



San José State
UNIVERSITY

REQUEST FOR PROPOSAL

RFP ISSUE DATE:	September 26th, 2001
TITLE:	San José State University Website Redesign
RFP NUMBER:	F-WR00001181-AL
PURCHASING OFFICE CONTACT: Alex Lebedeff, Senior Buyer Office of Procurement Phone (408) 924-1561 Fax (408) 924-1570* E-mail: lebedeff@email.sjsu.edu	DEPARTMENT OFFICIAL: Mary Jo Gorney-Moreno, Interim Associate Vice-President Academic Technology Phone (408) 924-7405 Fax (408) 924-2657 E-mail: mj.gorney-moreno@sjsu.edu

IMPORTANT: The Proposal is to be submitted in a sealed envelope. Indicate company name, RFP No., and date and time proposal is due on the front of the envelope or package (sample of label provided in Section 7.5 herein).

Sealed Proposals will be received until 2:00 p.m. on October 26th, 2001

Proposals not received by this date and time will not be considered. Vendors must allow one additional business day for proposal package delivery from the University Mailroom to the Purchasing Office. Proposals may also be hand-delivered by vendor in a sealed envelope to the Purchasing Office at the location indicated below.

*Submittal of proposal by fax is not acceptable.

Physical Location:
Purchasing Department
Modular "B"
Between 9th & 10th Street
San Jose, CA 95192

Mail Delivery:
Alex Lebedeff
SJSU Purchasing Department
129 South 10th Street
San Jose, CA 95192-0047

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APPENDICES

Exhibit A :	General Provisions for Service Acquisitions http://www.calstate.edu/CSP/crl/forms/CRL050.pdf
Exhibit B :	Drug-Free Workplace Certification http://www.calstate.edu/CSP/crl/forms/CRL005.pdf
Exhibit C :	Nondiscrimination Compliance Statement http://www.calstate.edu/CSP/crl/forms/CRL039.pdf
Exhibit D :	State of California Payee Data Record http://www.calstate.edu/CSP/crl/forms/CRL040.pdf

SECTION 1

SCHEDULE FOR RFP

Release of Request for Proposal	September 26, 2001
Deadline for Receipt of Questions	October 5, 2001
Answers will be sent by	October 12, 2001
Deadline for Receipt of Proposals	2:00 p.m. on October 26, 2001
Notification to finalist(s) by fax	November 2, 2001
Presentations from Finalists	Week of November 5 through 8, 2001
Notice of Intent to Award	November 9, 2001
Anticipated Contract Award Date	No Later than November 16, 2001

SECTION 2

PURPOSE OF REQUEST FOR PROPOSAL AND GENERAL PROVISIONS

2.1 PURPOSE OF THE REQUEST FOR PROPOSAL

The university seeks consulting services for the review and redesign of the university website (www.sjsu.edu). The website, through key messages, must reflect the mission and values of the university. The firm that is awarded this contract will be expected to present at least three different concepts for the website for review by the Website Redesign Steering Committee and President's Council. The consultants will be expected to review current website databases being used to support portions of website (e.g., SJSU Information available at <http://info.sjsu.edu/>) and make recommendations regarding architecture for the university website. New website should include dynamic pages, customized views (students, alumni, employees, and visitors), links to existing resources, prototype templates, etc.

2.2 DEFINITIONS

2.2.1 "University": San Jose State University and any or all of the divisions within its educational charter.

2.2.2 "Vendor", "Bidder", "Proposer": An individual, partnership, or corporation from whom the University is soliciting a proposal.

2.2.3 "Contractor": The individual, partnership, or corporation whose bid is accepted and who is awarded a contract.

2.2.4 "Contract", "Agreement": The legal document the University issues to bind the Contractor to provide the product and/or service described in the Request for Proposal.

2.2.5 "Request for Proposal (or RFP)": A competitive negotiation process to procure the best value for the University.

2.3 PROPOSALS

All Proposals and contracts awarded as a result of this RFP are subject to the University's terms and conditions as stated in this RFP. The submission of any other terms and conditions by a Vendor may be grounds for rejection of the Vendor's proposal.

