MINNESOTA STATE COLLEGES AND UNIVERSITIES

INVER HILLS COMMUNITY COLLEGE

REQUEST FOR PROPOSAL (RFP)
FOR
WEBSITE REDESIGN
DECEMBER 14, 2020
REQUEST FOR PROPOSAL (RFP) FOR WEBSITE REDESIGN

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Notice

This Request for Proposal (RFP) does not obligate the Board of Trustees of the Minnesota State Colleges and Universities (Minnesota State) or Inver Hills Community College (IHCC) to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

Inver Hills Community College also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in IHCC’s sole discretion. IHCC also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the Vendors and Suppliers webpage at Minnesota State. Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of Inver Hills Community College.

School: Inver Hills Community College (IHCC)

System Office: The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.
Vendor: The firm selected by IHCC as the successful responder(s) responsible to execute the terms of a contract.

Targeted Group Business (TGB): A business that is at least 51% owned and operated by a woman or person of color and maintains one of the certifications listed below.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned and operated by one or more women.

Please note, for TGB consideration, Minnesota State recognizes certification from the following certifying agencies:

1. State of Minnesota, Department of Administration
2. North Central Minority Supplier Development Council (NCMSDC)
3. Women’s Business Development Center (WBDC)
4. Central (CERT) Certification Program

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran.

About Minnesota State and Inver Hills Community College

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at www.minnstate.edu.

Inver Hills Community College offers an affordable, high-quality education that serves as a launch pad for many advanced degree or career directions. Nationally recognized as a veteran-friendly
campus and ranked one of the top adult-friendly, two-year colleges in the nation by Washington Monthly, Inver Hills prepares students to succeed at a four-year college or enter the workforce.

**Authority**

This RFP is undertaken by IHCC pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. IHCC will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. IHCC reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary to serve the best interests of IHCC. This RFP does not obligate IHCC to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is in its best interest.

**Project Overview**

IHCC is requesting proposals to assist in developing develop, design, implement, and provide technical services to improve Inver Hills’s web presence. The redesign will move inverhills.edu to a web presence with an updated, modern look and feel that is responsive to mobile use. The website will focus on prospective students, moving them through the process of becoming a student; current students, steering them toward resources; and maintaining or exceeding policy compliance.

IHCC shall select the vendor(s) whose proposal(s), and interviews/oral presentation(s) if requested, demonstrate in IHCC’s sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. IHCC reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary to serve the best interests of IHCC. This RFP shall not obligate IHCC to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is in its best interest.

**Vendor Requirements**

- Budget must be provided in line items with detailed pricing broken down by stages/elements.
- The proposal must clearly demonstrate understanding of the project objectives and the company’s ability to meet the objectives.
- The company will have in-depth knowledge in website planning, research, architecture, design, and implementation. This would include specialists for usability, accessibility, graphics, navigation, analytics, content strategy, and search engine optimization. The work done by the company should be a custom fit to the client and not just a template adjusted for the client. Experience in higher education preferred. The company would have examples and references from three large, diversified organizations, including higher education.
- Businesses that are certified women, minority, and/or veteran owned preferred.
Technical/Functional Requirements

- Effectively communicate with key IHCC’s audiences through a redesigned website with effective information architecture, user-friendly interface and relevant content. The primary audiences for this site are prospective students. Current students are a secondary audience along with college employees, alumni, benefactors, community partners, employers, and the media.
- Incorporate appropriate tone, new design and technical features, and other strategies to attract and retain audiences. Provide tools/resources to move the content from current to new website. Provide writing/rewriting for key site pages, including admissions and programs.
- Ensure website complies with existing federal, state and Minnesota State website accessibility laws/rules/guidelines.
- Provide a search engine optimization strategy (SEO) as it applies to the design, architecture, and content creation of the site.
- Site shall use responsive design, eliminate all use of outdated content and adhere to modern web development practices.
- The redesigned site will be implemented in the Mura X content management system, hosted via Azure, running on ColdFusion 2018 or 2020, in a Windows Server 2018 environment, connecting to a MySQL 8 database.
- Site shall be compatible with all major desktop/laptop browsers (Chrome 70+, Safari 12+ for Windows, Firefox 64+, IE 11+, Microsoft Edge).
- Site shall be designed for all major mobile browsers and devices (iOS and Android).
- Be available to present findings and provide explanation to stakeholders regarding the design and construction of the final website.

