



Lakeland Central School District

1086 East Main Street • Shrub Oak, New York • 10588
914 245-1700 • www.lakelandschools.org

"Together we are better!"

Request for Proposal (RFP)

Website Content Management System

Proposals to be received by: December 17, 2015
Lakeland Central School District
1086 East Main Street
Shrub Oak, New York 10588

Section 1: Description and Objectives

1.1 Description

The Lakeland Central School District (LCSD) is accepting proposals to design, develop and host the District's website, which includes the District's main content area in addition to 8 school sites, multiple department sites, and teacher sites. Our goal is to create a flexible, informative web site that is easy to maintain, user-friendly, and able to deliver an unlimited amount of information to our diverse audiences.

The District and the individual schools will manage web publishing processes, by using a system with a browser-based user interface. Administration of web content will be based on assigned roles to control access. We want to develop an intuitive interface that allows designated content managers the ability to easily update content without directly accessing source code. Those with HTML knowledge will have the ability to access and modify source code.

1.2 Objectives

The District's existing website - www.lakelandschools.org was established in 2008.

The new website must comply with accessibility requirements, automatically adapt to: mobile platforms, integrate social media, and provide ample video and photo capability.

The designed site should have a theme that promotes Lakeland CSD with a welcoming, friendly, and professional appearance. Lakeland CSD will be in charge of content management and will own all content. No web design company indicators, or advertisements, will be permitted on the website.

The website must be: easy and intuitive; visually pleasing; informative; safe and secure; quick to load and operate.

Section 2: Administrative Information

2.1 Issuing Officer

The Issuing Officer, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor.

James Van Develde
Director of Communications
Lakeland Central School District
1086 East Main Street
Shrub Oak, New York
914 245-1700
jvandelde@lakelandschools.org

2.2 Restriction on Communication

From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the Issuing Officer regarding this RFP. The Issuing Officer will respond only to questions regarding the procurement process.

2.3 Procurement Timetable

The following dates are set forth for informational and planning purposes; however the District reserves the right to change the dates.

Closing Date for Receipt of Proposals	December 17, 2015 at 2:00 PM EST
---------------------------------------	-------------------------------------

2.4 Submission of Proposals

The District must receive the proposal either by U.S. Mail or other commercial delivery service to its Administrative Office: Lakeland Central School District, Attn: James Van Develde, 1086 East Main Street, Shrub Oak, New York 10588 at 2:00 p.m., Eastern Standard Time, December 17, 2015. This is a mandatory requirement and will not be waived. It is the responsibility of the vendor to ensure that the proposal is received prior to the deadline. Vendors must furnish all information necessary to evaluate the proposal. Proposals that fail to meet the mandatory requirements of the RFP will be disqualified.

All proposals must be submitted enclosed in a sealed envelope plainly marked “**Website Content Management System Proposal**”.

The envelope must be addressed, and mailed or delivered to the individual specified above. Proposals received after the specified time and date will be rejected.

A total of two (2) copies of the Request for Proposal must be submitted, one (1) original signature set and one (1) copy. Proposals must be submitted in the format described in this Request for Proposal.

2.5 Rejection of Proposals

The District reserves the right to reject any or all proposals, in whole or in part, or waive any irregularities of any proposals received in response to this RFP at any time prior to the execution of a written contract. Issuance of this RFP in no way constitutes a commitment by the District to award a contract or to execute a binding contract with the successful vendor that may be selected as the result of this RFP. The District further reserves the right to cancel this RFP, to issue a new RFP or to award a contract in whole or in part if it is in the best interests of the District.

2.6 Reference Checks

The District reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal, and to discuss the vendor’s qualifications and the qualifications of any subcontractor identified in the proposal.

2.7 Proposal Clarification Process

The District reserves the right to contact a vendor after the submission of proposals for the purpose of clarifying a proposal to ensure mutual understanding.

2.8 Evaluation of Proposals Submitted

A committee will review proposals that are submitted on a timely basis and are not subject to disqualification. The District will not necessarily award any contract resulting from this RFP to the vendor offering the lowest cost.

2.9 Prices Good for 90 Days

Guaranteed price for ninety (90) days after the date of the proposal opening during which time the Board may act on the proposal.

Section 3: Service Requirements

3.1 Introduction

The selected vendor will be expected to work with the District in developing a new school District content-management, web-based website. The website should integrate with social media and mobile solutions, and have a top-tier design. Customer technical support, training, web hosting, and migration of content are also important services.

3.2 Scope of Work

The successful vendor will work directly with the Director of Communications and the District Webmaster to develop the District website, provide training and ongoing hosting services, and provide usage guides and other services.