2.4 COMPETITIVE NEGOTIATION

The RFP process provides all interested Vendors with an equal opportunity to offer their services. The process of competitive negotiation being used in this case should not be confused with the different process of competitive sealed bidding. The latter process is usually used where the goods or services being procured can be precisely described and the financial proposal is generally the determinative factor. With competitive negotiation, the financial proposal is not required to be the determinative factor, although it may be. The University has the flexibility to negotiate with a vendor to arrive at a mutually agreeable relationship. The University is not required to accept any proposal if in its judgment the University's interests are better served by declining to do so. Consultants are cautioned that this is a Request for Proposal, not a request to contract, and the University reserves the right to reject any offers when such rejection is deemed to be in the best interest of the University.

2.5 SCHEDULE

The dates specified on the Schedule (Section 1) of this RFP are subject to change by the University. Changes will be given to vendors via addendum or written vendor notices.

2.6 GENERAL INFORMATION ON SELECTION PROCESS

Following is a general description of the process by which a Contractor will be selected to provide required services:

- Request for Proposals are sent to prospective Contractors.
- Proposal will be received from each Contractor in a sealed package containing (1) one-original and (7) seven copies.
- The original Proposal shall be signed and dated by an official authorized to contractually bind the vendor.
- The Proposal must be received no later than the date and time specified on the cover sheet of the RFP.
- After all Proposals have been evaluated and the prospective Contractors or finalists have made the presentations, the University may negotiate with any Contractor who, in its judgment, may serve its interests. The University reserves the right to terminate negotiation with any Contractor at any time.
- Award shall be made after a Notice of Intent to Award is sent to finalists. A subsequent final contract shall be prepared by the University and signed by the University and the Contractor.

2.7 COST OF PROPOSAL PREPARATION

Any costs incurred by the Contractor in preparing or submitting Proposals are the Contractor's sole responsibility; the University will not reimburse any Contractor for any costs incurred.

2.8 ELABORATE PROPOSALS

Elaborate Proposals in the form of brochures or other presentations beyond that necessary to present a complete and effective proposal are not desired (unless specifically requested).

2.9 ORAL EXPLANATIONS

Any questions, interpretations, or clarifications about this RFP must be requested in writing by the deadline indicated in Section 1 (Schedule for RFP). All written questions will be answered in writing and conveyed to all proposers. Oral explanations or instructions will not bind the University. See cover page of RFP for contact information. Questions should be directed to Alex Lebedeff at the address or email shown on the front page of this RFP.

2.10 CONFIDENTIAL INFORMATION

Bidder must notify the University in advance of any proprietary or confidential materials contained in the proposal and provide justification for not making such material public. The University shall have sole discretion to disclose or not disclose such material.

2.11 RIGHT TO SUBMITTED MATERIALS

All responses, inquiries, or correspondence relating to or in reference to this RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the Proposers will become the property of San Jose State University when received.

2.12 COMPETITIVE OFFER

Under penalty of perjury, the signer of any Proposal submitted in response to this RFP certifies that its Proposal has not been arrived at collusively nor otherwise in violation of Federal or California antitrust laws. In submitting the Proposal, the Vendor agrees not to discuss or otherwise reveal its technical or cost information to any other sources, government or private, until after the award of the contract. Vendors not in compliance with this provision may be disqualified.

2.13 CONTRACTORS REPRESENTATIVE

Vendor will provide the name, address, and telephone number of the person(s) with the authority to bind the company and answer questions or provide clarification concerning the proposal.

2.14 PROPOSAL ACCEPTANCE PERIOD

This Proposal shall be binding upon the Vendor for 180 calendar days following the RFP opening date. Any Proposal on which the vendor shortens the acceptance period may be rejected.

2.15 DISPUTE/PROTEST

Disputes must be received in writing by San Jose State University Purchasing Office within twenty-four (24) hours of receipt of Intent to Award. The University's decision on protest is final.

2.16 WITHDRAWAL OF PROPOSALS

A proposal may be withdrawn after its submission by written or facsimile request signed by the proposer or authorized representative, prior to the time and date specified for proposal submission. Proposals may be withdrawn and resubmitted in the same manner if done prior to the submission deadline. Withdrawal or modification offered in any other manner will not be considered.

2.17 DVDE REQUIREMENTS

Waived for this procurement.

SECTION 3

SCOPE OF WORK

Thoroughly assess current university website strengths and deficiencies, based on review of best practices for website design.

Develop plan for revising the website to meet campus-defined goals and expectations for university website.

Produce RFP to be used as basis for subsequent project to redesign and implement new website that meets defined institutional needs.