Project Objectives

- Develop site architecture and design considering audience needs and accessibility and usability standards and analytics.
- Develop site using content from current IHCC’s website. Assist marketing team in developing plan to migrate content from old site to redesigned site.
- Significantly reduce website pages from thousands to several hundred pages.
- Establish guidelines for style and visual look for college website based on brand guidelines and messaging. All designs will utilize the color palette specified by Inver Hills Community College and will reflect the overall brand.
- Align all website sections under new architecture and design guidelines.
- Provide numerous opportunities for staff, faculty and student feedback, and regular communication during site development.
• Review and recommend ongoing maintenance and development of website and associated staffing needs for future website development.
• Develop content procedures, workflow, and supporting documentation.
• Final design files will be delivered to Inver Hills Community College along with a set of guidelines to maintain consistency.

**Project Deliverables**

• Complete project plan, including the establishment of project goals, scope, tasks, schedule, tracking and communication processes, decision-making processes, and deliverable and milestone dates.
• Technical implementation document outlining technology standards and practices to be used and integrations, web application, and security and technical requirements.
• Document containing site map, architecture, and navigation based on recommendations and consultation from constituencies and approval from college’s Marketing department.
• Document of design requirements based on Inver Hills Community College branding (including color palate, imagery, photography, layouts to design, and design standards).
• Document containing wireframes for templates within the site.
  o Define content requirements (including templates [determining common elements such as headers, footers, section navigation, and utility navigation], owners and writers, text requirements and determination of web content components to outsource).
• Documented map of pages between old site and redesigned site.
• Delivery of site templates and any aligned site templates.
• Delivery of minimal site for visual review (homepage, admissions, degrees and programs page, 1 program page, 2 landing pages, and 1 sub-page for each landing page, various templates)
• Assistance creating migration plan.
• Make recommendations for ongoing maintenance and operation of the site.
• Identify follow-up projects and make recommendations for their prioritization.

**In Scope**

• **Audience Review / Usability Analysis** – Provide basic audience research based on Google Analytics data to drive site architecture and navigation recommendations.

• **Website Architecture, Navigation, and Technical Functioning** - This project will define architecture for the website based on inverhills.edu framework, including improved navigation and functionality. The project will fully scope all technical requirements for the new website, and site construction will be completed in accordance with the adopted requirements.
• **Website Design** - This project will provide designs requirements for the new website, including areas to adapt and expand our current technology and site construction will be completed in accordance with the adopted requirements.

• **User Analysis** – Review analytics for inverhills.edu and perform usability tests on inverhills.edu to guide design and architecture.

• **Content Strategy and Content Management** - Development of content strategy and process for ongoing content management. Content guidance based on best practices. Re-writing of high-traffic pages.

• **Assessment and Location of Web Applications** - For class listings, news and announcements, canceled classes, catalog, programs and degrees, employment opportunities, calendaring, scheduling systems for orientations and testing, and others as identified in analysis.

**Out of Scope**

• Desire2Learn (D2L) - This project is not designed to structure the college's learning management system, other than linking appropriately to the D2L site to ensure consistency of content.

• Student e-services – This project does not involve the development with Minnesota State’s course registration system, other than linking appropriately to student e-Services.

• Employee intranet portal.

The above items do not require redevelopment but are required to be included in the implementation of the new Web design.

**Success Criteria**

• Website complies with brand guidelines.

• Navigation is clear, consistent, and easy to follow. User testing provides evidence of this.

• Process is established for updating the website.

• Site analytics are implemented and functioning properly, and designated individuals are trained and able to understand site usage.

• The new website is fully functional before website launch per project plan.

• Website meets all accessibility requirements.

**General Selection Criteria**

With the many different areas relying IHCC's web presence, a quality consulting firm is paramount in helping IHCC’s move through the design process. General criteria upon which proposals will be evaluated include, but are not limited to, the following:
• Include project execution timeline that meets June 9, 2021, deadline.
• Employees with a breadth of knowledge in many aspects of website design, and implementation - including expertise in research, usability, accessibility, graphics, navigation, analytics, content strategy, search engine optimization, etc.
• Demonstrated ability to customize solutions to meet the unique needs of client (rather than using an adjusted template).
• The proposal must clearly demonstrate understanding of the project objectives and the company’s ability to meet the objectives.
• The proposed work should be a custom fit to the client and not just a template adjusted for the client.
• Ability to cost-effectively complete this project according to proposed timelines.
• Proven record of success in meeting deadlines on other projects.
• Three references demonstrating success on recent (within the past three years) similar projects – two references must be from educational institutions.
• Experience working with institutions of higher education.
• Detailed cost breakdown of all services delivered, organized by stages/elements.
• List any added value that could be provided.

