



ARKANSAS STATE UNIVERSITY BEEBE

Purchasing Department
1507 West Center Street
Beebe, AR 72012

REQUEST FOR PROPOSAL SOLICITATION DOCUMENT

SOLICITATION INFORMATION			
Solicitation Number:	ASU_B_22_2225	Solicitation Issued:	April 7, 2022
Description:	Web Site Assessment and Redesign		
Department:	Purchasing		

SUBMISSION DEADLINE			
Proposal Opening Date:	May 4, 2022	Proposal Opening Time:	3:00 p.m., Central Time
<p>Deliver proposal submissions for this Request for Proposal to the ASU-Beebe Procurement on or before the submission deadline. Proposals received after the submission deadline may be rejected as untimely. See Section 1.2 for information regarding Proposal Openings.</p>			

DELIVERY OF RESPONSE DOCUMENTS	
Delivery Address and RFP Opening Location:	<p>For FED EX and UPS Arkansas State University Beebe Procurement Department 1507 West Center St Beebe, Arkansas 72012</p> <p>For USPS Arkansas State University Beebe Procurement Department 1507 West Center St Beebe, Arkansas 72012</p> <p>Delivery providers, USPS, UPS, and FedEx deliver mail to ASU Beebe's address on a schedule determined by each individual provider. These providers will deliver to ASU-Beebe based solely on these addresses. Prospective Contractors assume all risk for timely, properly submitted deliveries.</p>
Proposal's Outer Packaging:	<p>Seal outer packaging and properly mark with the following information. If outer packaging of proposal submission is not properly marked, the package may be opened for proposal identification purposes.</p> <ul style="list-style-type: none"> • Solicitation number • Date and time of proposal opening • Prospective Contractor's name and return address

ASU-Beebe Procurement CONTACT INFORMATION			
ASUB Buyer:	Robin Lancaster	Buyer's Direct Phone Number:	501-882-4545
Email Address:	rglancaster@asub.edu	ASU-Beebe Website	www.asub.edu

SECTION 1 – GENERAL INFORMATION AND INSTRUCTIONS

- **Do not provide responses to items in this section unless specifically and expressly required.**

1.1 INTRODUCTION

This Request for Proposal (RFP) is issued by Arkansas State University Beebe to obtain pricing and a contract(s) for Web Site Assessment and Redesign. Direct all questions, comments, or concerns you may have regarding this solicitation to the Arkansas State University Beebe, Purchasing Department. Under no circumstances are firms, including third party firms or their staffs, to contact other College staff, faculty or any related constituency for purposes associated with the RFP, including but not limited to, obtaining or providing information. **Firms failing to comply with this requirement may be disqualified.**

1.2 TYPE OF CONTRACT

- A. As a result of this RFP, ASUB intends to award a contract to a single Contractor.
- B. The anticipated starting date for any resulting contract is July 1, 2022, except that the actual contract start date may be adjusted unilaterally by the State for up to three (3) calendar months. By submitting a signed proposal in response to the RFP, the Prospective Contractor represents and warrants that it will honor its proposal as being held open as irrevocable for this period.
- C. The initial term of a resulting contract will be for one (1) year. Upon mutual agreement by the Contractor and Department, the contract may be renewed by ASU-Beebe for up to six (6) additional one-year terms or portions thereof, not to exceed a total aggregate contract term of seven (7) consecutive years.

1.3 SOLICITATION SCHEDULE

- A. For informational purposes, ASUB is providing a Solicitation Schedule; however, dates listed and noted with an asterisk (*) are anticipated dates only and are subject to change at the discretion of the State.

TABLE A: TENTATIVE SOLICITATION SCHEDULE

ACTIVITY	DATE
RFP Release to Prospective Contractors	April 7, 2022
Deadline for Prospective Contractor Questions	April 22, 2022, 3:00pm CST
Answers to Questions Posted to ASUB website*	April 27, 2022
Proposal Due Date	May 4, 2022, 3:00pm CST
Oral Presentations/Demonstrations*	May 11, 2022
Post Anticipation to Award*	June, 2022
Award Contract*	July 1, 2022

- Hosting charges are due on the first day of the month in which hosting occurs.
- Payment terms are Net 60. Precise payment dates(s) will be finalized during contract negotiations. The College expects to pay only the primary firm for all work performed as a result of the RFP. Thus the primary firm will be obligated to appropriately compensate any and all consulting firms, if applicable.

