



**REQUEST FOR PROPOSAL (RFP)**

This is not an order

**Website Redesign/Development/Site Hosting  
YCCC.EDU**

Date:	July 17, 2020
Proposal Due On:	August 14, 2020
Inquiries & Proposal To:	Stacy B. Chilicki Director of Marketing & Communications
Telephone:	207.216.4312 or 603.502.5549
Email:	<a href="mailto:schilicki@yccc.edu">schilicki@yccc.edu</a>

York County Community College (hereinafter “YCCC”) located at 112 College Drive, Wells, Maine 04090 is accepting formal proposals from qualified vendors to provide website redesign, development and website hosting services.

### **YCCC’s MISSION**

York County Community College provides academic, career, and transfer programs while serving to advance cultural, economic, and workforce development in York County and the State of Maine.

### **YCCC’s VISION**

At York County Community College, we celebrate each student’s individual success. While we recognize academic progress as an important part of their journey, we appreciate the value of life experience, personal development, self-awareness and the pursuit of learning.

Connections and individual attention are at the heart of our relationships with students. Whether they spend a semester or several years at our college, students will leave knowing they have been part of a community that has invested in them as a whole person. We are committed to empowering each student to achieve their full academic potential and accomplish their personal goals.

### **YCCC’s CORE VALUES**

**Accountability** - We are responsible to our community and we consider the impact of our actions and decisions through transparency and inclusion.

**Innovation** - We promote curiosity and discovery by supporting continuous growth with particular emphasis on new educational strategies, emerging technologies, and organizational development.

**Cooperation** - We value collaboration through mutual contribution and collective efforts by combining the talents, experience, and skills of the College community.

**Empowerment** - We appreciate and value the inherent potential of our community and YCCC makes a conscious commitment to assist people in achieving their academic, personal and professional goals through intellectual engagement.

## **Project Overview**

YCCC is looking to create an effective website that is our digital front door. The new website should be a virtual experience that is inviting and engaging to prospective students and the community at large. The new website should meet the unique needs of YCCC and be integrated with other campus and Maine Community College System (MCCS) technologies.

### **Current Environment**

[www.yccc.edu](http://www.yccc.edu)

<https://my.yccc.edu/ics>

<https://virtual.yccc.edu/academicAffairs>

### **Priorities**

1. Prospective student engagement and recruitment
3. Recruitment for Workforce Training, Professional Development and Customized training.

## **Platform Specifications**

- CMS - Word Press preferred
- Responsive design to support cross-platform and cross-browser compatibility and mobile access
- Event Calendar
- Capability to define authoring permissions and approval with varied permission levels
- Meet W3C standard for accessibility
- Social Media Links Quick Links
- Integrated Display of Course Offerings
- Staff Directory - Displays user listing and information from Active Directory accounts; Multiple views; pre-defined searches; advanced searches; browse by name, department, function.
- Announcements: Press releases, news updates, announcement archive, announcements available on home page and other areas of site, displayed based on date/expiration.
- Media: Ability to embed audio/video, multimedia on site pages.
- Form Support: The ability to create forms to collect user input, data sent to email account or database; submission confirmation by email, user information automatically populated on form, anonymous submissions.
- Web Analytics: Statistics for page views, unique visitors, referrers, search queries, export to Excel, visual display, custom reports. Google Analytics preferred.

## **College Expectations**

**The chosen vendor will design a 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 YCCC
- Increase awareness of the college's mission and programs available; including programs offered on campus and online as well as through Workforce Training, Professional Development and Customized Training.
- Seamlessly integrate with other campus technologies to optimize processes for admission, financial aid, and registration for current and prospective
- Work in partnership email campaigns and social media channels to provide dynamic content with functionality.
- Improve search engine ranking, findability, website performance, and site usage.
- Provide a scalable site architecture to allow for growth, ease of maintenance and the ability to add new functionality over time and with minimal cost.

## **Website Hosting, Maintenance, and Warrantee**

Vendor should provide costs for 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 estimated costs for ongoing support, training.

## Requested Information

Consultants interested in being considered for this project are asked to provide the following information by close of business on August 14, 2020.

### 1. Approach and Methodology

- a. What is the design process?
- b. What are the underlying technologies to be used for the website?
- c. What is your approach to mobile design?
- d. What would be provided in terms of training (both for current and future employees)?
- e. What content management system would be employed?
- f. How do you test for usability?
- g. Please provide examples of your work that demonstrate adherence to W3C accessibility standards.
- h. What do you offer for support and maintenance after the websites are launched? What do you recommend as a minimum contract? How do you calculate billing for post-launch support and maintenance?
- i. Please explain the server requirements for the suggested CMS.

### 2. Capabilities

- a. What is your experience working with secure data?
- b. What is your experience with SQL Database queries?
- c. What is your programming experience with ASP.NET, Java, PHP?
- d. What can you offer in terms of advising services for content creation and management?
- e. What is your experience with front-end design? Please provide a portfolio.
- f. What experience do you have acting as a general contractor?
- g. Please describe your experience acting as a facilitator for a design process where it was necessary to bring multiple stakeholders to consensus.
- h. What is the hosting environment you offer/recommend for this project?
- i. Please describe your familiarity with other hosting environments

### 3. Relevant Experience

- a. Brief summary of similar projects.
- b. Key points of how the projects described in 3.a are similar to the one outlined in this RFP.
- c. Experience with information security and types of data involved.

