HACC — Central Pennsylvania’s Community College
Harrisburg, PA

Request for Proposal

RFP14-04

For
Website Content Development – HACC

Issued: Feb. 24, 2014
Deadline for Questions: Feb. 28, 2014 by 10 a.m.
Response to Questions: March 3, 2014 by 4:30 p.m.

PROPOSAL DUE DATE: Mar. 11, 2014 by 10:00 a.m.

Award of Contract: Following the April 1, 2014 Board of Trustees Meeting

Sealed Proposals Must Be Delivered to:
HACC
Procurement & Contract Services Department
Ted Lick Administration Building – Room 203
One HACC Drive
Harrisburg, PA 17110

All firms who respond to the RFP will receive a notification letter in the mail within one week after the Board of Trustee Meeting.

Bid results will be posted on the HACC website: http://hacc.edu/Purchasing/BidResultsRFPs/Current-Bid-Results-RFPs-FY14.cfm

For information concerning the RFP process, required format and the schedule of activities, please direct questions to:

John Cooker
E-Procurement Manager
Telephone: 717-736-4118
Email: jecooker@hacc.edu
ACKNOWLEDGMENT FORM

HACC — Central Pennsylvania’s Community College

Request for Proposal

RFP14-04 Website Content Development – HACC

Acknowledgement: Please acknowledge receipt and interest in this Request for Proposal (RFP) by completing the information requested below and faxing it to 717-236-0709 or email to jecooker@hacc.edu.

Acknowledgement due date is Feb. 28, 2014

Also, please include this page with your proposal.

Provider Name: ______________________________ Contact Name: _______________________

Address (include City, State, ZIP): ______________________________________________________

Phone: __________________ Fax: _______________ Cell Phone: _______________________

Email: _______________________________ Website: _________________________________
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Attachment A: “Website Content Development”
   Exhibit A – Statement of Work

Attachment B: “Website Content Development”
   Exhibit B – Pricing/ Acknowledgement of Addenda(s)
I. BACKGROUND

Introduction
HACC formally invites responses to this Request for Proposal (RFP) to provide information to be used in the decision to procure Website Content Development services for the Harrisburg Area Community College (HACC). The respondent will be requested to rewrite approximately 1,100 pages of current content including one (1) update for the purposes of this RFP.

HACC, Central Pennsylvania’s Community College, was established in 1964, is the largest and oldest of Pennsylvania’s 14 community colleges, and is the sole institution of its kind serving the Central Pennsylvania region. The College serves close to 22,000 degree-seeking and thousands more non-degree-seeking students each term through campuses in Gettysburg, Harrisburg, Lancaster, Lebanon and York as well as off-site learning locations and robust opportunities.

Vision Statement
HACC will be the first choice for a quality and accessible higher education opportunity.

Mission Statement
Creating opportunities and transforming lives to shape the future – TOGETHER.

Purpose

HACC, Central Pennsylvania’s Community College formally invites responses from experienced web content writers to provide information regarding website content development services required for the College, to be used to evaluate the technical capabilities, qualification of writing results-focused content to be disseminated online, on approximately 1,100 pages.

For more information on the current content and layout, please visit www.hacc.edu.
II. REQUIREMENTS

The proposal shall be **clear, concise and limited to no more than twenty (20) typed and single-spaced pages**. The title page accompanying the proposal shall be signed by the person or persons required and authorized to legally bind the firm to the proposal and shall specifically state that the firm shall complete all services set forth in the proposal within the proposed time limits to the satisfaction of the College. Proposal shall be on 8 ½ x 11 paper only.

**Cover Letter**

The cover letter shall contain a brief introduction of the provider and the proposal. The letter shall be concise and need not repeat any of the detailed information set forth in the proposal; however, any terms or conditions of this RFP to which the provider objects and/or does not accept shall be clearly stated in the cover letter along with any alternatives or further explanation. At a minimum, the cover letter page shall be on company letterhead and shall include the name and working address of the firm submitting a proposal, the name and email and telephone number of the primary company representative to be contacted with reference to the proposal and the date of submission.

**Provider History and Qualifications**

Each proposal must include a brief narrative demonstrating an established, successful track record of past performance in providing services closely related to the requirements specified in this RFP. Explain the firm’s management structure, number of years in business, and history of the firm. The profile shall include three (3) reference accounts showing experience in receiving contracts for the delivery of services similar to the one described in this RFP. References must include the following:

1. Name of the firm or corporation
2. The dates of each contract or Contract under which the Contractor provided such services.
3. The names, addresses, and telephone number of a contract person for each contract.
4. A brief description of the related projects.

The firm should have experience with i) Community Colleges, and ii) public and private universities and colleges. This description of previous projects shall include overall size of facility, approximate number of jobs annually, owner’s name, address and telephone number.