1.4 CLARIFICATION OF SOLICITATION

- A. Submit any questions requesting clarification of information contained in this *Solicitation* in writing via email by the date and time listed in Section 1.4, Table A to the ASUB buyer as shown on page one (1) of this *Solicitation*.
1. For each question submitted, Prospective Contractor should reference the specific solicitation item number to which the question refers.
 2. Prospective Contractors' written questions will be consolidated and responded to by the State as deemed appropriate. The State's consolidated written response is anticipated to be posted to the ASUB website by the close of business on the date provided in Section 1.4, Table A. If Prospective Contractor questions are unclear or non-substantive in nature, the State may request clarification of a question(s) or decline to answer.
- B. The Prospective Contractor should notify the ASUB buyer of any term, condition, etc., that precludes the Prospective Contractor from submitting a compliant, Responsive Proposal. Prospective Contractors should note that it is the responsibility of the Prospective Contractor to seek resolution of all such issues, including those relating to the terms and conditions of the contract, prior to the submission of a proposal.
- C. Prospective Contractors may contact the ASUB buyer with non-substantive questions at any time prior to the proposal opening.
- D. An oral statement by ASUB will not be part of any contract resulting from this solicitation and may not reasonably be relied on by any Prospective Contractor as an aid to interpretation unless it is reduced to writing and expressly adopted by ASUB.

1.5 DEFINITION OF TERMS

- A. Unless otherwise defined herein, all terms defined in Arkansas Procurement Law have the same meanings herein.
- B. "Prospective Contractor" means a responsible offeror who submits a proposal in response to this solicitation.
- C. The terms "Request for Proposal", "RFP" and "Solicitation" are used synonymously in this document.
- D. "Responsive Proposal" means a proposal submitted in response to this solicitation that conforms in all material respects to this RFP.
- E. "Shall" and "Must" mean the imperative and are used to identify requirements.
- F. "Requirement" means something required.
- G. "Specification" means any technical or purchase description or other description of the physical or functional characteristics, or of the nature, of a commodity or service. "Specification" may include a description of any requirement for inspecting, testing, or preparing a commodity or service for delivery.
- H. "ASUB" means Arkansas State University-Beebe. When the term "ASUB" is used herein to reference any obligation of Arkansas State University-Beebe under a contract that results from this solicitation, that obligation is limited to Arkansas State University-Beebe.

1.6 RESPONSE DOCUMENTS

A. Original *Technical Proposal Packet*

1. Responses within the *Information for Evaluation* and *Exceptions* sections **must not** contain the Prospective Contractor's name or any other identifiers, including without limitation names of staff members, projects, products, and addresses.
2. Prospective Contractors **shall** utilize the *Technical Proposal Packet* to submit their responses.
3. The following items are proposal submission requirements and **must** be submitted as a hard copy in the original *Technical Proposal Packet*.
 - a. Original signed *Proposal Signature Page*. Signature may be ink or digital. (See *Technical Proposal Packet*.)
 - b. One (1) original hard copy of the proposal response which includes:
 - i. Technical Proposal response to the *Information for Evaluation* section included in the *Technical Proposal Packet*. Proposal response **must** be in the English language.
 - ii. Response to the *Official Solicitation Price Sheet*. Pricing **must** be proposed in U.S. dollars and cents.
 - The *Official Solicitation Price Sheet*, including the hard copy and electronic copy, **must** be separately sealed from the *Technical Proposal Packet* and should be clearly marked as "Pricing." A Prospective Contractor **shall not** include any pricing in the hard copies or electronic copies of their *Technical Proposal Packet*.
 - iii. *Proposed Subcontractors Form*. The utilization of any proposed subcontractor is subject to approval by the Department.
 - iv. *Exceptions Form*.
4. The following items, which **must** be submitted prior to a contract award to the Prospective Contractor, may also be included with the Prospective Contractor's proposal:
 - a. *EO 98-04: Contract and Grant Disclosure Form*.
 - b. Copy of Prospective Contractor's *Equal Opportunity Policy*.
 - c. *Voluntary Product Accessibility Template (VPAT)*, if applicable.
5. **DO NOT** include any other documents or ancillary information, such as a cover letter or promotional/marketing information.

B. Additional Copies and Redacted Copy of the *Technical Proposal Packet* and *Official Solicitation Price Sheet*

In addition to the original *Technical Proposal Packet* and the *Official Solicitation Price Sheet*, the following items should be submitted:

1. Additional Copies of the *Technical Proposal Packet*
 - a. Five (5) complete hard copies (marked "COPY") of the *Technical Proposal Packet*.