The company will answer the following questions:

• What is the research process used to determine stakeholders’ needs and wants from the college’s Web presence?
• What is your experience working with higher education clients?
• How is usability research done?
• Describe how you would facilitate file transfer.
• How is Section 508 compliance verified?
• What specific staff would be working on the project?
• How can a connection between printed materials and online versions be created and maintained?
• How will the team stay on deadline and communicate progress?
• What is your experience setting up workflows?
• How do you manage unexpected problems?

The selection process includes a review of all submissions by a committee which will make a recommendation to the president of the college. The committee will evaluate proposals based on the above criteria. Proposals will be ranked as described in Section IV Response Evaluation. The committee may want to interview the companies of top ranked proposals. The decisions of this group will be recommendations provided to the college administration.
RFP Information Contact

IHCC’s authorized representative for purposes of responding to inquiries about the RFP is:

Name: Marlo Teal
Title: Marketing Project Manager
Address: 2500 East 80th Street, Inver Grove Heights, MN 55076
Telephone: 651-423-8268
E-mail address: marketing@inverhills.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and IHCC shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between IHCC and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

Minnesota State’s RFP Terms and Conditions

This RFP includes and incorporates Minnesota State’s RFP Terms and Conditions. Vendors should be aware of Minnesota State’s RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

Authorized Signature

The proposal must be completed and signed in the firm’s name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.
## Selection and Implementation Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Monday, December 14, 2020</td>
<td>Publishes RFP notice on Minnesota State website</td>
</tr>
<tr>
<td>Tuesday, December 29, 2020</td>
<td>3 p.m. CT: Vendor Questions Due</td>
</tr>
<tr>
<td>Wednesday, December 30, 2020</td>
<td>Deadline to publish responses to RFP questions</td>
</tr>
<tr>
<td>Wednesday, January 6, 2021</td>
<td>Noon CT: Deadline for RFP proposal submissions. If hand delivering, deliver to Welcome Desk in College Center at IHCC</td>
</tr>
<tr>
<td>Thursday, January 7, 2021</td>
<td>3 days: Review RFP proposals</td>
</tr>
<tr>
<td>Monday, January 11, 2021</td>
<td>Notify finalists; Set up interviews/presentations if needed</td>
</tr>
<tr>
<td>Wednesday, January 13, 2021</td>
<td>2 days: Interview finalists/view presentations if needed</td>
</tr>
<tr>
<td>Friday, January 15, 2021</td>
<td>Notify winner</td>
</tr>
<tr>
<td>Monday, January 25, 2021</td>
<td>Complete contract</td>
</tr>
<tr>
<td>Wednesday, June 9, 2021</td>
<td>Project Completion</td>
</tr>
</tbody>
</table>

IHCC reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

## Contract Term

IHCC desires to enter into a contract with the successful Vendor(s) effective January 25, 2021 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be five months. If IHCC and Vendor are unable to negotiate and sign a contract by January 25, 2021, then IHCC reserves the right to seek an alternative Vendor(s).

## Proposal Deadline

Sealed proposals must be received at the following address not later than Noon, Wednesday, January 6, 2021.

Institution: Inver Hills Community College  
Purchasing Department  
2500 East 80th Street, Inver Grove Heights, MN 55076  
Attn: Karla Colwell  
Phone (651) 450-3871
Format of Proposals and Submission

The responder shall submit two [2] printed copies of its RFP response and one copy on digital media with the RFP response in Microsoft Word format. Proposals are to be sealed in mailing envelopes or packages with the responder's name and address clearly written on the outside. One copy of the proposal must be unbound and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

Proposal Content

Vendors must submit the following information:

1. **Adherence to Minnesota State Terms and Conditions:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.

2. **Work Plan:** A description of the deliverables to be provided by the vendor along with a detailed work plan that identifies the major tasks to be accomplished and be used as a scheduling and managing tool, as well as the basis for invoicing.

