

Website Development for the Southern Piedmont Technology Council (SPTC)

RFP's are due no later than March 9, 2012

Mail Submission to:

Rachel Reynolds

IALR

150 Slayton Avenue

Danville, VA 24540

1.0 General Conditions

1.1 Intent:

It is the intent of this "RFP to secure a vendor to provide website development services for the SPTC.

1.2 Questions

Any questions concerning this RFP should be directed to Rachel Reynolds at IALR Rachel.Reynolds@ialr.org, (434) 766-6771.

2.0 Scope of Services

The SPTC is accepting proposals to redesign and develop a new SPTC website. The SPTC has outgrown the current functionality within the existing site (<http://www.sptc-va.org/>). The website should be designed to translate the purpose of the organization, the mission and act as a resource for businesses and regions served by the organization. The website must be intuitive, informative, secure for users, and quick to load and operate. The new site should provide additional functionality and should be designed utilizing a platform that allows for in-house maintenance and updates.

The following functionality is required:

- a. Main page with quick links, drop down menus, and recent news
- b. Member login
- c. Membership contact lists - must have the ability to edit and delete without Vendor assistance
- d. Administrative privilege assignment
- e. Job postings
- f. Website analytics
- g. Calendar and Event notification
- h. General email notification
- i. Payment submissions
- j. Event registrations
- k. Downloads and attachments
- l. ListServ capabilities – Members should have the ability to sign up to an email distribution list.
- m. Blogging – Ability to share information through a blog-like format.

- n. Site must be compatible with Internet Explorer, Firefox, and Safari browsers (latest versions of each); compatibility with mobile devices is recommended.
- o. Meets ADA Requirements – The sites should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- p. Site must be built in accordance to the Web Content Accessibility Guidelines 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- q. Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.

3.0 Evaluation Procedure

A selection committee, consisting of representatives from SPTC Board shall review the proposals submitted.

Your proposal will be evaluated using the following criteria:

- a. Proposal Presentation – Proposals must follow all instructions and include required information requested within the RFP. The information should be presented in a clear, logical, and organized manner.
- b. Costs. Break out specifics for software licensing, annual support and implementation and training
- c. Future maintenance and service
- d. Company history, stability and financial resources
- e. Timeliness
- f. Quality of performance of previous contracts – Prior work demonstrates ability to produce aesthetically pleasing, innovative, and user friendly interfaces to maximize engagement of viewers.
- g. Company history, stability and financial resources
- h. References
- i. Responsiveness to SPTC's desires
- j. Updating the Site – A detailed description of how the site can be maintained by SPTC including a description of the website elements that can and cannot be edited without accessing source code.
- k. Understanding of SEO – The proposal should include strategies of the design to capitalize on search engine optimization as well as steps that should be taken in the maintenance of the site to optimize the search results for SPTC.

Proposals are limited to ten (10) pages and must include the following:

- a. Qualifications and Company Profile

- b. Proposal Narrative – A proposal that explains your approach to the website redesign. The proposal should address the evaluation criteria as outlined in Section 3.0 above.
- c. Preliminary timeline for completion of the redesign as outlined in Section 2.0 above.
- d. Project total cost for the redesign as well as projected costs for future updates/projects.

4.0 Award Procedures

The selection committee will make a recommendation of the top-ranked respondent.