- b. Six (6) electronic copies of the *Technical Proposal Packet*, preferably on flash drives and in PDF format. Do not send electronic copies via email or fax.
 - i. The *Information for Evaluation and Exceptions Form* sub-sections should be a separate file or the flash drive.
- c. All additional hard copies and electronic copies **must** be identical to the original hard copy. In case of a discrepancy, the original hard copy governs.
- d. If ASUB requests additional copies of the proposal, the copies **must** be delivered within the timeframe specified in the request.

2. Additional Copies of the *Official Solicitation Price Sheet*

- a. Prospective Contractor should also submit one (1) electronic copy of the *Official Solicitation Price Sheet*, preferably on a flash drive and in PDF format. Do not send electronic copies via email or fax.
 - i. The *Official Solicitation Price Sheet*, including the hard copy and electronic copy, **must** be separately sealed from the *Technical Proposal Packet* and should be clearly marked as "Pricing." Prospective Contractor **shall not** include any pricing in the hard copies or electronic copies of their *Technical Proposal Packet*.
- 3. One (1) redacted (marked "REDACTED") copy of the original *Technical Proposal Packet*, preferably on a flash drive and in PDF format. Do not send electronic copies via email or fax.

1.7 ACCEPTANCE OF REQUIREMENTS

- A. Unless a Prospective Contractor expressly and conspicuously identifies any exception or exceptions to any of the Requirements in the Requirements Section(s) of this RFP by listing them on the *Exceptions Form* (See *Technical Proposal Packet*), Prospective Contractor understands and agrees its submission of a proposal to represent that its proposal meets all such Requirements.
- B. A Prospective Contractor's proposal may be rejected if a Prospective Contractor takes exception to any Requirements in the Requirements Section(s) of this RFP.

1.8 ADDITIONAL TERMS AND CONDITIONS

- A. This RFP incorporates all of the Solicitation Terms and Conditions located on the ASUB website.
- B. Any special terms and conditions included in this solicitation **shall** override the Solicitation Terms and Conditions.
- C. Unless a Prospective Contractor expressly and conspicuously identifies any exception or exceptionsto any of the terms, Prospective Contractor agrees and **shall** adhere to all terms if selected as the successful Contractor. Items identified as non-negotiable may only be modified if the legal requirement is satisfied and approved by the State. A Prospective Contractor's proposal may be rejected if a Prospective Contractor takes exception toany terms or conditions in the documents listed in 1.9.A and 1.9.C.

- 1.9 A bid bond must accompany the delivery of the proposal. The bond shall be in the form of a certified check, money order or bond by a qualified bonding company in the amount of **\$5,000.00** and made payable to the Arkansas State University Beebe. All bid bonds will be returned to unsuccessful firms upon the awarding of the contract.

