REQUEST FOR PROPOSAL (RFP)
PROJECT MANAGEMENT: WEBSITE REDESIGN/APP DEVELOPMENT

1. INTENT AND BACKGROUND

The Great Valley School District (the "District") is soliciting proposals from qualified firms/individuals to manage the redesign of the district level and school-based websites and the accompanying website sections and pages at the domain www.gvsd.org, as well as the development of an accompanying mobile app. The firm/individual will work closely with the Communications and Outreach Department to select or design a template in the district's content management system (Blackboard). The firm/individual will also work with various departments and schools across the district to identify content for the site, including the migration of some content from the existing domain to the new site and mobile app, and/or the writing/editing of new content. The firm/individual will be responsible for the placement of content, including jpegs, PDFs, and other files to the server to be linked to page content on the site and/or app. The firm/individual will be asked to develop a project management timeline and outline of activities to guide the process/redesign, with the expectation that all content will be populated to the new site/app no later than February 15, 2022.

The District is located in Malvern, Pennsylvania. While some work may be completed remotely, the firm/individual will be expected to be on-site periodically during the course of the project.

2. QUALIFICATION REQUIREMENTS

The firm/individual retained by the District shall meet or exceed the following minimum qualifications:

2.1 Experience in website and mobile app design utilizing a content management system. Experience with Blackboard is preferred, but not required.

2.2 Strong writing and editing skills, as demonstrated in previous work experience.

2.3 Solid project management experience.

2.4 The ability to work independently.

2.5 Strong communication, organizational, and interpersonal skills.

2.6 Demonstrated understanding of brand management and web content mapping.

2.7 Ability to work effectively with personnel in various departments/schools to set expectations and deadlines.

3. SCOPE OF SERVICES

3.1 Selection and Appointment of Project Manager

3.1.a The selected contractor may be a firm or individual practitioner.

3.1.b Prior to engagement, the prospective project manager will be required to provide documentation of credentials, including a complete application that highlights:

- expertise in the area for which engaged;
- unique accomplishments/examples of excellence;
- a list of previous clients and the primary contact for each client;
- other relevant information; and

a resume and the proposed engagement letter or contract must also be submitted.

3.1.c The primary criteria in selecting a firm or individual contractor will be the provision of the highest quality and cost-effective services.

3.1.d In determining the provision of the highest quality services, the District will focus on documentation of credentials provided by the prospective firm or individual. As a result, applicants should highlight key related projects, strengths, and priorities from their perspective.

3.1.e In determining the provision of cost-effective services, the District will focus on reasonableness of total fee charged in relation to services rendered and results produced.

4. TIMEFRAME

The successful firm or individual will be expected to commence the provision of services on or about September 21, 2021, with the expectation that all content will be populated to the new site no later than February 15, 2022. However, the District reserves the right to terminate the engagement at any time, without cause, with thirty (30) days prior notice.

5. PROPOSALS

Submission and Deadline

All proposals must be submitted to Jennifer Blake via the online submission form available at https://greatvalley.iad1.qualtrics.com/jfe/form/SV_ePx6Jf9uXbvZ7Ya.

Questions regarding this RFP may be directed to Jennifer Blake at jblake@gvsd.org, by August 3, 2021. Proposals are due no later than August 13, 2021, at 4:00 pm. Interviews of selected firms may be conducted the week of August 23, 2021. Board action to accept the successful firm is expected to occur on September 20, 2021.

All firms/individuals who are furnished a copy of this RFP, but who decide not to offer a Proposal to the District, are asked to submit a negative reply. Specific comments and observations are encouraged.

5.1 **Submittal Documents**

Respondents shall complete an online submission form and must attach a signed cover letter, addressed to the Director of Communications (Jennifer Blake), a resume, and the proposed engagement letter or contract.

5.2 **Experience**

Respondents are asked to complete an online application which includes a summary of their experience on similar types and sizes of engagements with emphasis on public schools, and detail on experience with website planning, content management, and design.

5.3 **References**

A minimum of three (3) client references, which encompass the areas outlined in this RFP, should be submitted via the online form. The client references must include the name of the organization, address, telephone number, individual contact person, contact person e-mail address, the dates services were performed, a description of the services provided.

5.4 **Budget/Fee Proposal**

All respondents are required to complete and submit a detailed itemized fee schedule and expected schedule of payment to perform all services. The District is exempt from payment of excise taxes, transportation and sales taxes imposed by the Federal Government and/or State of Pennsylvania. Such taxes must not be included.

Form of Contract

The District intends to negotiate and enter into a contract with the most responsive and dependable respondent whose proposal is determined to be in the best interest of the District. The form of contract for any award made as a result of this proposal will be a District purchase order, referencing this RFP, which shall be considered as part of this contract. The amount will be based on the fees shown in this proposal, as modified if necessary during negotiations.

6. EVALUATION AND AWARD

The following criteria will be used, without limitation and in no particular order of importance, in evaluating proposals and determining the most responsive firm/individual:

- The firm/individual's understanding of the scope of services and proposed professional services as evidenced by the proposal submitted;
- The background and experience of the firm/individual in providing similar services as well as specific background, education, qualifications and relevant experience of key personnel to be assigned to this contract;
- Location of firm/individual's office;
- Proposed fees and costs, although the District is not bound to select the firm/individual who proposes the lowest fees. The District reserves the right to negotiate fees;
- Information obtained by the District from references or other clients; and
- Best interests of the District

Proposals in response to this RFP will be reviewed against the criteria listed above.

6.1 Selection Procedures

- The District intends to enter into a contract with the most responsible responsive firm/individual whose proposal is determined to be in the best interest of the School.
- The District reserves the right to reject any or all proposals or part thereof for any reason, to negotiate changes to proposal terms, to waive minor inconsistencies with the RFP, and to negotiate a contract with the successful firm/individual.
- The District will evaluate all responsive and responsible proposals based on the criteria enumerated in Section 6 as referenced above. The District may afford firms the opportunity to clarify proposals for the purpose of assuring a full understanding of their responsiveness to the RFP.
- The District may conduct an interview to determine who is the most qualified to perform the services required, based upon the criteria in this RFP. Interviews may be conducted in person, on the phone, or via Zoom, and are expected to occur during the week of August 23, 2021. Respondents are advised that the District reserves the right to award this contract solely on the basis of the submitted proposals.

6.2 **Fees and Other Charges**

- Fees and other charges shall be as set forth in any engagement letter or contract approved by the school board.

- The approved contractor will render monthly bills for services and costs. Periodic bills should indicate the amount of time expended (broken down by specific task).

8. CONFLICT OF INTEREST

Respondents shall provide a statement that no conflict of interest exists in rendering service to the District.

9. ADDITIONAL INFORMATION AND REVISION TO PROPOSALS

Information may be provided to potential respondents for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Prospective respondents shall be afforded fair and equal treatment with respect to access to additional information and revision of proposals.