3.2.1 Design

- The site must be unique, professional, and uniformly represent the District and its students, staff, parents, and potential visitors.
- Must be able to Pre-Launch test (usability and accessibility).
- The site must consist of a comprehensive District site and eight school sites.
- The District will need departmental sub-sites that exceed the scope of a simple web page with the District site for areas such as Board of Education, Human Resources, Technology, Food Services, etc.
- The vendor will need to design an attractive home page for our visitors that show the District's positive attributes while representing the quality and character of the District.
- The design must have a consistent, user-friendly navigation framework for the District website that is understandable to users on all levels and easy to access.
- Site must be compatible with modern web browsers including but not limited to, Google Chrome, Mozilla Firefox, Apple's Safari, and Microsoft Internet Explorer.
- Website must not require plug-ins as a default.
- The site must have a responsive design for mobile compatibility with smartphones and tablets.
- The site must be compliant with Section 508 and Americans with Disabilities Act guidelines.

3.2.2 User Updates/Content Editor

- The site must be easy to update by non-technical staff using a Content Management System (CMS) with spell check and other formatting tools.
- Some users must be “super users” – with full and unrestricted access to the CMS and site pages while others are restricted to specific areas of the website.
- A site administrator at the District level must be able to create, remove, and manage user access and permissions on the site without vendor participation.
- The website CMS should allow for the District to post unlimited amounts of content at no extra cost to the District. If hosting space has size limitations, provide the fee structure for additional disk space.
- The website CMS should allow for an unlimited amount of system users at no extra cost to the District.
- The site should also provide the means to view and download all analytical data regarding activity and visitors to the site.

3.2.3 Features

- The District will need eight school buildings sites in the District site with all the features of the District site.
- The site must integrate with social networking sites, including but not limited to Facebook, Twitter, and YouTube.
- The site must have search capabilities to allow visitors to search the whole site or subsections within the site, using single words or phrases.
- The site must have an automatically generated site map.
- The site must have a calendar tool similar to the calendar on our existing website including the following:
 - integrate with other web-based calendaring tools
 - monthly view
 - customize view by location
 - categorize events
 - event title/headline no less than 60 characters limitation
 - event start and end time displayed
 - sort daily events
- The site must have a lunch menu tool similar to the lunch menu tool on our existing website including the following:
 - monthly calendar view
 - maximum of five categories (lunch menus)
 - ability to print menu
 - ability to hyperlink lunch menus as pdf files
- The site must have a Board of Education Trustee template webpage similar to the BOE Trustee webpage on our existing website.
 - ability to add images
 - ability to add text
 - ability to sort BOE Trustees
 - page format is automatically generated

- The site must have Board of Education Policy tool to display and search policies similar to the BOE Policies tool on our existing website. It must be searchable. Users (visitors) to the site need to have the ability to search by keyword and policy number. The policies themselves should reside on HTML pages, rather than in PDF format or other binary document format. The policy tool must provide the user with the ability to print and export the policy in PDF format.
- The site will have the ability to create a web page that opens a PDF file.
- The site must have a slide show tool and an image gallery that automatically generates after you upload the images and the slide shows/galleries can be categorized. This must be HTML5 compatible and not dependent on any browser plugins.
- The site must be able to save documents in a filing cabinet with categories and generate an URL for each document.
- The site must be able to automate the display of current events, calendar items, District schedules, and District news on the home page?
- The site must be able to display video content on the homepage similar to how it is displayed on our existing homepage.
- The site must be able to interface with Ensemble (our video content management system) and embed its code and/or video playlists/portals on the web pages.
- The site must have the ability to easily post emergency notices on the home page and have them supersede other home page notices.
- The site must support URL aliases like www.lakelandschools.org/BoardofEducation?
- The site must have a forms tool that collects and exports data with CSV and / or Excel format.
- The site must be able to delay and schedule content publishing.
- A language translation tool would be preferred.
- The site must have an embedded user-friendly analytic tools – broken links, missing tags, missing titles, misspellings, oversized media, site uptime and response rate.
- Elaborate on any additional features the vendor feels will improve the District's website or the transition process.

3.2.4 Site Hosting and Disaster Recovery – It is expected that this site will be hosted by the respondent, off-site from the school district. Hosting cost should be included in the cost proposal and annual maintenance.

- Describe your hosting services, size and capabilities, data encryption, security features and firewall protection, intrusion detection, and Internet connection.
- If there are limitations, note the amount of file storage space included.
- If there are limitations, note the maximum file size that can be uploaded.
- Note if there are fee differences for a limited or unlimited storage.
- Note if there are limitations to the number of pages the District can create.
- Note if data transfer for the website is limited or metered, document clearly the limits, scales of transfer limits and related charges, and overage fees.
- It is the expectation of the District that the vendor will make regularly scheduled backups of all site content. Describe vendor's proposed backup procedures.
- Describe your procedures for security auditing and patch updating, both for the Vendor Platform and the hosting environment, and your response to zero-day exploits.
- Describe your procedures for regular system maintenance and downtime notification.
- Describe your infrastructure related to keeping our website online should you experience a catastrophic failure or natural disaster at the primary facility.
- Indicate your historical site up/down time measurements.
- Indicate whether your facility and infrastructure is audited or certified for any of the common compliance certifications (PCI, HIPAA, etc.)