STANDARD TERMS AND CONDITIONS

1. **GENERAL:** Any special terms and conditions included in the invitation for bid override these standard terms and conditions. The standard terms and conditions and any special terms and conditions become part of any contract entered into if any or all parts of the bid are accepted by the State of Arkansas.
2. **ACCEPTANCE AND REJECTION:** The State reserves the right to accept or reject all or any part of a bid or any and all bids, to waive minor technicalities, and to award the bid to best serve the interest of the State.
3. **BID SUBMISSION:** Bids must be submitted to Arkansas State University-Beebe on this form, with attachments when appropriate, on or before the date and time specified for bid opening. If this form is not used, the bid may be rejected. The bid must be typed or printed in ink. The signature must be in ink. Unsigned bids will be disqualified. The person signing the bid should show title or authority to bind his firm in a contract. Each bid should be placed in a separate envelope completely and properly identified. Late bids will not be considered under any circumstances.
4. **PRICES:** Bid unit price F.O.B. destination. In case of errors in extension, unit prices shall govern. Prices are firm and not subject to escalation unless otherwise specified in the bid invitation. Unless otherwise specified, the bid must be firm for acceptance for thirty days from the bid opening date. "Discount from list" bids are not acceptable unless requested in the bid invitation.
5. **QUANTITIES:** Quantities stated in **term contracts** are estimates only, and are not guaranteed. Bid unit price on the estimated quantity and unit of measure specified. The state may order more or less than the estimated quantity on term contracts. Quantities stated on **firm contracts** are actual requirements of the ordering agency.
6. **BRAND NAME REFERENCES:** Any catalog brand name or manufacturer's reference used in the bid invitation is descriptive only, not restrictive, and used to indicate the type and quality desired. Bids on brands of like nature and quality will be considered. If bidding on other than referenced specifications, the bid must show the manufacturer, brand or trade name, and other descriptions, and should include the manufacturer's illustrations and complete descriptions of the product offered. The State reserves the right to determine whether a substitute offered is equivalent to and meets the standards of the item specified, and the State may require the bidder to supply additional descriptive material. The bidder guarantees that the product offered will meet or exceed specifications identified in this bid invitation. If the bidder takes no exception to specifications or reference data in this bid he will be required to furnish the product according to brand names, numbers, etc., as specified in the invitation.
7. **GUARANTY:** All items bid shall be newly manufactured, in first-class condition, latest model and design, including, where applicable, containers suitable for shipment and storage, unless otherwise indicated in the bid invitation. The bidder hereby guarantees that everything furnished hereunder will be free from defects in design, workmanship and material, that if sold by drawing, sample or specification, it will conform thereto and will serve the function for which it was furnished. The bidder further guarantees that if the items furnished hereunder are to be installed by the bidder, such items will function properly when installed. The bidder also guarantees that all applicable laws have been complied with relating to construction, packaging, labeling and registration. The bidder's obligations under this paragraph shall survive for a period of one year from the date of delivery, unless otherwise specified herein.
8. **SAMPLES:** Samples or demonstrators, when requested, must be furnished free of expense to the State. Each sample should be marked with the bidder's name and address, bid number and item number. If samples are not destroyed during reasonable examination, they will be returned at bidder's expense, if requested, within ten days following the opening of bids. All demonstrators will be returned after reasonable examination.
9. **TESTING PROCEDURES FOR SPECIFICATIONS COMPLIANCE:** Tests may be performed on samples or demonstrators submitted with the bid or on samples taken from the regular shipment. In the event products tested fail to meet or exceed all conditions and requirements of the specifications, the cost of the sample used and the reasonable cost of the testing shall be borne by the bidder.
10. **AMENDMENTS:** The bid cannot be altered or amended after the bid opening except as permitted by regulation.
11. **TAXES AND TRADE DISCOUNTS:** Do not include state or local sales taxes in the bid price. Trade discounts should be deducted from the unit price and the net price should be shown in the bid.
12. **AWARD: Term Contract:** A contract award will be issued to the successful bidder. It results in a binding obligation without further action by either party. This award does not authorize shipment. Shipment is authorized by the receipt of a purchase order from the ordering agency. **Firm Contract:** A written state purchase order authorizing shipment will be furnished to the successful bidder.
13. **DELIVERY ON FIRM CONTRACTS:** The invitation for bid will show the number of days to place a commodity in the ordering agency's designated location under normal conditions. If the bidder cannot meet the stated delivery, alternate delivery schedules may become a factor in an award. Arkansas State University-Beebe has the right to

extend delivery if reasons appear valid. If the date is not acceptable, the agency may buy elsewhere and any additional cost will be borne by the Prospective Contractor.

