

**REQUEST FOR PROPOSAL
WEBSITE REDESIGN SERVICES
FOR
ILLINOIS VALLEY COMMUNITY COLLEGE DISTRICT No. 513
PROPOSAL #RFP2023-P07**

INTRODUCTION

Illinois Valley Community College (IVCC) is requesting proposals for redesigning our current website.

BACKGROUND

Mission: IVCC teaches those who seek and is enriched by those who learn.

Vision: Leading our community in learning, working and growing.

The Purposes of IVCC are:

- The successful completion of courses and degrees required for effective transfer to baccalaureate degree programs.
- Occupational/technical courses, certificates and degrees leading directly to successful employment or transfer into baccalaureate degree programs.
- Courses and academic support services designed to prepare students to succeed in college-level coursework.
- Continuing education courses and community activities that encourage lifelong learning and contribute to the growth and enrichment of students in our community.
- Student support services to assist in developing personal, social, academic and career goals.
- Academic and student support programs designed to supplement and enhance teaching and learning.

Profile of the college:

<https://www.ivcc.edu/institutionalresearch/profileofthecollege.php>

INSTRUCTION TO BIDDERS

One (1) original and two (2) copies of the signed proposal must be submitted to:

**Illinois Valley Community College District No. 513
Purchasing Department – Room C-343
815 North Orlando Smith Road
Oglesby, Illinois 61348**

ALL PROPOSALS MUST BE IN A SEALED ENVELOPE MARKED “PROPOSAL FOR WEBSITE REDESIGN” AND DELIVERED NO LATER THAN 10:00 A.M., MONDAY, MARCH 13, 2023. Late proposals will not be considered.

Questions should be directed to Michelle Carboni, Director of Purchasing, at (815) 224-0417 or michelle_carboni@ivcc.edu.

The College reserves the right to accept or reject any or all proposals received or any parts thereof, or to negotiate separately with any vendors whatsoever if no acceptable proposals are submitted in order to best serve the interest of the College. The submission of a proposal indicates acceptance by the vendor of the conditions contained in this request for proposal (RFP), unless clearly and specifically otherwise noted in the submitted proposal and confirmed in the contract between the College and the vendor selected. The RFP is made for information and planning purposes only and does not obligate or bind the College contractually to accept any proposals submitted.

ACKNOWLEDGEMENT OF ADDENDA

Signature of a company official on an original document shall be construed as acknowledgement of receipt of any and all addenda pertaining to this specific proposal. Identification by number of addenda and date issued should be noted on all proposals submitted. **FAILURE TO ACKNOWLEDGE RECEIPT OF ADDENDA ON PROPOSAL SUBMITTED MAY RESULT IN DISQUALIFICATION OF PROPOSAL.**

PROPOSAL PROCEDURES

No proposal shall be modified, withdrawn, or canceled for ninety days after the proposal opening date without the consent of the College's Board of Trustees.

Changes or corrections may be made in the proposal documents after they have been issued and before proposals are opened. In such cases, the College will issue a written addendum describing the change or correction to all bidders of record. Such addendum shall take precedence over that portion of the documents concerned and shall become part of the proposal documents. Except in unusual cases, addendum will be issued to reach the vendors at least five (5) days prior to the date established for receipt of proposals.

Each vendor shall carefully examine all proposal documents and all addenda thereto and shall thoroughly familiarize themselves with the detailed requirements thereof prior to submitting a proposal. Should a vendor find discrepancies or omissions from documents, or should there be doubt as to their meaning, they shall, at once, and in any event not later than ten (10) days prior to proposal due date, notify the Director of Purchasing who will, if necessary, send a written addendum to all bidders. The College will not be responsible for any oral instructions. All inquiries shall be directed to the Director of Purchasing. After proposals are received, no allowance will be made for an oversight by the bidder.

SIGNATURE ON PROPOSALS

The College requires the signature on proposal documents to be that of an authorized representative of said company. Each bidder, by making her/his proposal, represents that she/he has read and understands the proposal documents and that these instructions to vendors are a part of the specifications.

TAX EXEMPTION

The College is exempt from paying Illinois Use Tax, Illinois Retailers Occupation Tax, Federal Excise Tax, and Municipal Retailer's Occupation Tax (Tax Exemption ID # E9995-5253-06).

