

**BAY-ARENAC ISD  
INVITATION TO BID  
DEVELOPMENT OF THE GREAT LAKES BAY STEM CAREER EXPOSURE  
RESOURCE HUB, DIGITAL REPOSITORY, AND COMMUNICATIONS TOOLKIT**

**NOTICE OF PROPOSAL**

Bay-Arenac ISD is issuing this Request for Proposal (RFP) on behalf of the Great Lakes Bay Region STEM Career Exposure Initiative for the design, development, implementation, and transition of the Great Lakes Bay STEM Career Exposure Resource Hub, Digital Repository, and Communications Toolkit.

The following Request for Proposal (RFP) is being provided for your consideration. To be considered for this engagement, your firm must meet the qualifications and satisfy the requirements set forth in this RFP.

Completed proposals must be received by **1:00pm on Thursday, July 9, 2026:**

**Bay-Arenac ISD  
Educational Service Center  
Business Office  
4228 Two Mile Road  
Bay City, MI 48706**

Proposals must be submitted in a sealed envelope clearly marked:  
"Great Lakes Bay STEM Career Exposure Resource Hub Proposal – Agency Name"  
Proposals submitted by facsimile or email will not be accepted.

Although cost will be an important factor in awarding the contract, the school district is not obligated by any statute or regulation to award the purchase solely on the basis of cost. Accordingly, the school district reserves the right to evaluate all proposals objectively and subjectively and to accept or reject any or all proposals or portions thereof. Additionally, the district reserves the right to negotiate changes in services with the contractor determined to have submitted the proposal that is in the best interest of the district.

The information contained herein is believed to be accurate but is not to be considered in any way as a warranty.

All questions and correspondence should be directed to Jennifer Socha at [sochaj@baisd.net](mailto:sochaj@baisd.net). In order to assure consistency of information provided regarding this RFP, contact with Bay-Arenac ISD personnel other than Jennifer Socha is discouraged and may be grounds for elimination from the selection process.

**WITHDRAWAL OF PROPOSALS:**

Proposals shall remain valid for a period of sixty (60) days after submission. Modifications to proposals will not be accepted by the district except as may be mutually agreed upon following the acceptance of the proposal.

**DESCRIPTION OF REGION & SCOPE OF WORK:**

The Great Lakes Bay Region includes educational, business, workforce development, higher education, and community partners working collaboratively to expand STEM career awareness and exposure opportunities for students and families.

Bay-Arenac ISD is seeking a qualified contractor to develop a sustainable, public-facing regional resource hub that preserves, organizes, and expands access to STEM career awareness resources, videos, virtual tours, educator materials, family resources, and industry-connected learning opportunities.

The selected contractor will design, develop, launch, and transition the Great Lakes Bay STEM Career Exposure Resource Hub and accompanying Communications Toolkit. Proposed budget, including all expenses, should not exceed \$60,000.

**TIME TABLE**

- 1. Release RFP.....June 16, 2026
- 2. Questions Due.....June 22, 2026
- 3. Responses Posted.....June 24, 2026
- 4. Proposals Due .....June 30, 2026 at 1:00pm
- 5. Proposal Evaluation.....July 1-2, 2026
- 6. Reference Checks / Final Review.....July 6-8, 2026
- 7. Board Recommendation Prepared.....July 9-10, 2026
- 8. Board Approval of Award.....July 13, 2026
- 9. Contract Execution.....July 14-17, 2026
- 10. Project Kickoff Meeting.....July 20-24, 2026
- 11. Website Architecture & Content Strategy Review.....August 3, 2026
- 12. Initial Design Review.....August 17, 2026
- 13. Beta Website Review.....September 1, 2026
- 14. Final Website & Deliverables.....September 15, 2026
- 15. Administrator Training & Transition Complete.....September 22, 2026

**PROJECT DESCRIPTION**

The selected contractor will be expected to provide full-service website development, resource organization, branding, and communications support, including but not limited to:

- 1. Development of a public-facing website that serves as the Great Lakes Bay STEM Career Exposure Resource Hub.
- 2. Development of a searchable digital repository that houses STEM career awareness resources, educator resources, family resources, videos, virtual tours, lesson materials, STEM activities, mobile museum resources, and related grant deliverables.