Produce budgetary estimate to implement second project initiated by subsequent RFP.

Within staffing budgetary constraints, recommend personnel skills and qualifications of future university staff who will maintain and enhance the website over time.

3.1 SERVICES NEEDED

The consultants are expected to benchmark other “high-end” websites, develop a best practices report for our review, prepare a strategy, budget and implementation plan for incorporating those best practices at SJSU for the highest level (down to the college level) web pages for our redesigned university web site. This project will require expertise on bidding on research, writing, editing, artwork, and design.

3.2 SPECIFICATIONS

The design must be compliant with current legal requirements, including but not limited to ADA requirements. The design must incorporate technical industry standards. The design must have programmatic interfaces to “outside development” applications. The design also must support all current generation browsers available in the Windows, Macintosh, Unix and Linux environments. The consultants will be expected to review and recommend an appropriate content management system (middleware) for the campus.

3.3 CRITERIA FOR EVALUATING PROPOSALS

Quality of plan for assessing current site strengths, efficiencies and best practices.

Projected costs in time, labor and materials for completing this project.

Recommendations from prior clients (proposal to include appropriate list of references) for whom the vendor has provided consultation and produced RFPs for designing websites.

Supporting Documents

Communications Style Guide and Standards for Use of Logo (Available at www.sjsu.edu/pubs/styleguide/)

SJSU Information (Available at <http://info.sjsu.edu/>)

Welcome to San Jose State University Fact Sheet, May 2001 (attached)

SECTION 4

VENDOR REQUIREMENTS AND QUALIFICATIONS

4.1 VENDOR INFORMATION

Qualified vendors are encouraged to submit a Proposal for providing the goods and/or services described. All Contractors must answer the following questions and submit the following information. If the vendor plans to subcontract any of the work described in the specifications, the vendor must respond to all questions for each proposed subcontractor. If a vendor plans a joint venture with another company, the vendor shall specify accordingly and respond to all questions for each company involved in the joint venture.

Proposals shall be prepared simply and succinctly providing a straightforward, concise description of the vendor's abilities to satisfy the requirements of this request. Emphasis shall be on completeness and clarity of content. Proposal to include the following:

- A. Name and address of company.
- B. Identify a single point of contact for contract. Indicate their length of service with your company. List their experience and qualifications specifically as these factors relate to the responsibilities each will be fulfilling on this project.
- C. Proposer must show evidence of financial responsibility to enter into this relationship and to fiscally sustain this project by providing relevant documentation.
- D. Provide references as stipulated in RFP specifications (Section 3.3)
- E. Disclosure of any information to the extent possible of any proposed takeover; both for the takeovers of this company by another company, or any takeovers of other service providers by this company.
- F. Discuss your company's experience with projects of similar magnitude.

SECTION 5

BID SHEET

The bid price given is to be inclusive of **all** collateral materials and associated services necessary to support project as described in this Request for Proposal.


TOTAL PRICE: \$ _____

AA Company Name (Print)

– Authorized Signature and Date

AA Name and Title of Representative (Print)

% (Area Code) Telephone Number

 (Area Code) Fax Number (Required)

Address City State Zip

SECTION 6

EVALUATION OF PROPOSAL

6.1 TECHNICAL EVALUATION

All proposals shall be reviewed to verify that the vendor has met the minimum requirements. Proposals that have not followed the rules, do not meet minimum requirements, or take unacceptable exceptions will be eliminated from further consideration.

Proposals will be reviewed by an evaluation committee comprised of the University officials. Points will be assigned by the committee according to the schedule below and point totals will be used to derive an overall ranking of the proposals. Vendors who submit top-ranking proposals will be finalists and invited to make a one-hour presentation to the evaluation committee. Upon completion of the finalist presentations the top-ranked vendor will be contacted to enter into contract negotiations, at which time the proposals from other vendors will be held in abeyance until successful contract negotiations have been completed.

The technical criteria for evaluation of proposals will be as follows:

1. Bidder Qualifications/Experience 300 points

This category will consider the qualifications of the firm's experience, the number of years in the industry, and the success of the firm as evidenced in our reference checks.

2. Personnel 200 points

This category will consider the experience and qualifications of the project manager and other personnel assigned to this project.