INVESTIGATION OF BIDDERS

The College will make any necessary investigation to determine the ability of the bidder to fulfill the proposal requirements. The College reserves the right to reject any proposal if it is determined that the bidder is not properly qualified to carry out the obligation of the contract.

INCURRED COSTS

Illinois Valley Community College will not be liable in any way for any costs incurred by respondents in replying to this RFP.

PROPOSAL AWARD

Award shall be made by the Illinois Valley Community College Board of Trustees to the responsible respondent whose proposal is determined to be the most advantageous to the College, taking into consideration price and the evaluation criteria set forth herein below. IVCC reserves the right to accept the RFP response as a whole or for any component thereof if it appears to be in the best interest of the College.

PROPOSED AGREEMENT

Submit a sample of your company's agreement with your proposal.

CERTIFICATION FORM

Bidders must sign the enclosed Certification Form that refers to the Criminal Code of 1961 and to the Illinois Human Right Act dealing with Sexual Harassment. The signed Certification must be submitted with your proposal. Failure to do so may result in the rejection of your proposal.

SELECTION CRITERIA

The following criteria will be used by the College to evaluate the proposals and to make a recommendation:

1. Experience in working with community colleges and universities
2. Scope of Plan
3. References
4. Budget and Schedule

Acceptance of a proposal will be based on the total package of services offered. The College reserves the right to request additional information during the evaluation period.

EQUAL OPPORTUNITY EMPLOYMENT

Respondent shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended, and any rules and regulations promulgated in accordance therewith, including, but not limited to, the Equal Opportunity Clause, Illinois Administrative Code, Title 44, Part 750 (Appendix A), which is incorporated herein by reference. In addition, the respondent shall comply with the Public Works Employment Discrimination Act, 775 ILCS 10/0.01 et seq., as amended. Furthermore, the respondent shall comply with Public Act 98-107, which requires nearly any party that contracts with a community college to post employment vacancies with the state's job board: IllinoisJobLink.com.

LAW GOVERNING

Any contract resulting from this RFP shall be governed by and construed according to the laws of the State of Illinois, without regard to conflict of law principles.

BUSINESS ENTERPRISE FOR MINORITIES, FEMALES, AND PERSONS WITH DISABILITIES ACT COMPLIANCE

The College recognizes the importance of increasing the participation of businesses owned by minorities, females and persons with disabilities in public contracts. It is the policy of the College to promote the economic development of disadvantaged business enterprises by setting aspirational goals to award contracts to businesses owned by minorities, females, and persons with disabilities for certain services, to the extent provided by the Business Enterprise for Minorities, Females and Persons with Disabilities Act ("Act"), 30 ILCS 575/0.01 et seq. and the Business Enterprise Council for Minorities, Females, and Persons with Disabilities ("Council") which serves to implement, monitor and enforce the goals of the Act.

W-9 FORM

Please complete the enclosed W-9 form and return with your proposal.

SPECIFICATIONS

Project Overview

IVCC is seeking a solution provider to redesign and deploy an updated version of our current website to be used with our current content management system Modern Campus Omni CMS which is hosted remotely. NOTE: A proposal of alternate CMS solutions may be considered.

The project priorities are to redesign the Illinois Valley Community College core website to drive enrollment, to improve the ability of students and community members to access College resources and services, to create a fully responsive website, and to reinforce a positive, contemporary presence for IVCC in the community. IVCC's web presence is broader than the core website. The core website is locally hosted and covered by the www.IVCC.edu domain and is included in the scope of this project.

Systems not included in the scope of this redesign include the following:

- Blackboard or Brightspace (learning management systems)
- Our Ellucian Colleague administrative and student information system which provides ERP services and web services (Web Advisor, Self Service).
- IVCC Bookstore
- Faculty web pages
- Other contracted and locally developed services.
- Catalog
- The IVCC Intranet

The IVCC project team will work with the consultants so that the connections are integrated.

Even though the site will contain a large amount of content, the presentation of this content may, the presentation of this content may need to change to fit the improved design. One of the priorities for the site is to improve the ability of students and community members to access College information. IVCC will be responsible for collecting and updating the content as needed. We may need assistance importing content from our current system. As part of this project, we are seeking the solution provider to import existing content from our current system into the newly designed format. We may need assistance importing content from our other areas.