14. **DELIVERY REQUIREMENTS:** No substitutions or cancellations are permitted without written approval of Arkansas State University-Beebe. Delivery shall be made during agency work hours only 8:00 a.m. to 4:30 p.m., unless prior approval for other delivery has been obtained from the agency. Packing memoranda shall be enclosed with each shipment.
15. **STORAGE:** The ordering agency is responsible for storage if the contractor delivers within the time required and the agency cannot accept delivery.
16. **DEFAULT:** All commodities furnished will be subject to inspection and acceptance of the ordering agency after delivery. Back orders, default in promised delivery, or failure to meet specifications authorize Arkansas State University-Beebe to cancel this contract or any portion of it and reasonably purchase commodities elsewhere and charge full increase, if any, in cost and handling to the defaulting contractor. The contractor must give written notice to Arkansas State University-Beebe and ordering agency of the reason and the expected delivery date. Consistent failure to meet delivery without a valid reason may cause removal from the bidders list or suspension of eligibility for award.
17. **VARIATION IN QUANTITY:** The State assumes no liability for commodities produced, processed or shipped in excess of the amount specified on the agency's purchase order.
18. **INVOICING:** The contractor shall be paid upon the completion of all of the following: (1) submission of an original and the specified number of copies of a properly itemized invoice showing the bid and purchase order numbers, where itemized in the invitation for bid, (2) delivery and acceptance of the commodities and (3) proper and legal processing of the invoice by all necessary state agencies. Invoices must be sent to the "Invoice To" point shown on the purchase order.
19. **STATE PROPERTY:** Any specifications, drawings, technical information, dies, cuts, negatives, positives, data or any other commodity furnished to the contractor hereunder or in contemplation hereof or developed by the contractor for use hereunder shall remain property of the State, be kept confidential, be used only as expressly authorized and returned at the contractor's expense to the F.O.B. point properly identifying what is being returned.
20. **PATENTS OR COPYRIGHTS:** The contractor agrees to indemnify and hold the State harmless from all claims, damages and costs including attorneys' fees, arising from infringement of patents or copyrights.
21. **ASSIGNMENT:** Any contract entered into pursuant to this invitation for bid is not assignable nor the duties thereunder delegable by either party without the written consent of the other party of the contract.
22. **CLAIMS:** Any claims the Contractor may assert under this Agreement **shall** be brought before the Arkansas State Claims Commission ("Commission"), which **shall** have exclusive jurisdiction over any and all claims that the Contractor may have arising from or in connection with this Agreement. Unless the Contractor's obligations to perform are terminated by the State, the Contractor **shall** continue to provide the Services under this Agreement even in the event that the Contractor has a claim pending before the Commission.
23. **CANCELLATION:** In the event, the State no longer needs the commodities or services specified for any reason, (e.g., program changes; changes in laws, rules or regulations; relocation of offices; lack of appropriated funding, etc.), the State **shall** have the right to cancel the contract or purchase order by giving the Contractor written notice of such cancellation thirty (30) days prior to the date of cancellation. Any delivered but unpaid for goods will be returned in normal condition to the Contractor by the State. If the State is unable to return the commodities in normal condition and there are no funds legally available to pay for the goods, the Contractor may file a claim with the Arkansas Claims Commission under the laws and regulations governing the filing of such claims. If upon cancellation the Contractor has provided services which the State has accepted, the Contractor may file a claim. **NOTHING IN THIS CONTRACT SHALL BE DEEMED A WAIVER OF THE STATE'S RIGHT TO SOVEREIGN IMMUNITY.**
24. **DISCRIMINATION:** In order to comply with the provision of Act 954 of 1977, relating to unfair employment practices, the bidder agrees that: (a) the bidder will not discriminate against any employee or applicant for employment because of race, sex, color, age, religion, handicap, or national origin; (b) in all solicitations or advertisements for employees, the bidder will state that all qualified applicants will receive consideration without regard to race, color, sex, age, religion, handicap, or national origin; (c) the bidder will furnish such relevant information and reports as requested by the Human Resources Commission for the purpose of determining compliance with the statute; (d) failure of the bidder to comply with the statute, the rules and regulations promulgated thereunder and this nondiscrimination clause shall be deemed a breach of contract and it may be cancelled, terminated or suspended in whole or in part; (e) the bidder will include the provisions of items (a)

through (d) in every subcontract so that such provisions will be binding upon such subcontractor or Prospective Contractor.

25. **CONTINGENT FEE:** The bidder guarantees that he has not retained a person to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies maintained by the bidder for the purpose of securing business.
26. **ANTITRUST ASSIGNMENT:** As part of the consideration for entering into any contract pursuant to this invitation for bid, the bidder named on the front of this invitation for bid, acting herein by the authorized individual or its duly authorized agent, hereby assigns, sells and transfers to the State of Arkansas all rights, title and interest in and to all causes of action it may have under the antitrust laws of the United States or this state for price fixing, which causes of action have accrued prior to the date of this assignment and which relate solely to the particular goods or services purchased or produced by this State pursuant to this contract.

27. Termination for the Convenience of the College

The performance of the work or services from this Request for Proposal may be terminated, in whole or in part, whenever the chancellor of the college shall deem that termination is in the best interest of the College. In such even, the College shall be liable only for payment in accordance with the payment provisions of this Contract for work or services performed or furnished prior to the effective date of termination, plus reasonable costs of termination, if any, which costs shall be specifically approved by the College in writing. The Offerer shall not be reimbursed for anticipatory profits. Termination hereunder shall become effective by delivering to the Offerer a written notice of termination upon which date the termination becomes effective.

28. Termination for Default

The performance of the work or services from the Request for Proposal may be terminated by the College, in whole or in part, effective upon receipt of notice, whenever the Offerer shall default in the performance of this Contract and fails to make progress in the prosecution of the contract work or endangers such performance and shall fail to cure such default within then (10) calendar days period after receipt of written notification from the college specifying the default. Should the contract be terminated by the College for failure to perform on the part of the Offerer, no additional compensation shall be paid.

DISCLOSURE: Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.