The respondent must demonstrate at least two years’ experience in website content development services. The expertise must include methods that meet or exceed the specifications and expectations described within this RFP.

The College reserves all rights as to the evaluation of any and all responses to the general proposal submitted and to the College's determination of the respondent’s qualifications.

**Project Scope**

HACC, Central Pennsylvania’s Community College formally invites responses from experienced web content writers to provide information regarding website content development services required for the College and all campuses, to be used to evaluate the technical capabilities, qualification of writing results-focused content to be disseminated online, on approximately 1,100 pages.
Proposals should be prepared simply and economically, providing a straightforward, concise description of the Respondent’s capabilities to satisfy the requirements of the RFP. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on the completeness and clarity of content.

In each section that follows, the respondent must provide sufficient information detailing the capabilities of the qualifications.

**Technical Capabilities**

The respondent must have the technical expertise to respond to the needs of HACC’s appointed administrative representative in addressing all requests, questions or concerns pertaining to website content development and rewriting for the College and its campuses. The respondent must demonstrate it has established policies and procedures to ensure quality of the volume being proposed. The expertise must include methods that meet or exceed the specifications and expectations described within this RFP.

**Website Content Development and Rewriting**

The HACC appointed administrative representative will ask the respondent to rewrite approximately 1,100 pages of current content located at www.hacc.edu and include one (1) update to each page within the RFP.

- Content will be input via the current content management system (Commonspot by Paperthin).
- Content will include text and photos.
- Forward-facing searchable document library not applicable.
- Content is currently hosted on Amazon Cloud - movement not anticipated.
- HACC does not have administrative access to the webserver or databases.
- Hosting not to be included in this RFP.
- Maintenance is to be included in this RFP for
  - Complete miscellaneous web page updates during content rewrite process to be approximately 5 hours per week.
  - Complete miscellaneous web page updates after completion of initial content rewrite to be approximately 10 hours per week
- Domain name will remain – no changes anticipated.
- Coding language – English.
- Web accessibility requirements – Section 508 ADA.

**Website Content Maintenance**

1. Complete miscellaneous web page updates during content rewrite process to be approximately 5 hours per week.
2. Complete miscellaneous web page updates after completion of initial content rewrite to be approximately 10 hours per week. Please provide separate pricing for this option.

All updates shall comply with the service and requirements for rewriting the web pages:
Specific guidelines at [http://guidelines.usability.gov/](http://guidelines.usability.gov/) include:
Make action sequences clear ([http://guidelines.usability.gov/guidelines/166](http://guidelines.usability.gov/guidelines/166))
Avoid jargon (http://guidelines.usability.gov/guidelines/167)
Use familiar words (http://guidelines.usability.gov/guidelines/168)
Define acronyms and abbreviations (http://guidelines.usability.gov/guidelines/169)
Use mixed case with prose (http://guidelines.usability.gov/guidelines/171)
Limit the number of words and sentences (http://guidelines.usability.gov/guidelines/172)
Limit prose text on navigation pages (http://guidelines.usability.gov/guidelines/173)
Use active voice (http://guidelines.usability.gov/guidelines/174)
Write instructions in the affirmative (http://guidelines.usability.gov/guidelines/175)
Make first sentences descriptive (http://guidelines.usability.gov/guidelines/176)

**Sitemap/Outline**

HACC currently has an updated site map that may be utilized by the respondent for the purposes of responding to this RFP located at http://www.hacc.edu/Site-Map.cfm.

**Customer Support**

The Respondent must assign a single staff person as project manager to work with HACC’s appointed administrative representative. This person is responsible for assuring that the website content development services are provided as outlined in the request for proposal and performed properly. This person shall consult with HACC staff to resolve performance problems.

The Respondent must respond to any of HACC internal customer’s complaint(s) within four (4) business hours and resolve any issues within twenty-four (24) hours. Provide your internal process to meet this requirement.

### III. EVALUATION

**Proposal Process**

1. After the date established for receipt of proposals, a register of proposals shall be prepared, which shall include the name of each Proposer. The register of proposals shall be open to public inspection only after proposal opening. No additional proposals will be accepted after the opening date.

2. The evaluation shall be based on the evaluation factors set forth in this RFP. Factors not specified in the RFP shall not be considered.

3. Discussions may be held with one or more Proposers to:
   a. Promote understanding of the College’s requirements and the provider proposals;
   b. Facilitate arriving at a contract that will be most advantageous to the College, taking into consideration all factors set forth in the RFP;
   c. Discussions may include oral presentations, interviews and demonstrations, responses to specific questions, modifications and negotiations. Offers shall not be informed of their rank at the time of discussions. The College reserves the right to visit and inspect other sites of the potential provider;
   d. Proposers must be prepared to send qualified personnel to discuss technical and contractual aspects of the proposal;
   e. One or more Proposers may be provided an opportunity to submit a “best and final” offer.
4. References and the credit and financial responsibility of the proposals may be verified as appropriate.