SCOPE OF DESIGN AND DEVELOPMENT WORK

IVCC is seeking a consulting service to help with updating the existing IVCC website design and site navigation based on known best practices that meet community college needs. Our design requirements are for the consultants to use their understanding of community colleges, website marketing, and website design to

develop templates for the following landing pages: primary, department, content, and special topic highlight page. As well as convert existing IVCC.EDU content pages into the new templates and deploy both a functional test site for user acceptance testing, as well as upon approval from user acceptance testing migrating the new site to production. The consultant will work with IVCC to create functional templates that meet the following criteria:

Design Deliverables

1. Creation and delivery of highly configurable website templates, employ current SEO standards and optimize for fast download to clients, as listed below.
 - a. Homepage
 - b. Department landing page
 - c. Detail page to contain more information
 - d. A special topic page template – this may be used as a link in an email
 - e. Widget design to be used in our CMS. For an example, an accordion.
2. Successfully pass WCAG 2.0 accessibility guidelines and be Section 508 compliant.
3. Provide three (3) different design prototypes of a new home page for the College to consider. Two will represent more traditional, contemporary standards for higher education and a third, will be a less traditional, more avant-garde style to demonstrate an innovative design. The consultant will then work with the College to finalize the selected prototype.
4. To ensure agreement on the design concept, the consultant will design a minimum of eight (8) pages demonstrating the department landing page template and the detail page template; based on the selected prototype. IVCC will sign-off on the design before the consultant proceeds with the development of the new website.
5. Provide three (3) different design prototypes of a special topics page for the College to consider.
6. Consultant will propose a navigational layout for the entire core website. IVCC signs off on navigation designs before consultant proceeds.
7. Filtered and favored search results appearing with index search results on one page.

8. Programming documents that represent the internal design and site management of the website to be understood by the IVCC web team. Diagrams should supplement the document, not be the documentation.
9. Work with our CMS provider to convert the existing IVCC.EDU website to the new template and other conversion processes which might include the creation of widgets.
10. As part of the implementation of the new site, the selected solution provider will ensure that the new IVCC.EDU website aligns with current SEO standards as well as stand up a test implementation of the site for user acceptance testing and provide migration services and move the approved test site over to our production environment.

Other Requirements

1. Consultant will stay in close contact with the IVCC Project Team for all aspects of this project.
2. Illinois Valley Community College reserves the right to request a new consultant if services cannot be communicated and understood clearly and effectively or it becomes apparent that the assigned consultant is lacking expertise and/or knowledge in performing the requested services.
3. Work with the IVCC Project Team to develop user acceptance testing for content accessibility and design.
4. Final design, content, programming and site will be the property of IVCC.
5. Meetings between IVCC staff and the consultants can be in person or via conferencing tools such as Zoom. The consultant is expected to provide access to online meetings and to shared project files as needed.
6. Meet with the IVCC Project Team to envision the overall redesign of the site with a focus toward improving navigation, look and feel of the website, and the overall accessibility of information for the target audiences.
7. All written communications and documents must be clear and understandable in United States English.
8. Any outsourcing or sub-contracting must be approved by Illinois Valley Community College and the consultant will remain responsible for the work.
9. The site will adhere to brand guidelines of IVCC.

Submittal Requirements

1. The following instructions to respondents are in addition to and take precedence over general conditions of the contract.
2. Describe in detail your ownership structure.
3. The consultant will demonstrate a strong understanding of the diverse needs of community colleges that should be incorporated in the College's website.
4. Provide a minimum of three (3) references of current customers with similar design requirements (supply a contact name and phone number).
5. Provide evidence of financial stability.
6. Provide a sample contract with a sample billing statement.
7. Cost breakdown for:
 - Design
 - Implementation including quality assurance testing
8. Other information:
 - Other services offered.
 - Provide an hourly cost for covering services outside of the scope of this RFP.
 - Availability of personalization and costs associated.
 - Availability of annual discount for visible promotion of use of product on website.
 - Proposals for hosting services may be considered, but should be broken out separately.
 - Sample project timeline

Illinois Valley Community College Will Provide:

Access to appropriate staff from 8:00 am – 4:30 pm central time M-F except for holidays or other times college is closed.