SECTION 2 – REQUIREMENTS

- *Do not provide responses to items in this section unless specifically and expressly required.*

2.1 SPECIFICATIONS

Arkansas State University-Beebe seeks bids from qualified vendors to redesign the College's website, content management system development, custom application development, site maintenance, and optional server hosting by the vendor for www.asub.edu.

ASU-Beebe's current website is in need of an update that will position it as a leader in our market by being more visually appealing and accessible to our community, as well as complying with all ADA web accessibility requirements. In addition to the visual feel of our new website, ASU-Beebe needs a site that

gives us the full ability to manage and update all aspects in-house, including updating and changing all images and content.

Background

The current website (www.asub.edu) was created approximately 7 years ago with a contracted vendor and serves as one of the College's primary communications vehicles. Marketing and Public Relations staff are the primary employees who enter data in the CMS with support from the Information Technology Services Staff. Individual departments are responsible for supplying their content to the designated staff for publication on the website.

Requirements

ASU-Beebe has developed a core set of requirements for its support, access, site design, redundancy with back-up plan and technology. We would like the proposal to meet the following minimum requirements:

Support

- Routine Telephone and Email Support, On-site support available within 24 hours
- If hosted by the vendor, data center with 24/7 Monitored Servers with telephone and ticket system support
- Vendor must list the level of maintenance and support that it will provide including number of hours and scope of services.
- Vendor must report to ASU-Beebe on a monthly basis metrics for the website to include number of visitors to the website, traffic on each page, geographic location by zip code of website visitors, and how visitors arrived at the website.

Access

- Multi-level CMS access with admin to user level allocation
- Full domain control with Control Panel Access
- If hosted by the vendor, dedicated, virtual private server with full shell access and will receive priority in a disaster recovery scenario

Security and Redundancy with Backup Plan

- If hosted by the vendor, utilizes SSAE 18 certified datacenter
- If hosted by the vendor, redundant power and cooling to fully-secured network facilities
- If hosted by the vendor, redundant network configuration with multiple Tier-1 providers
- If hosted by the vendor, full back up regimen with backups weekly
- If hosted by the vendor, backups up off-site (greater than 50 miles) multiple times daily at another SSAE 18 certified datacenter
- If hosted by the vendor, site files and databases can be restored individually or each back-up instance can be used to create a "bare metal", global server restoration
- If hosted by the vendor, site will be monitored and protected by the latest software like ModSecurity and PHP SuExec
- If hosted by the vendor, vendor will maintain a comprehensive Business Continuity Plan which can be reviewed upon request

Site Design

- Content Management System with search engine friendly URL's
- The vendor will design the main page, and templates for second- and third-tier pages.
- Content and photographs will be provided by Arkansas State University-Beebe.
- Successful vendor will move all content on the current website to the new website as directed by ASU-Beebe.

- The site may be optionally hosted by a third-party vendor
- The site will meet Section 508 of ADA and Priority 1 Guidelines for Accessibility
- The site will be administered and maintained by the vendor; however, content management will be provided by College staff.
- The vendor will conduct usability testing.
- The vendor will ensure that the site is registered with major search engines. Significant pages will include appropriate meta-data, page titles and keyword placements to improve visibility and listings through search engines.
- The vendor will ensure that all technical requirements (see below) are met.
- The vendor will work closely with the Admissions and Marketing departments to ensure that the site design is consistent with other marketing materials.
- The vendor will work closely with the Information Technology Services department to ensure technical requirements are addressed and understood by both parties.
- The site will be well organized with a clear navigation scheme; information should be easy to find with minimal click access.
- The vendor must implement all existing modules into the new site. Modules include the ability to upload PDF documents to site; online applications for enrollment, scholarships and internships; and an inquiry card.
- The vendor must provide detailed instructions for all modules and site maintenance in general.
- The vendor will develop online forms to allow prospective and current students to schedule appointments with various College departments.
- The site must provide a secure environment for storing information.

Technical requirements

- The resulting Web system will be the property of ASU-Beebe and will not include any proprietary scripts/code that cannot be freely edited for future use at ASU-Beebe.
- Printer friendly versions of pages should be available to users.
- The design should allow for a variety of connection speeds including dial-up.
- The design will meet Section 508 of ADA and Priority 1 Guidelines for Accessibility.
- The content should be separate from the design—so the style and interactivity of the website can be changed in the future regardless of the content.
- The web applications and content shall be easily viewable on common screen resolutions and all major browsers (including Edge, Firefox, Chrome and Safari) with a minimum of required plug-ins and adequate load time on a lower-bandwidth computer.
- Technology should support use of Podcasts, IM, social media, streaming video, and other technologies that enhance the web experience for students and the community.
- Significant pages will include appropriate meta-data, page titles and keyword placements to improve visibility and listing through search engines.
- End results should also be browser and platform-independent.
- Text-only alternatives should be provided for every page. The vendor proposal should specify how this will be achieved and the associated costs.
- The site should incorporate technologies that allow for RSS feeds on specific sections of the site.
- The vendor will ensure that the underlying code is Microsoft Windows friendly.
- The site search capabilities must be extensive and include the searching of PDFs.
- The site must be compatible on mobile and tablet devices.

