MINNESOTA STATE COLLEGES AND UNIVERSITIES

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE

REQUEST FOR PROPOSAL (RFP) FOR WEBSITE DESIGN & DEVELOPMENT
June 2021
REQUEST FOR PROPOSAL (RFP)
FOR WEBSITE DESIGN AND DEVELOPMENT

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Notice

This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities system, its Board of Trustees or St. Cloud Technical and Community College 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.

St. Cloud Technical and 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 Minnesota State’s sole discretion. Minnesota State 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 at Minnesota State page. 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 St. Cloud Technical and Community College.

School: St. Cloud Technical and Community College (SCTCC)
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 Minnesota State 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.

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.

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 St. Cloud Technical & 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.

St. Cloud Technical and Community College provides career, technical, and transferable education. More than 90 program options closely match the region’s job demand, confirming SCTCC’s commitment to meet community needs. Within a year of program graduation, 96% of students are employed in their fields of study.

With the St. Cloud region’s increasingly diverse population, SCTCC is at the center of assessing and meeting the region’s growing workforce demands. SCTCC also prepares students for the option of seamless transfer to any public baccalaureate institution in any of the Minnesota State colleges or universities.
Each of the career and technical education programs maintains relationships to advisory boards, ensuring curriculum is tied with employer needs. SCTCC’s industry partners support the college with scholarships, equipment and monetary donations, internships, and other forms of support. SCTCC plays an essential role in growing Minnesota’s economy through talent development and opening the doors of educational opportunity to all Minnesotans.

For further information about the College, see our website at http://www.sctcc.edu.

Authority

This RFP is undertaken by St. Cloud Technical & Community College (hereinafter “MINNESOTA STATE”) pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. MINNESOTA STATE 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. MINNESOTA STATE 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 MINNESOTA STATE. This RFP does not obligate Minnesota State to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

Project Overview

MINNESOTA STATE is requesting proposals to develop a fresh, innovative and responsive redesign of its College website, www.sctcc.edu, using Drupal 9 or 10 as a content management system (currently using Drupal 7) and applying industry best practices. The work shall include a discovery process with stakeholders and development of an accessible, attractive, flexible, and vibrant website with a look and feel driven by the needs of our primary audiences: current and prospective students, parents, industry partners, job candidates, alumni, employees, and community members.

Include in the proposal an annual cost to provide technical support and maintenance for up to five years.

Technical/Functional Requirements

Technical Requirements

- Cloud based development platform with Dev, Stage and Production environments. Easily move code back and forth with backups of code and database. Integrated into a Git environment
- Apache Solr search with granulated search results that utilize keywords to rise higher on the result list with multiple levels of weight
• Responsive design with templates that can be modified
• The ability to create custom forms and use data from and send data to outside databases securely, for example, an employee directory
• The ability to create custom PHP code with outside database access, for example, employee biographies or program data
• The ability to email from form responses and authenticate to Office365
• Require Drupal 9 or 10 CMS
• The ability to create custom PHP modules that will integrate into the CMS
• Multiple mockup options for homepage and site styles
• Post-website launch support and maintenance for two months.
• Include an implementation timeline

Functional Requirements

• SCTCC will provide access to Google Analytics and other data as needed to provide guidance on functional requirements
• Assess menu options, display, and content. A more obvious menu bar with hover dropdowns for desktop users and hamburger menu only on mobile
• Announcement or notification display for all pages with multiple options for emergencies or non-emergency notices. The notification will need to integrate into an RSS feed that comes from Blackboard
• Evaluate multiple presentation options for content-heavy pages, including possible sidebar and column options. Need an option for editable layout templates to be nimble for future content.
• Visual and prominent display of news and events on the homepage and evaluate the presentation of the individual news and events pages, including different filtering options for different subjects or tags. Explore a visual calendar display for events. Past events need to automatically unpublish so they do not return in search results.
• Incorporate best practices for search engine optimization (SEO).
• Accessibility: Incorporate best practices for accessibility.
  o Assess color, contrast, font size display on the site.
  o Provide translation options for visitors who speak other languages.
  o Provide read speaker options for visitors who are visually impaired.
• Optimize for social sharing
• Optimize for printing and save as PDF
• Provide user training and a website style guide
• Assess the homepage content, including, but not limited to:
  o Slideshow with images and video options
Embedded Search
Navigation menu
Sticky call-to-actions with a possible X-out option per session
News/events previews

RFP Information Contact

MINNESOTA STATE’S authorized representative for purposes of responding to inquiries about the RFP is:

Name: Sue Meyer
Title: Purchasing Manager
Address: 1540 Northway Drive, St. Cloud, MN 56303
Telephone: 320-308-5973
E-mail address: sourcing@sctcc.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and MINNESOTA STATE 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 MINNESOTA STATE 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>Key Dates</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Monday, June 28, 2021</td>
<td>Publishes RFP notice in State Register</td>
</tr>
<tr>
<td>Monday, July 19, 2021</td>
<td>Deadline for Vendors to submit clarifying questions</td>
</tr>
<tr>
<td>Tuesday, July 20, 2021</td>
<td>Informational meeting to address proposal &amp; address questions</td>
</tr>
<tr>
<td>Monday, July 26, 2021</td>
<td>Deadline to publish responses to RFP questions</td>
</tr>
<tr>
<td>Monday, Aug. 2, 2021</td>
<td>Deadline for RFP proposal submissions</td>
</tr>
<tr>
<td>Wednesday-Friday, August 18-20, 2021</td>
<td>Selected vendor presentations</td>
</tr>
<tr>
<td>Thursday, August 26, 2021</td>
<td>Vendor(s) selected and notified</td>
</tr>
<tr>
<td>Monday, September 20, 2021</td>
<td>Project Start Date</td>
</tr>
</tbody>
</table>

MINNESOTA STATE 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

MINNESOTA STATE desires to enter into a contract with the successful Vendor(s) effective Tuesday, September 7, 2021, or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be twenty-four months. If MINNESOTA STATE and Vendor are unable to negotiate and sign a contract by Tuesday, September 7, 2021, then MINNESOTA STATE reserves the right to seek an alternative Vendor(s).