Applicants will be minimally judged based on the following criteria:

1. Qualifications of the design/development team
2. Qualifications of the programming team
3. Past experience on similar projects
4. Their understanding of and ability to navigate challenges associated with the diverse needs of community colleges
5. Ability to complete a project within a designated timeframe and within budget
6. Demonstrable web design skills
7. Project Management ability
8. References
9. Stability of Firm
10. Total cost of the design, implementation, and annual support

Finalist Presentations

Project finalists will be required to give a presentation that minimally includes the respondent's background and experience, vision for the new website, website samples for similar projects, experience with user acceptance testing, and project costs.

Presentations can be onsite or via online conference.

Compensation

The selected consultant shall provide a detail of project costs in the submission to the College. Cost breakdown for design and implementation, Project costs should list any recurring costs and include the annual recurring costs for support, maintenance or subscriptions.

Proposal Submissions Format

RFP responses must be delivered electronically via email in Microsoft Word 2013 or newer version (.docx) or Adobe PDF format. Proposals should adhere to this format:

1. Introduction/executive summary, including:
 - a. Proposal narrative, including your understanding of the Scope of Work
 - b. Your vision for the project
 - c. Your support policy for your work
 - d. Other information you would like to include
2. Project Schedule and Development Process, including:
 - a. Explanation of process for creating a final scope of work document. Define your deliverables; create milestones, and possible barriers. Provide actual project schedule with target dates for each milestone.
 - b. Explain your customer communication and evaluation procedures
3. Project Budget Estimates and Cost Projections, including:
 - a. Provide a breakdown of costs by line item within the parameters of the submission requirements
 - b. Identify any additional expenses, fees, and other costs that you will require to complete the project
4. Company or Agency Profile, including:
 - a. Background, capabilities, and related experience;
 - b. Employer Identification Number (EIN): Please include the current number and note if it has changed.
5. Attachments:
 - a. Samples of or links to previous design work relevant to this project.
 - b. Summary of current clients and partners, highlighting any projects created for educational organizations
 - c. Samples and references for previous work relevant to this project, specifically:
 - Medium-sized websites (500+ pages) that demonstrate scalable, sustainable programming methodology
 - d. Biographies of all who will work on the project including each individual's relevant experience
 - e. Include names and contact information for individuals who can speak to the team's qualifications

PROPOSAL FORM/SIGNATURE PAGE

Having read and understand the specifications and requirements of Website Redesign - Proposal # RFP2023-P07, I submit the following:

Proposal:

Hourly Rate	\$
Total	\$

Submitted By:

Company

Authorized Signature

Address

Printed Name

City State Zip

Phone

Fax

E-Mail

Date

Attach additional vehicle information, if any, to this form.

***NOTE* If submitting more than one offer, please make copies of this Bid Form.**

Submit one (1) offer per Bid Form

CERTIFICATION FORM

TO: ILLINOIS VALLEY COMMUNITY COLLEGE DISTRICT NO. 513
OGLESBY, IL 61348

Pertaining to the bid titled: Website Redesign – Proposal # RFP2023-P07

I/We, as the Bidder certify that I/we have not been barred from bidding on this project as a result of a conviction for either bid-rigging or bid-rotating under *Article 33E* of the “*Criminal Code of 1961*”

We also do hereby certify that we have a written sexual harassment policy in place in full compliance with *Section 2-105 of the Illinois Human Rights Act* and will, upon request, be able to provide such written policy to the Department of Human Rights.

NAME OF CONTRACTOR/BIDDER

TITLE

DATE

THIS FORM MUST BE RETURNED WITH YOUR BID TO:

Illinois Valley Community College District No. 513
Purchasing Department – Room C343
815 North Orlando Smith Road
Oglesby, Illinois 61348

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.</p> <hr/> <p>2 Business name/disregarded entity name, if different from above</p> <hr/> <p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) ▶ _____</p> <p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p> <p>5 Address (number, street, and apt. or suite no.) See instructions. Requestor's name and address (optional)</p> <hr/> <p>6 City, state, and ZIP code</p> <hr/> <p>7 List account number(s) here (optional)</p>
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Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number										
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Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶

Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*