**Evaluation Criteria**

All proposals must meet or exceed mandatory requirements outlined in this RFP in order to be reviewed. Those proposals meeting the minimum mandatory requirements will be considered based upon a point scoring evaluation system described in this section.

Information and data for scoring will come from information supplied with the consultant’s proposal from the three references and any clarification information requested by the College. Points will be tallied for four areas: History and Provider Qualifications, Project Understanding and Plan, Portfolio and Total Cost of the proposal. The maximum possible points for the combined areas will be 100 points.

**History and Provider Qualifications (Twenty-five (25) points maximum)**

Information provided by references and in the general proposal will be evaluated and awarded a maximum of thirty (30) points. Particular attention will be given to prior experience with projects of similar size and scope, including College and University experience, as well as the qualifications and work experience of specific staff who will be assigned to the project, and references provided.

**Project Understanding & Plan (Twenty-five (25) points maximum)**

The project plan will be evaluated for feasibility, completeness, and thoroughness in addressing the scope of work. Particular attention will be given to: Technical Capabilities, Content Maintenance, Customer Support, Creativity, and overall understanding of project scope of work.

**Portfolio (Twenty-five (25) points maximum)**

The portfolio will be evaluated with particular attention being given to prior experience with projects of similar size and scope, including College and University experience.

**Total Cost (Twenty-five (25) points maximum)**

SUBMITTED IN SEALED SEPARATE ENVELOPE
IV. GENERAL PROVISIONS

Before submitting a proposal, the provider shall be thoroughly familiar with all contract conditions referred to in this document and any addenda issued before the proposal submission date. Such addenda shall form a part of the RFP and shall be made a part of the contract. It shall be the provider’s responsibility to ascertain that the proposal includes all addenda issued prior to the proposal submission date.

By submitting a response to this RFP, the Proposer has read and understands the contract specifications and conditions.

Confidentiality of HACC Information

The selected Proposer may have access to, may obtain or be given confidential information, including, without limitation, information concerning the College’s business strategies, political and legislative affairs, students, faculty, employees, contractors, customer lists, finances, properties, methods of operation, computer and telecommunication systems and software and documentation. Certain confidential information may be protected under the Family Educational rights and Privacy Act (“FERPA”) and the Gramm-Leach-Bliley Act.

The selected firm must have administrative, technical and physical safeguards to protect the security, confidentiality and integrity of the College’s confidential information.

By submitting a proposal in response to this RFP, Proposers agree: (i) to use Confidential Information solely for purposes of responding to and discussing the RFP; and (ii) not to disclose, permit or cause use of or provide access to Confidential Information to any third person or entity. Upon request by HACC, Proposers may be required to sign a Non-Disclosure Agreement.

Arbitration

All disputes between the parties to this agreement arising out of or in connection with the contract documents shall be submitted for arbitration. If arbitration is selected by the College, the College shall also select the number of arbitrators and the manner of arbitration, which shall be either: (1) arbitration according to the rules of the American Arbitration Association; or (2) referral to one of more arbitrators mutually agreed upon by the parties.

When a written decision of the College states that the decision is final but subject to arbitration, a demand for arbitration of a claim covered by such decision must be made within thirty (30) days after the date on which the party making the demand received the final written decision. Failure to demand arbitration within said thirty (30) days period shall result in the College’s decision becoming final and binding upon the College and provider.

In responding to a claim brought by a provider, the College shall have a minimum of forty-five (45) days in which to respond to a revised claim prior to the arbitration hearing.
V. PROPOSAL SUBMISSION

Any term or condition stated in this RFP document shall be considered accepted by the Proposer unless specifically objected to by the provider. The College may accept or reject provider’s alternative proposals to the terms of this RFP. A proposal may be rejected if it is incomplete or conditional.

Proposal Deadline

To be considered for selection, proposals shall arrive at HACC’s Procurement and Contract Services Department, One HACC Drive, Room TL203 Harrisburg, PA, 17110, by **10:00 a.m. on or before Mar. 11, 2014**. Proposals must be in a sealed container, clearly marked “Request for Proposal # RFP14-04, Website Content Development - HACC.” Pricing must be submitted in a separately sealed envelope (only one copy of pricing required). Allow time for normal mail delivery to ensure timely receipt of proposals by HACC’s Procurement and Contract Services Department. Proposals arriving after the deadline will not be considered. All proposals become the property of the College.

RFP Clarification

Proposers may request an explanation of the intent or content of this RFP and clarification of procedures used for this procurement. No interpretation made to any Proposer as to the meaning of the RFP shall be binding on the College unless repeated in writing and distributed as an addendum by the College’s Procurement Department. Official written responses to all relevant written questions will be emailed or faxed by the College’s Procurement and Contract Services Department.