3. Design and implementation of a user-friendly content management system (CMS) that allows Bay-Arenac ISD staff to independently update and maintain website content following project completion.
4. Development of a STEM Career Video Library that houses virtual industry tours, career awareness videos, industry spotlights, student-facing career exploration content, and related multimedia resources.
5. Development of an Educator Resource Center that houses lesson plans, professional learning resources, classroom activities, STEM career exploration resources, implementation guides, and related instructional materials.
6. Development of a Family Resource Center that houses family STEM activities, career awareness resources, community opportunities, and family engagement materials.
7. Development of a Mobile Museum and STEM Learning Resource section that supports the implementation and utilization of regional mobile museums, STEM learning kits, and associated instructional resources.
8. Development of a Regional Industry and Partner Showcase highlighting business, industry, workforce development, higher education, community organizations, and regional partners supporting STEM career awareness efforts.
9. Organization, migration, uploading, tagging, categorization, and formatting of initial content provided by Bay-Arenac ISD and regional partners.
10. Development of a searchable resource library that allows users to filter resources by audience, grade level, topic area, career cluster, and resource type.
11. Development of a Website Architecture and Content Strategy that includes recommended navigation structure, content organization, resource categorization, tagging systems, user pathways, and search functionality to support long-term sustainability and usability of the resource hub.
12. Development of a cohesive visual identity and branding package for the Great Lakes Bay STEM Career Exposure Resource Hub that can be used consistently across the region.
13. Creation of a Communications Toolkit that includes:
  - a. Social media templates
  - b. Flyer templates
  - c. Poster templates
  - d. Postcard templates
  - e. Presentation templates
  - f. Newsletter content and templates
  - g. Email communication templates
  - h. Digital graphics and promotional assets
14. Development of a launch and communication plan designed to increase awareness and utilization of the resource hub among educators, students, families, and community partners throughout the region.
15. Integration of website analytics and reporting tools that allow Bay-Arenac ISD to monitor website traffic, resource utilization, and user engagement.
16. Development of website documentation, administrative procedures, and user guides to support long-term sustainability and maintenance of the website following project completion.
17. Training of designated Bay-Arenac ISD personnel on website administration, content updates, resource management, and basic troubleshooting.

18. Delivery of all website source files, branding assets, editable templates, documentation, content libraries, and associated intellectual property rights to Bay-Arenac ISD upon completion of the project.
19. ADA and Section 508 compliance for all website content, digital resources, templates, graphics, and deliverables. Deliverables must meet these standards to be accepted as final.
20. Collaboration with Bay-Arenac ISD staff and regional project partners through scheduled project meetings, milestone reviews, and design approvals.
21. Completion of all project deliverables, training, transition activities, and asset transfers no later than September 25, 2026.
22. Proposed budget, including all expenses, should not exceed \$60,000.

### **MANDATORY QUALIFICATIONS OF THE AGENCY**

Proposers must affirm:

1. Current licensure to do business in the State of Michigan and properly insured.
2. Demonstrated experience designing and implementing websites, digital repositories, resource hubs, or similar platforms.
3. Demonstrated experience developing branding materials, communications toolkits, and digital communication assets.
4. Ability to ensure ADA and Section 508 compliance for all digital materials, website content, and project deliverables.
5. Ability to provide training, documentation, and transition support that enables independent maintenance of the website following project completion.
6. Commitment to equal employment opportunity and non-discrimination.
7. No record of default or terminated contracts within the past five (5) years.
8. Ability to transfer all website files, source code, branding assets, editable templates, content libraries, and associated intellectual property rights to Bay-Arenac ISD upon project completion.
9. Ability to complete all project activities, deliverables, training, and transition requirements no later than September 25, 2026.