3. **Qualifications of Vendor and its Personnel:** An outline of the vendor's background and experience with examples of similar work done by the vendor and a list of personnel who will conduct the project, detailing their training, and work experience. Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the proposal that personal contact information is being provided.

4. **Accessibility:** The website must be fully accessible and comply with the state accessibility policy located at [https://mn.gov/mnit/government/policies/accessibility/](https://mn.gov/mnit/government/policies/accessibility/) The response must contain adequate information to evaluate the responsiveness to the accessibility standards (i.e. a completed VPAT or equivalent).

5. **Cost/Value:** Using your expertise, summarize the major milestones listed in the Technical/Functional Requirements, along with the Project Objectives and Deliverables and provide estimates of the proportional costs. Outline any expectation of services or commitments to be provided by Inver Hills Community College staff.

Required Documents and Forms

1. Affidavit of Non-Collusion. Each Vendor must complete the [Affidavit of Non-Collusion](#) and attach it with the response.
2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

3. Minnesota Department of Human Rights Workforce – **Affirmative Action Certification** (if proposal exceeds $100,000, including extension options).

4. Minnesota Department of Human Rights **Equal Pay Certificate Form** (if proposal exceeds $500,000, including extension options)

5. **Veterans Preference Form** (if applicable).

6. **Targeted Business Inclusion Form**: Respondent must provide certification(s) that at least 51% of the business is owned and operated by a woman or minority.

**Selection Process**

The selection process includes the Director of Strategic Marketing and Communications, the College Information Technology Officer, the Inver Hills marketing staff, the Inver Hills IT staff. This group will evaluate the proposals and make the final decision.

**RFP Evaluation Factors**

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<thead>
<tr>
<th>Weight</th>
<th>Factor</th>
<th>Description</th>
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<tbody>
<tr>
<td>30%</td>
<td>Cost</td>
<td>Total project cost with line-item detail broken down by stages/elements</td>
</tr>
<tr>
<td>25%</td>
<td>Meeting Proposal Objectives</td>
<td>Expressed understanding of proposal objectives</td>
</tr>
<tr>
<td>25%</td>
<td>Vendor Qualifications</td>
<td>Qualifications of the vendor and its personnel</td>
</tr>
<tr>
<td>20%</td>
<td>Vendor Category</td>
<td>Targeted Business Inclusion: A commitment that at least 10% of the value of the bid proposal will be awarded to a Targeted Group Business (TGB) that is women/minority-owned. All required certifications (below) must be included with the bid.</td>
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The following factors and their identified weight will be used by IHCC to evaluate the responses:

1. Total Costs (30%)*
   a. Work plan (10%);
   b. Price [OR Price in relation to level of service to be provided] (20%)
2. Qualifications of Vendor and its personnel (experience of personnel who are committed to work on the contract will be given greater weight than that of the company) (25%);

3. Completeness, thoroughness and detail of response as reflected by the proposal’s discussion and coverage of all elements of work listed above (25%); and

4. Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract award to a certified TGB (20%)

Total Evaluation Criteria Weighting: 100%

*Cost Preferences are to be applied by adding 6% to the portion of the final cost proposal submitted by non-TGB/ED/VO respondents.

  Cost Preference to the portion of work subcontracted to Economically Disadvantaged Business and Individuals (6%), if applicable (see below); and

  Cost Preference to the portion of work subcontracted to Service Disabled / Veteran-Owned Business and Individuals (see below) (6%), if applicable (see below).

IHCC reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

IHCC does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor’s ability to work with the existing infrastructure will be too limited or difficult to manage.

**Supplier Diversity**

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a priority in the criteria for this request for proposal to facilitate Minnesota State’s fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of $50,000, all responding Vendors are required to complete the attached Targeted Business Inclusion Form and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (see acceptable certifications in the definitions section of this RFP). Vendors are not required to include TGBs in their bid response; however, it should be noted that TGB subcontract participation of ten percent (10%) or greater of the total bid value will qualify.
ED/VO Preferences:

For information regarding certification, contact the Office of Equity Procurement at 651-201-2402 or you may reach the Helpline by e-mail at procurement.equity@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) cost allowance in their bid proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration’s Office of Equity in Procurement (OEP) prior to award announcement resulting from the solicitation.

Veteran-Owned (VO)

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) cost allowance in their bid proposal, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.