Proposal Deadline

Submitted proposals must be received at the following address not later than 2:00 p.m. CST on Monday, August 2, 2021:

Institution: St. Cloud Technical and Community College
Name: Sue Meyer
Title: Purchasing Agent
Mailing Address: 1540 Northway Drive, St. Cloud, MN 56303
Email Address: sourcing@sctcc.edu
Format of Proposals and Submission

Responses must be submitted via email in Adobe PDF format. Attachment limits are 25 MB. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10 point. MINNESOTA STATE’S email receipt time stamp will be used for consideration, not the sender’s.

Proposals received after the Proposal Deadline date and time will not be considered. Fax and mail responses will not be considered. Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted. The use of “white out” is considered an alteration.

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:** A completed response to the attached Voluntary Product/Service Accessibility Template(s). The response must contain adequate information to evaluate the responsiveness to the accessibility standards (i.e. a completed VPAT or equivalent).

5. **Cost/Value:** Identify the level of MINNESOTA STATE’S participation in the contract, as well as any other services to be provided by Minnesota State, and details of cost allowances for this participation. Pricing for the project, including a breakdown by major elements or milestones (e.g., project management, discovery, strategy, UE, IA, design, build, hosting recommendations brief, content writing and migration support, QA, usability testing); a total project cost; any incidental expenses that would be charged to MINNESOTA STATE; and an applicable hourly rate for additional time and materials work that may result from a scope expansion or other unanticipated work.
Terms of Payment

Payment shall be made by MINNESOTA STATE promptly after Vendor’s presentation of invoices for services performed and acceptance of such services by MINNESOTA STATE’S authorized representative. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of MINNESOTA STATE, as determined at the sole discretion of its authorized representative, and in accordance with all applicable federal, state and local laws, ordinances, rules and regulations. The Vendor shall not receive payment for work found by MINNESOTA STATE to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

Required Documents and Forms

1. Affidavit of Non-Collusion. All vendors must complete the [Affidavit of Non-Collusion](#) and submit 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. Workforce Certificate. For all contracts estimated to be in excess of $100,000, vendors are required to complete the Minnesota Department of Human Rights [Workforce Certificate Form](#) and submit your certification with the response (including extension options).

4. Equal Pay Certification. For all businesses with 40 or more employees and a contract is estimated to be in excess of $500,000, responders are required to complete the Minnesota Department of Human Rights [Equal Pay Certificate Form](#) or claim exemption prior to contract execution. Submit your certification with the response (including extension options).

5. Targeted Group Businesses (TGBs). If applicable, eligible certified TGBs businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. [Targeted Business Inclusion Form](#)

6. Economically Disadvantaged (ED)/ Veteran-Owned (VO) Businesses and Individuals Preference. If applicable, eligible certified ED/VO businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. Vendors may apply for certification through the [Minnesota Small Business Certification Portal](#).
Selection Process

The selection process includes Vice President of Administration, Interim Vice President of Student Affairs and Institutional Effectiveness, College Information Officer, Marketing Specialist, Web Developer, and college union representatives. This group will evaluate the proposals and invite selected vendors to make a presentation, after which they make the final decision.

RFP Evaluation Factors

The following factors and their identified weight will be used by Minnesota State to evaluate the responses:

<table>
<thead>
<tr>
<th>No.</th>
<th>Evaluation Factors</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Adherence to MINNESOTA STATE Terms and Conditions</td>
<td>10%</td>
</tr>
<tr>
<td>2.</td>
<td>Work Plan</td>
<td>25%</td>
</tr>
<tr>
<td>3.</td>
<td>Price [OR Price in relation to level of service to be provided]</td>
<td>30%</td>
</tr>
<tr>
<td>4.</td>
<td>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)</td>
<td>15%</td>
</tr>
<tr>
<td>5.</td>
<td>Completeness, thoroughness and detail of response as reflected by the proposal’s discussion and coverage of all elements of work listed above</td>
<td>10%</td>
</tr>
<tr>
<td>6.</td>
<td>Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
</tr>
<tr>
<td>7.</td>
<td>Preference to Economically Disadvantaged Business and Individuals, if applicable*</td>
<td>6%</td>
</tr>
<tr>
<td>8.</td>
<td>Preference to Service Disabled / Veteran-Owned Business and Individuals, if applicable*</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

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

MINNESOTA STATE 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 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 Group Business (TGB) inclusion is a part of the criteria for this RFP to facilitate MINNESOTA STATE’S fulfillment of this commitment.

For all goods and 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. Vendors are not required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

Minnesota State recognizes certifications from at least one the following certifying agencies:

- State of Minnesota – Department of Administration
- Central (CERT) Certification Program
- North Central Minority Supplier Development Council
- Women’s Business Development Center

ED/VO Preferences:

Register to become certificated or for information regarding certification, contact the OEP 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%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration’s Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

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%) preference, 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.