seller sixty (60) days prior written notice.
- 4.12 W-9 Form
- 4.12.1 The awarded bidder will be required to submit a current *W-9 Request for Taxpayer Identification Number and Certification*. The form may be emailed to the Procurement Office at bbertier@harford.edu.
- 4.11 Headings and Emphasis
- 4.11.1 The section headings, paragraph numbers, italics and other similar features of these documents are for convenience of reference only, and are not to be construed as indicative of the relative importance of any element.
- 4.12 Proposal Delivery
- 4.12.1 One (1) original plus eight (8) copies of complete proposal packages must be submitted to the Procurement Office located in the Hickory Center Building room 132. Email or fax submissions will not be accepted.
- 5.0 BILLING AND PAYMENT**
- 5.1 Invoices, in triplicate, shall be forwarded to the College's Business Office; the College's purchase order number must appear on each. Payment terms are net 30 days.
- 6.0 SHORT LIST AND PROPOSAL REVIEW MEETINGS**
- 6.1 The College reserves the right to shortlist the Bidders based on the proposal responses to this RFP. The College may conduct a proposal review meeting with the short listed Bidder(s).
- 6.2 The College reserves the right to require the short listed Bidder(s) to demonstrate their solutions using specific data from the organization, a proof of concept demonstration. Instructions and more details will be provided to the short listed Bidder(s).
- 6.3 The College reserves the right to adjust quantities and call for best and final pricing from the short listed Bidders.
- 7.0 EVALUATION CRITERIA**
- 7.1.1 Quality of the technical proposal and responses to all elements of the specifications and requirements
- 7.1.2 Qualities and capabilities of Content Management System recommended

- 7.1.3 Firm's capabilities and experience
- 7.1.4 Oral presentations, if required
- 7.1.5 Total cost

8.0 SPECIFICATIONS/REQUIREMENTS

8.1 About Harford Community College

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

8.2 Target Audiences

The following have been defined as HCC's primary audiences. The website redesign should carefully consider the specific needs of each audience and HCC's strategic messaging to each audience.

1. Prospective Students
2. Current Students
3. Noncredit Students
4. Alumni/Community
5. Faculty/Staff

8.3 Website Redesign Project Goals

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

Goals of the website redesign project have been identified as the following:

1. Develop stronger, unified, and consistent HCC branding across all departments, divisions, and aspects of the website
2. Develop stronger, more intuitive and more clearly organized site navigation
3. Improve content organization, copy, and content styles
4. Refresh graphic design
5. Develop a website that is compatible with mobile devices and can be easily integrated with social engagement and sharing tools (Facebook, Twitter, video, etc.)
6. Perform usability testing to ensure website design and information architecture meet needs of HCC primary audiences.
7. Develop and incorporate accessibility standards for compliance with WCAG 2.0.

8.4 Project Specifications

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

1. **Accessibility Compliance:** Design website to ensure compliance with applicable accessibility laws, standards and guidelines, including the ADA, WCAG 2.1 Level AA, Section 508 and Section 504.
2. **Mobile Optimization:** Provide a mobile-first design, optimized for mobile devices including cellular phones and tablets. Desktop design should be secondary to mobile.