### **MONITORING**

Bay-Arenac ISD will monitor the progress of the project through regular communication, scheduled project meetings, milestone reviews, and review of project deliverables. The selected contractor will be expected to provide periodic project updates, participate in review meetings as requested, and collaborate with Bay-Arenac ISD staff and designated project partners throughout the duration of the project.

Bay-Arenac ISD reserves the right to request revisions to deliverables that do not meet the requirements outlined within this RFP. Final acceptance of the project will occur upon successful completion of all deliverables and transition requirements.

### **DELIVERABLE OWNERSHIP & DATA RETENTION**

All website files, source code, branding assets, templates, documentation, and related deliverables created through this project shall become the property of Bay-Arenac ISD upon

final payment. The selected contractor shall provide all files and administrative access necessary for Bay-Arenac ISD to independently maintain and update the website following project completion.

### **WITHDRAWAL OF PROPOSALS**

Proposals shall remain valid for a period of 60 days (60) days after submission. The district will not accept modifications to proposals, except as may be mutually agreed upon following the acceptance of the proposal.

### **RIGHT TO REJECT**

Bay Arenac ISD reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any contracts awarded will be to the independent agency who, based on evaluation of all responses and application of all criteria, is determined to be the best qualified to complete the project.

### **CONTRACTUAL ARRANGEMENTS AND REMEDIES FOR VIOLATIONS**

Invoices for service will be paid within 30 days of receipt. The total amount to be invoiced shall not exceed the amount of the contract bid unless other arrangements have been negotiated with the school district first. The school district reserves the right to terminate the contract for the project at any time. Should a federal or state agency or the school district reject the project as deficient, the school district may withhold payment for services until the project deficiency is corrected. Should the contractor fail to correct the project deficiency, the contractor will be barred from further engagements with the school district for a period of five years. The contractor is required to request prior approval and work with the BAISD business office and program directors during budget amendments.

### **METHOD OF EVALUATING PROPOSALS**

Proposals will be scored on:

1. Relevant Experience & Past Performance (25%)
2. Quality of Proposed Approach (35%)
3. Capacity of Team & Qualifications (20%)
4. Cost-Effectiveness / Value (20%)

Bay-Arenac ISD reserves the right to request additional information, clarifications, demonstrations, or presentations from any proposer as part of the evaluation process.

The proposal determined to be most advantageous to Bay-Arenac ISD and the Great Lakes Bay STEM Career Exposure Initiative, considering all evaluation criteria, may be selected regardless of whether it represents the lowest cost proposal.

### **FORMAT OF THE RFP RESPONSE**

The format of the proposal response should be formatted as follows:

1. Title Page – Project name, organization name, primary contact information, and proposal validity period.

2. Letter of Transmittal – Concise statement of the organization's interest in the project, commitment to the proposed timeline, and signature of an authorized representative.
3. Agency Profile – Organization overview, years in business, areas of expertise, and relevant experience related to the scope of this project.
4. Summary of Proposer's Qualifications – Key personnel, experience with similar projects, and examples of relevant website, digital repository, resource hub, or communications projects.
5. Proposer's Approach to the Project\* – Proposed website architecture and content strategy, website development approach, resource organization methodology, communications toolkit approach, ADA/Section 508 compliance plan, training and transition strategy, and sustainability considerations.
6. Timeline – Proposed schedule showing major tasks, milestones, deliverables, review periods, training activities, and final completion dates.
7. Budget & Fee Schedule – Itemized costs for website development, repository development, content organization, communications toolkit development, training, transition activities, and any additional proposed costs.
8. References – Three references for projects of similar scope and complexity.
9. Additional Data – Any additional information, sample work products, conceptual site maps, wireframes, or supporting materials that demonstrate qualifications and project understanding.