### 4. Vendor Overview

- a. The name and location of your company
- b. Contact information for point individual

- c. Location of office that will be serving MCCC
- d. Brief general description of your company
- e. Number of years of experience
- f. Company objectives

5. Client Base

- a. Provide at least three references of client organizations for whom you have conducted work similar to that detailed in this RFP.
- b. The organization name and location
- c. Starting date of service
- d. Contact name, title and telephone number

The references must be relevant to service performed in the last 36 months.

6. Confirmation that the project can be completed within the timeframe outlined above.

7. YCCC intends to engage a firm as an independent contractor. Describe:

- a. the desired terms of payment for the types of services and projects described in this RFP
- b. your general hourly rate
- c. any special terms that the firm may offer to YCC
- d. the number of hours projected

## **SELECTION PROCESS**

### **OPEN QUESTION PERIOD**

To ask a question about the RFP or to receive answers to questions asked by other vendors, please e-mail [schilicki@yccc.edu](mailto:schilicki@yccc.edu) by July 24, 2020 . Responses will be distributed by July 31, 2020. E-mails should include the following in the subject line "Web Development RFP."

Firms submitting all of the Requested Information by August 14, 2020 will be given full consideration. By August 21, 2020 the YCCC will invite up to four to submit a full proposal and presentation for the website development project. YCCC hopes to select a vendor and begin work on the project by August 24, 2020.

### **SELECTION CRITERIA**

#### **General Contractor/Facilitator Experience**

*For example, these are some items we will be examining:*

- Experience as a facilitator for organizations with multiple stakeholders
- Ability to work with multiple IT teams
- Experience vetting and hiring sub-contractors

## Technological Expertise

*For example, these are some items we will be examining:*

- Experience with information security
- SQL database queries
- Knowledge of W3C accessibility standards
- Experience with and approach to responsive and/or mobile design
- Knowledge of diverse hosting solutions and hosting capability

## Process Compatibility

*For example, these are some items we will be examining:*

- Availability to complete the work within the time allotted
- Pricing structure
- Training and support
- Ability to offer content advising

## 4. CONTACT INFORMATION

Questions concerning this RFP should be submitted to [schilicki@yccc.edu](mailto:schilicki@yccc.edu) by July 24, 2020

Requested Information must be submitted by close of business on August 14, 2020, in order to be considered.

## NOTICE OF NON-DISCRIMINATION

York County Community College (YCCC) does not discriminate as proscribed by federal and/or state law on the basis of race, color, religion, national origin, sex, sexual orientation, including gender identity or expression, age, genetic information, disability, marital, parental or Vietnam era veteran status in specified programs and activities. Inquiries about the College's compliance with, and policies that prohibit discrimination on, these bases may be directed to:

Jason Arey  
Affirmative Action Officer  
York County Community College  
112 College Drive, Wells Maine 04090  
Telephone: 207-216-4444  
Maine Relay Service: 800-457-1220  
Fax: 207-641-0837  
E-mail: [jarey@yccc.edu](mailto:jarey@yccc.edu)  
Internet: [www.yccc.edu](http://www.yccc.edu)

and/or

United States Department of Education Office for Civil Rights 33 Arch Street, Suite 900 Boston, MA 02110 Telephone: 617-289-0111 TTY/TDD: 617-289-0063 Fax: 617-289-0150 E-mail: [OCR.Boston@ed.gov](mailto:OCR.Boston@ed.gov) Internet: <http://www.ed.gov/about/offices/list/ocr/index.html?src=oc>

and/or

Maine Human Rights Commission (MHRC) 51 State House Station Augusta, ME 04333-0051  
Telephone: 207-624-6050 TTY/TDD: 207-624-6064 Fax: 207-624-6063 Internet:  
<http://www.state.me.us/mhrc/index.shtml>

and/or

Equal Employment Opportunity Commission 475 Government Center Boston, MA 02203 Telephone:  
617-565-3200 1-800-669-4000 TTY: 617-565-3204 1-800-669-6820 Fax: 617-565-3196 Internet:  
<http://www.eeoc.gov/>

### **Expected Contract Term**

York County Community College desires to enter into a contract with the successful vendor a two-month period with two consecutive options for renewal for additional two month terms. Project completion deadline: October 30, 2020

### **NOTICE TO VENDORS AND BIDDERS:**

#### **STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS**

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively "MCCS"). These terms and conditions derive from the public nature and limited resources of the MCCS. **MCCS DOES NOT AGREE TO:**

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those MCCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to MCCS policies of insurance;
6. Pay attorneys' fees; costs, including collection costs; expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed;
9. Automatic renewals for term(s) greater than month-to-month;
10. Limitations on MCCS' recovery of lawful damages incurred as a result of breach of the contract;
11. Limitation of the time period under which claims can be made or actions brought arising from the contract;
12. Vendor's terms prevailing over MCCS' standard terms and conditions, including addenda; and
13. Unilateral modifications to the contract by the vendor.

#### **BY SUBMITTING A RESPONSE TO A REQUEST FOR PROPOSAL, BID OR OTHER OFFER TO DO BUSINESS WITH MCCS, YOUR ENTITY UNDERSTANDS AND AGREES THAT:**

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between MCCS and your entity; that such terms and condition shall control in the

event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;

2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the MCCS any contractual documents of any kind that are not in at least 11-point black font on a white background and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize MCCS to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless MCCS in any and all legal actions that seek to compel MCCS to disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between MCCS and your entity.