3. **Information Architecture:** Develop an intuitive, easy-to-use, flexible information architecture and site navigation that is scalable, allows primary audiences easy and rapid access to key content, and supports HCC's strategic messaging. Information design should account for the need to have changing, relevant and frequently updated content on key sections of the website. The information design should support a content strategy that incorporates online engagement tools such as social media, multimedia assets, blogs, document libraries, interactive content such as online campus maps, online orientation videos, etc.
4. **Brand Consistency:** Create a design that adheres to HCC's brand and style standard, provides HCC brand consistency across all divisions of the school while providing flexibility for individual departments and divisions to create where necessary unique visual identities (i.e. Athletics and Visual Arts departments).
5. **Graphic Design:** Provide graphic design templates for the homepage and 3 tiers of subsequent subpages of the HCC website that present HCC as a vibrant, compelling, high-quality institution that is "approachable," "accessible" and values community and a hands-on approach to education.
6. **Best Practices:** Vendor must provide guidance and instruction to College as to best practices in higher education website design.
7. **Usability Testing:** Conduct usability testing of initial graphic design templates and information architecture models with primary stakeholders. The site should be tested and optimized for fast loading.
8. **Content Management System (CMS):** The Harford Community College website currently uses Sitecore CMS; however, other CMS systems are welcome to bid. The latest, most current, version of the CMS must be in use at the time of release for the new College site.
 - a. Vendor may be asked to demonstrate the CMS to the College prior to being approved.
 - b. Vendor will be asked to present licensing and maintenance options.
 - c. CMS must be able to support all requirements within this RFP.
 - d. CMS must have ability to provide multi-tiered user administration.
 - e. CMS must have built-in accessibility compliance testing.
9. **Hosting:** The Harford Community College website is currently hosted and maintained locally. Vendors are asked to provide additional hosting solutions and pricing.
10. **Browsers/Platforms:** The website should be designed for a 1280 x 800 screen resolution, must be compatible with Macintosh and Windows operating systems, and the minimum website browsers: Internet Explorer (v.11 or greater), Mozilla Firefox, Safari, Opera, and Chrome.
11. **Search Engine Optimization:** Ensure College website exposure by adhering to the latest search engine optimization (SEO) best practices and submitting page and sitemap information to all popular search engines (Google, Bing, Yahoo, et al) while allowing for intuitive integration with major social media platforms (Facebook, Twitter, et al).
12. **Website Search Capabilities:** Currently, we are using Google Search as the engine for the site's internal search engine. However, we are open to other options the vendor may provide, as long as the user has the capability to search the site's contents and come up with a coherent, easy to navigate results page and subsequent links.
13. **Social Media/Event Integration:** Social media live content shall be integrated into the site. This may include social walls, feeds, blog posts, etc. on sections of pages or full pages. This will be determined from vendor recommendations and discussion with HCC stakeholders on the best way to present this. The platforms we intend to implement are Facebook, Twitter,

Instagram, Snapchat, Smug Mug and LinkedIn. We reserve the right to add/remove some of these platforms.

- .1 The site shall have sharing ability (email a friend, share, download).
- .2 Events shall be integrated on pages with users able to click for more information and register.
- .3 Users will be able to click the calendar to see all upcoming events.

14. **Content:** All content shall be provided by HCC. The vendor is not responsible for creating any content, including imagery, videos, maps, general page content, etc. Videos will be housed on YouTube and embedded accordingly. All images will be provided by HCC and housed on their server.

- .1 The site currently has over 2,000 pages, however, many of these pages will not be on the new site. The vendor will be expected to bring over 10% of the pages at a minimum. HCC will determine which pages will be moved over to the new site.

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

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

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

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

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

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

8.5 Server & Development Compatibility

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

8.6 Project Management & Timeframe

- .1 Vendor shall assign a Project Manager to oversee the project as well as the timeline of deliverables.
- .2 The HCC website design project will begin immediately once contract awarded. First draft design concepts to be delivered within six (6) weeks of contract award date. Final draft designs to be submitted for approval within first three (3) months. Full design project to be completed and delivered within nine (9) to twelve (12) months of award date.

8.7 Deliverables

In no particular order the following deliverables shall be produced by the Contractor:

1. Project management framework including timelines, milestones, scheduling, and strategy for meetings and reviews.
2. Design of new, visually appealing, primary homepage and three (3) tiers of supporting page designs that is intuitive and usefully designed for prospective students.
3. Use creative, original page designs fashioned to the College's needs with the primary target audiences being prospective students, community members, donors and alumni.
4. Allow for the embedding of video, audio or other interactive media on any given page.
5. Clearly defined web strategy to be used by HCC for the redesign project and to ensure consistency after the site has been launched.
6. Migrate all content, existing forms, directories, calculators, PDFs and metadata to the new site.
7. Information architecture documents including content models, site maps and page layouts.
8. Graphic design templates for homepage and all subsequent subpages including icons, color palettes, images, logos, and other design elements.
9. All widget/gadget packages, templates, stylesheets, scripts, and objects required to deploy the new website design.