Project Deliverables

The vendor will produce the following project deliverables:

- **A complete site map from the main page down to department pages**

- **A redesigned website that includes the main page and second- and third-tier pages.**

ASU-Beebe may require final prospective vendors to give a brief presentation.

Preview Demonstration

The vendor will demonstrate the newly redesigned ASU-Beebe website to the Website Committee plus others as deemed appropriate by the Chancellor. This live presentation will provide the college leadership the opportunity to view the newly developed site and provide additional feedback, comments, or suggestions before the site is made live. Any final requested changes/modifications will be provided in writing to the vendor.

Live Implementation

The vendor, in conjunction with the ASU-Beebe Information Technology Services Department, will redirect the existing ASU-Beebe website with the newly redesigned site. At this time, the vendor will provide the complete site map from the main page down to all department/detail pages. The vendor will also provide any other pertinent documentation relating to the college's new site.

PERFORMANCE STANDARDS

- A. State law requires that qualifying contracts for services include Performance Standards for measuring the overall quality of services that a Contractor **shall** provide.
- B. The State may be open to negotiations of Performance Standards prior to contract award, prior to the commencement of services, or at times throughout the contract duration. Attachment A: *Performance Standards* identifies expected deliverables, performance measures, or outcomes; and defines the acceptable standards.
- C. Performance Standards **shall not** be amended unless they are agreed to in writing and signed by the parties.
- D. Failure to meet the minimum Performance Standards as specified will result in the assessment of damages.
- E. In the event a Performance Standard is not met, the Contractor will have the opportunity to defend or respond to the insufficiency. The State has the right to waive damages if it determines there were extenuating factors beyond the control of the Contractor that hindered the performance of services. In these instances, the State has final determination of the performance acceptability.
- F. Should any compensation be owed to the Department due to the assessment of damages, Contractor **shall** follow the direction of the Department regarding the required compensation process.

SECTION 3 – SELECTION

- ***Do not provide responses to items in this section.***

3.1 TECHNICAL PROPOSAL SCORE

- A. ASUB will review each *Technical Proposal Packet* to verify submission Requirements have been met. *Technical Proposals Packets* that do not meet submission Requirements will be rejected and will not be evaluated.
- B. A Department-appointed Evaluation Committee will evaluate and score qualifying technical proposals. Evaluation will be based on Prospective Contractor's response to the *Information for Evaluation* section included in the *Technical Proposal Packet*.

1. Members of the Evaluation Committee will individually review and evaluate proposals and complete an Individual Score Worksheet for each proposal. Individual scoring for each Evaluation Criteria will be based on the following Scoring Description.

Quality Rating	Quality of Response	Description	Confidence in Proposed Approach
Maximum score	Excellent	When considered in relation to the RFP evaluation factor, the proposal squarely meets the requirement and exhibits outstanding knowledge, creativity, ability or other exceptional characteristics. Extremely good.	Very High
Maximum score – 20%	Good	When considered in the relation to the RFP evaluation factor, the proposal squarely meets the requirement and is better than merely acceptable.	High
Maximum score – 40%	Acceptable	When considered in relation to the RFP evaluation factor, the proposal is of acceptable quality.	Moderate
Maximum score – 60%	Marginal	When considered in relation to the RFP evaluation factor, the proposal's acceptability is doubtful.	Low
Maximum score – 80%	Poor	When considered in relation to the RFP evaluation factor, the proposal is inferior.	Very Low
No points	Unacceptable	When considered in relation to the RFP evaluation factor, the proposal clearly does not meet the requirement. Either nothing in the proposal is responsive in relation to the evaluation factor or the proposal affirmatively shows that it is unacceptable in relation to the evaluation factor.	No Confidence

2. After initial individual evaluations are complete, the Evaluation Committee members will meet to discuss their individual ratings. At this consensus meeting, each member will be afforded an opportunity to discuss his or her rating for each evaluation criteria.
3. After committee members have had an opportunity to discuss their individual scores with the committee, the individual committee members will be given the opportunity to change their initial individual scores, if they feel that is appropriate.
4. The final individual scores of the Evaluation Committee members will be recorded on the Consensus Score Sheets and averaged to determine the group or consensus score for each proposal.
5. Other agencies, consultants, and experts may also examine documents at the discretion of the Department.