Requests for written explanation, clarification and/or questions shall be made via email marked "Questions Related to RFP14-04 to jecooker@hacc.edu requests must be received no later than **Feb. 28, 2014 at 10:00 a.m.**

Failure of the Proposer to make appropriate inquires, evaluate any special conditions or verify requirements of this RFP shall not relieve the provider of responsibility for fulfilling the contract in accordance with the terms of this RFP.

Oral communication with any College employee, unit, department or organization concerning this RFP is not binding on the College and shall in no way modify the RFP or the obligation of the College or the Proposer.

Number of Copies and Mailing of Proposal

Eight (8) copies of the general proposal will be submitted in a sealed container clearly marked with the name of the proposal and labeled “Request for Proposal RFP14-04, Website Content Development – HACC.” One (1) of the copies shall be marked “Master Copy” and will contain original signatures. The remaining copies do not require original signatures. **No cost information is to be contained in the general proposal. Rather, cost information should be submitted in a separately sealed envelope.**

In lieu of supplying eight (8) copies of the RFP, one (1) Master Copy and an electronic media (CD, memory stick, etc.) will be preferred providing they are all in the sealed envelope.
**Addenda to the RFP**

In the event that it becomes necessary to revise any part of this RFP, HACC’s Procurement and Contract Services Department will provide addenda in writing to the Proposers who indicate that they are interested by returning the Acknowledgment Form of this document (page 2). All addendums and notices will be posted on HACC’s website: [http://hacc.edu/Purchasing/RequestforProposals/RFPs-FY14.cfm](http://hacc.edu/Purchasing/RequestforProposals/RFPs-FY14.cfm). No oral statements, explanations or commitments by whosoever made shall be of any effect except as the Procurement and Contract Services Department has confirmed the same in writing.

Please indicate on Attachment B – Pricing Sheet, those addenda(s) that the respondent has seen, if addenda(s) were issued.

**Acceptance of Proposals**

The College reserves the right in awarding the contract to consider the competency, responsibility and suitability of the Proposer, as well as the services to be provided. The College further reserves the right to accept or reject any or all proposals, to waive any irregularities or informalities and to award the contract in the best interest of the College. Neither the College nor any agent thereof on behalf of the College will be obligated in any way by any Proposer’s response to this RFP.

The College also reserves the right to allow a Proposer to correct a defect in its Proposal provided that correction of the defect does not alter the amount of the Proposal or the scope of work required under the Proposal.

The College will review all proposals. The College reserves the right to cancel the selection process or the negotiations when a selection is made or at any time prior to entering into a formal written agreement with the provider.

The College intends to execute a contract with the provider submitting the proposal which the College determines to best meet the College’s requirements. The College will be the sole judge of the acceptance of any and all proposals.

**Economy of Preparation**

Proposals should be prepared simply and economically, providing a straightforward, concise description of the proposer's capabilities to satisfy the requirements of the RFP. Special bindings, colored displays, promotional materials, etc., are not desired. Emphasis should be on completeness and clarity of content.

**Incurred Cost**

The College is not liable for any costs incurred by the proposer in the preparation and presentation of their proposals.

**Signatories**

The proposal shall include information as requested throughout the RFP. The signature of all persons authenticating the proposal shall be printed and written in longhand on the cover letter. The proposal shall be signed with ink.
VI: PROPOSAL CERTIFICATION

_______________________
(date)

Procurement and Contract Services Department
HACC, Central Pennsylvania Community College
One HACC Dr.
Harrisburg, PA 17110

The undersigned certifies that to the best of his/her knowledge: (check one)

(  ) There is no officer or employee of HACC, Central Pennsylvania Community College who has, or whose relative has, a substantial interest in any contract award pursuant to this proposal/bid.

(  ) The names of any and all public officers or employees of HACC, Central Pennsylvania Community College who have, or whose relative has, a substantial interest in any contract award pursuant to this proposal/bid are identified by name as part of this submittal.

The undersigned further certifies that their firm (check one) _____ IS or _____ IS NOT currently debarred, suspended, or proposed for debarment by any state or federal entity. The undersigned agrees to notify the College of any change in this status, should one occur, until such time as an award has been made under this procurement action.

In compliance with Request for Proposal RFP14-04 for Website Content Development - HACC and after carefully reviewing all the terms, conditions and requirements contained therein, the undersigned agrees to furnish such goods/services in accordance with the specifications/scope of work.

____________________________
(firm)

____________________________
(address)

____________________________
(signature required)

____________________________
(phone no.)

____________________________
(print name)

____________________________
(fax no.)

____________________________
(title)

____________________________
(fed. tax id no.)