8.8 Third Party Applications

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

8.9 Brand Guidelines

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

8.10 Testing

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

8.11 Training

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

8.12 Maintenance/Support

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

8.13 Analytics

- .1 The vendor shall install Sitecore's native analytics as well as other analytics tools if applicable. HCC desires to track users as they leave website and enter third-party applications such as Blackboard, etc.

9.0 CUSTOMER REFERENCES

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

10.0 PRICE PROPOSAL FORMAT

10.1 Proposed pricing for each phase shall include all costs and expenses, including travel.

10.2 Refer to price proposal form.

11.0 FIRM (COMPANY) PROFILE, EXPERIENCE

11.1 Bidders shall submit a company profile to include, at a minimum: the background and History of the company; size of the company including the number of employees; annual sales volume for each of the past three (3) years, and number of years in the business.

11.2 Submit three (3) references of similar scope, performed in the past five (5) years, in accordance with instructions on the form provided herein.

11.3 Bidders must have a minimum of four (4) years' experience providing the services covered in this RFP.

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

RFP 19P-003 WEBSITE REDESIGN

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

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

To be considered responsive, each bid submitted must, at a minimum, include the following documents:

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

PROPOSAL OF: _____ DATE _____
(Firm Name)

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

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

_____ \$ _____
Words Figures

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

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

_____	_____
Firm	Authorized Signature
_____	_____
Street Address	Typed/Printed Name
_____	_____
City,State,Zip	Title
_____	_____
Telephone	Email

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

Name of president: _____

Name of secretary: _____

Under laws of what state incorporated: _____

Minority Business Certification: (Please check one)

MBE WBE Not applicable

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

NON-COLLUSION CERTIFICATE

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

I HEREBY CERTIFY that I am the _____
(Title)

and the duly authorized representative of the firm of _____

whose address is _____.

AND THAT NEITHER I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

- (a) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the proposal being submitted herewith;
- (b) Not in any manner, directly or indirectly, entered into any agreement, participated in any agreement, participated in any collusion to fix the price proposal of the offeror herein or any competitor, or otherwise taken any action in restraint of free competition in connection with the Contract for which this proposal is submitted.

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

Signature

Date

Printed or Typed Name

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

REFERENCES

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

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

1. Firm Name _____
Address _____

Telephone: _____ Fax _____
Contact _____
Project _____
Email: _____

2. Firm Name _____
Address _____

Telephone: _____ Fax _____
Contact _____
Project _____
Email: _____

3. Firm Name _____
Address _____

Telephone: _____ Fax _____
Contact _____
Project _____
Email: _____

PROPOSAL OF: _____
Firm Name

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

NO PROPOSAL REPLY FORM

SOLICITATION: RFP 19P-003 WEBSITE REDESIGN

Dear Sir or Madam:

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

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

- 1. We do not sell the items/services for which proposals are requested.
- 2. The specifications are either unclear or too restrictive (Please explain in the "Remarks" section.)
- 3. We cannot submit a proposal because of marketing or franchising policies of the manufacturing company.
- 4. We do not feel we can be competitive. (Please explain in the "Remarks" section.)
- 5. Other commitments preclude our participation at this time.
- 6. We do not wish to participate in the proposal process.
- 7. We do not wish to bid under the terms and conditions of the Request for Proposal document. Our objections are: _____

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

- 9. Other: _____

Remarks: _____

Firm Name _____
(PLEASE PRINT)

Authorized Signature _____

- We wish to remain on the Bidder's List.
- We wish to be removed from the Bidder's List.