C. The *Information for Evaluation* section has been divided into sub-sections.

1. In each sub-section, items/questions have each been assigned a maximum point value of five (5) points. The total point value for each sub-section is reflected in the table below as the Maximum Raw Points Possible.
2. The Department has assigned Weighted Percentages to each sub-section according to its significance.

Information for Evaluation Sub-Sections	Maximum Raw Points Possible	Sub-Section's Weighted Percentage	* Maximum Weighted Score Possible
Experience (Years of successful support of clients, number and types of clients served, background with website development)	25	33.3	250
Quality of Websites and Designs Developed	25	33.3	250
Personnel & Support (Backgrounds, exposures & qualifications of staff, as well as projected partner firms; level of support and maintenance that the vendor will provide to the college)	20	33.3	200
Total Technical Score	70	100%	700

*Sub-Section's Percentage Weight x Total Technical Maximum Weighted Score = Maximum Weighted Score Possible for the sub-section.

D. The proposal's weighted score for each sub-section will be determined using the following formula:

$$(A/B) * C = D$$

A = Actual Raw Points received for sub-section in evaluation
 B = Maximum Raw Points possible for sub-section
 C = Maximum Weighted Score possible for sub-section
 D = Weighted Score received for sub-section

- E. The proposal's weighted scores for sub-sections will be added to determine the Total Technical Score for the proposal.
- F. Technical proposals that do not receive a minimum weighted score of 600 may not move forward in the solicitation process. The pricing for proposals which do not move forward will not be scored.

3.2 ORAL PRESENTATION/DEMONSTRATION SCORE

- A. The three Prospective Contractors with the top Technical proposal scores after the completion of the technical proposal evaluation will be contacted to schedule an oral presentation/demonstration.
- B. The buyer will create a second set of score sheets by copying the Excel workbook (including the scores entered) and titling each of the score sheets in that workbook as the "Post-Demonstration" score sheets.
- C. After each oral presentation/demonstration is complete, the Evaluation Committee members will have the opportunity to discuss the oral presentation/demonstration and revise their individual scores on the Post-Demonstration Consensus Score Sheet based on the information provided during the oral presentation/demonstration.
- D. The final individual scores of the Evaluation Committee members on the Post-Demonstration Consensus Score Sheets will be averaged to determine the final Technical score for each proposal.

3.3 COST SCORE

- A. When pricing is opened for scoring, the maximum amount of cost points will be given to the proposal with the lowest annual grand total as shown in Table One (1) on the *Official Solicitation Price Sheet*. (See *Grand Total Score* for maximum points possible for cost score.)
- B. The amount of cost points given to the remaining proposals will be allocated by using the following formula:

$$(A/B) * (C) = D$$

A = Lowest Total Cost

B = Second (third, fourth, etc.) Lowest Total Cost

C = Maximum Points for Lowest Total Cost

D = Total Cost Points Received

3.4 GRAND TOTAL SCORE

The Technical Score and Cost Score will be added together to determine the Grand Total Score for the proposal. The Prospective Contractor's proposal with the highest Grand Total Score will be selected as the apparent successful Contractor. The State may move forward to discussions with those responsible Prospective Contractors determined, based on the ranking of the proposals, to be reasonably susceptible of being selected for award.

	Maximum Points Possible
Technical Proposal	700
Cost	300
Maximum Possible Grand Total Score	1,000

3.5 DISCUSSIONS

Arkansas Procurement Law allows for discussions with responsible offerors whose proposals have been determined to be reasonably susceptible of being selected for award. ASUB reserves the discretion and the right to engage in discussions to the fullest extent permitted under Ark. Code Ann. § 19-11-230. After initial evaluation, ASUB may elect to request a best and final offer (BAFO) from a competitive range of responsible Prospective Contractors determined, based on the ranking of the proposals, to be reasonably susceptible of being selected for award.

3.6 PROSPECTIVE CONTRACTOR ACCEPTANCE OF EVALUATION TECHNIQUE

The submission of a *Technical Proposal Packet* signifies the Prospective Contractor's understanding and agreement that some subjective value judgments will be made during the evaluation and scoring of the technical proposals.