The Project Approach should include website architecture and content strategy, development methodology, communications toolkit approach, ADA compliance, training, and sustainability planning.

### **ATTACHMENTS**

- **Familial Disclosure Form** – (sign & notarize)
- **Assurances & Certifications** – (sign & notarize)
- **Affidavit of Compliance – Iran Economic Sanctions Act** – (sign & notarize)

### **TIME REQUIREMENTS**

If not already adequately covered in the letter of transmittal, the response should detail information on how the agency plans to meet the timeline and deliverable requirements of the project.

### **ADDITIONAL DATA**

Provide any additional data the respondent feels may be helpful in the selection process.

### **QUESTIONS & CONTACT**

All questions must be submitted via email to [sochaj@baisd.net](mailto:sochaj@baisd.net) no later than June 30, 2026 at 4:00 p.m. ET with the subject line "RFP Question – Great Lakes Bay STEM Career Exposure Resource Hub."



## **Assurances and Certifications**

### Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

The prospective contractor certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded for from participating in this transaction by any Federal department of agency. Where the prospective contractor is unable to certify to any of the statements in this certification, such prospective contractor shall attach an explanation to this proposal.

### Certification Regarding Nondiscrimination Under Federally and State Assisted Programs

The applicant hereby agrees that it will comply with all federal and Michigan laws and regulations prohibiting discrimination and, in accordance therewith, no person, on the basis of race, color, religion, national origin or ancestry, age, sex, marital status or handicap, shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which it is responsible or for which it receives financial assistance from the U.S. Department of Education or the MDE.

### Iran Economic Sanctions Act

The prospective contractor certifies that its organization, by submission of this proposal, is not an Iran Linked Business. Please refer to the "Iran Economic Sanction Act" Public Act 517 for clarifications or questions. Bay-Arenac ISD as a Michigan public entity is required to follow Public Act 517 of 2012.

Dated: \_\_\_\_\_ PROPOSER: \_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_ State of Michigan )

County of \_\_\_\_\_ )<sup>ss</sup>:

This instrument was acknowledged before me on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, by \_\_\_\_\_.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Printed) Notary Public, \_\_\_\_\_ County, Michigan

My Commission Expires: \_\_\_\_\_ Acting in the County of \_\_\_\_\_

**Affidavit of Compliance – Iran Economic Sanctions Act**

*All Bids shall be accompanied by a sworn statement disclosing any Iran Linked Business relationship that exists within the owners, including its officers, director, and employees.*

The undersigned, the owner or authorized officer of \_\_\_\_\_ (the “Bidder”), pursuant to Michigan Public Act No . 517 of 2012, the “Iran Linked Business” requirement provided in the BAISD Consortium Universal Service Fund Request for Proposals hereby represents and warrants that the bidder, including its officers, directors and employees, is not and “ Iran Linked Business” within the meaning of the applicable Public Act, and that in the event bidder is awarded a contract as a result of this RFP, the contract. The bidder further acknowledges that any person who is found to have submitted a false certification is responsible for a civil penalty of not more than \$250,000 or 2 times the amount of the contract or proposed contract for which the false certification was made, whichever is greater, the cost of the District investigation, and reasonable attorney fees, in addition to the fine. Moreover, any person who submitted a false certification shall be ineligible to bid on future Requests for Proposals (RFPs) for three (3) years from the date that it is determined that the person has submitted the false certification.

**There is not an “Iran Linked Business” that exists** within the bidder and/or owner, officers, directors and employees.

Bidder: \_\_\_\_\_  
(Company Name)

By: \_\_\_\_\_  
(Signature)

Its: \_\_\_\_\_  
(Title)

This instrument was acknowledged before me, a Notary Public, in and for

\_\_\_\_\_ County, on this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

\_\_\_\_\_  
(Notary Public Signature) SS:

My commission Expires: \_\_\_\_\_

Acting in the County of: \_\_\_\_\_