3. Proposal 300 points

This category will consider the quality of the proposal submitted by the bidder. Maximum points will be awarded for clear, concise, complete and compelling proposals, which demonstrate how collateral materials contribute to the success of a University's goal.

4. Cost 200 points

Maximum points will be awarded for lowest bid. Other proposal points will be determined by dividing the lowest proposal price by each additional proposal price and multiplying by the maximum points:

Lowest Bid (divided by) other proposed Bid = % x 200 = points awarded

6.2 FINALIST PRESENTATIONS

During the presentation finalists will be expected to give a breakdown of costs for the services and collateral material described in this RFP. Details will be provided upon invitation to finalist round.

Vendors who are finalists will be notified as promptly as possible. Each interview will consist of a presentation of no longer than one (1) hour, and each finalist will be evaluated according to equal criteria. Notice of confirmation of the interview date/time will be given by telephone or in writing.

6.3 AWARD OR REJECTION

All qualified Proposals will be evaluated and an award may be made, to the Contractor whose Proposal is deemed to be in the best interest of the University. Any award made is subject to a signed Contract. If a Contract between the Contractor and the University cannot be negotiated and consummated in a timely fashion to the University's satisfaction, the award may be withdrawn.

The University reserves the right to withdraw the award at any time for any reason during the Contract negotiation process. Any changes to the Contract must be mutually agreed by the Contractor and the University in writing. In the event the successful Contractor does not execute the Contract as required, the award of the Contract may then be offered to another Contractor or the University may decide to solicit new Proposals.

SECTION 7

PROPOSAL INSTRUCTIONS AND FORMAT

7.1 INTRODUCTION

To be considered responsive to this RFP, the bidder shall submit Proposals in the format identified in this section. All requirements and questions in the RFP shall be addressed and all requested data shall be supplied. The University reserves the right to request additional information to ensure the bidder's competence, number of qualified employees, business organization and financial resources are adequate to perform to Contract requirements.

7.2 NUMBER OF COPIES

The bidder shall provide **one original and seven copies** of the sealed Proposal. The original Proposal must be clearly marked "**Master Copy**".

7.3 DELIVERY OF PROPOSAL

Address or deliver proposal to:

TO MAIL:

Purchasing Department
San Jose State University
129 South 10th Street
San Jose, CA 95192-0047

TO DELIVER DIRECTLY:

Purchasing – Alex Lebedeff
San Jose State University
Modular B, Between 9th & 10th St.
San Jose, CA 95192

7.4 RFP DUE DATE AND TIME

Proposals must be received in Procurement Services no later than:

2:00 p.m. on Friday, October 26, 2001

Late proposals will not be accepted and will be returned to the vendor unopened.

7.5 LABELING

Proposals shall be labeled as follows:

Vendor Name: _____
RFP # F-WR00001187-AL
Proposal Due Date: October 26, 2001 at 2:00 p.m.

7.6 PREPARATION

Proposals are to be prepared in such a way to provide a straightforward, concise delineation of capabilities. Proposal format shall adhere to the following for organization and content. Proposal must be divided into the individual sections listed below, indexed, and tabbed.

Tab #1, Cover Letter:

The cover letter shall include a brief statement of your intent to perform the services, and your qualifications for selection. Unsigned proposals will be rejected.

In addition, the bidder's cover letter shall expressly state that, should the bidders' proposal be accepted, the bidder agrees to enter into an agreement under the terms and conditions as prescribed in Exhibit A.

Tab #2, Technical Requirements:

This section shall address the Scope of Work criteria. This section of the proposal should contain:

- A complete statement of the proposed work plan
- A summary of the firm's experience and number of years in the industry

Tab #3, Personnel:

This section is to contain the resumes for the principals who will perform the services. See Section 4.1(B) of RFP for criteria.

Tab #4, References:

This section is to contain the reference information required per Section 3, including:

- A list of clients
- Two project-related references similar in size and scope to this RFP
- Samples of previous materials produced for these references
- URLs for websites designed by your firm

Tab #5, Cost Sheet and Statement of Compliance:

Proposers are to complete Section 5. The bid sheet is to be signed by an authorized officer of the firm who has the legal authority to bind the firm to contracts.

Drug-Free Workplace Certification (Exhibit B) must be completed by the bidder and included here.

Nondiscrimination Compliance Statement (Exhibit C) must be completed by the bidder and included here.

The Vendor Data Record (Exhibit D) must be completed by the bidder and included here.