3.2.5 Ability to Connect with and Integrate with Existing Systems – Describe in detail your ability to receive and integrate information from any of the following District-wide systems. Inability to integrate information or data from these systems will not necessarily disqualify the respondent. Ability to integrate with existing systems is preferred.

- Google Apps for Education – Describe any way in which your system can integrate with Google Apps for Education which the District uses:
 - Google drive integration
 - Google calendar integration
- Microsoft Office 365 – Describe any way in which your system can integrate with Microsoft Office 365:
 - OneDrive integration
 - Office app integration
- In addition to these systems, list any other systems with which you integrate and define how.

3.2.6 Mobile Device Compatibility – Describe in detail the site capabilities for compatibility with mobile devices such as iOS or Android smartphones or tablets. Address whether your package includes:

- Responsive design, a dedicated app, or both. Note if these items are included in the base cost, or whether they are additional line item costs. If additional, show the price for these features in the cost proposal on separate line items.
- The site must support push notifications.
- Note any limitations of your mobile device compatibility, including:
 - Any current types of devices with which your system is not compatible.
 - Any features of your site that either do not work on mobile devices or are not mobile compatible (i.e., they do not re-size or function like the rest of the site).
 - Any browsers that do not work, or that you do not recommend for use with your system, either on a computer or mobile platform

3.2.9 Dynamic Staff Contact Directory

- The system should include a single district-wide searchable directory by first name, last name, location, and position.
- In the district-wide directory, the entire staff for the District will be visible.
- Each of the building sub-sites will also have a directory.
- Describe how the District can import staff information from a Microsoft Excel file.
- Describe customization options within a directory entry, to include items such as name, title, photo, phone, email, office hours, links to classroom pages, etc.

3.2.10 Content Management System Permissions and Access – The system should include the ability to assign users one of a variety of permission levels to define who may add, edit, or take other actions with the site.

- What access can be granted or restricted, and what profiles can be set up based on role and group?
- Is there a “sandbox” area?
- Is there an audit/change log to track changes by user?

3.2.11 Content Management by Novice Users – The system should use a simple interface that allows the District to assign editing and maintenance of pages, departments and other information to a variety of staff members without the need for skilled web developers.

- The site should incorporate easy editing capability – preferably a system that is WYSIWYG or based on a “Word”-like editor that is intuitive to most users.
- The site should include the ability to edit paragraphs, margins, fonts, colors, sizes, insert bullets, numbered lists, photos, tables, and embed videos.
- The system should include the ability to easily, with as few clicks as possible, insert and edit photos, tables, and other objects on all pages.

3.2.12 Teacher Pages

- Describe your options for automatically creating a “teacher page” for each staff member listed in the directories.
- Describe the features, set-up, and operation of teacher pages, including the ability to add web pages, documents, links, blogs, and any Web 2.0 tools.
- Note that the teacher pages are considered to be “parent-facing” communication tools and are not necessarily intended to be used as a true LMS system.
- Provide a visual representation of a well-laid out teacher page in your system.
- The District’s visual theme must take precedence over any theme chosen by the teacher.
- The teacher pages cost must be a one-time fee included in the overall cost.

3.2.13 Content Migration

- State whether your proposal includes content migration services from our SchoolWorld site.
- Content migration must be an included service and will not be the District's responsibility, clearly state this.

3.2.14 System Training – the proposal should also include a definition of included services and any additional costs for:

- Recommended training packages, and whether/how much training is included in the package price. Optional services should be separate line items in the cost proposal.
- Length and frequency of the recommended training.
- Note as to whether training is online or in person and a schedule of options you offer.

3.2.15 Online Technical Support – Staff members, and specifically tech and communication leaders in the District, should be able to call or message for technical support and receive assistance as necessary.

- Indicate whether ongoing technical support is included in your package price or if it is an additional cost.
- Note the methods by which staff can receive assistance (phone, messaging, tickets, or other).
- Note the hours and day of operation of your technical support staff.
- Note how “after hours” technical support is handled by your company.
- Indicate whether or not technical support ticket tracking is provided to provide status updates on longer-term issues.

3.2.16 Fees – The proposal should include a detailed list of one-time fees and a detailed list of recurring fees for five years. Be very explicit in listing and describing services and the corresponding fees.

Section 4: Proposal Content

All proposals are to include the following and with the numerical references for an easier evaluation process:

1. Contact information for the respondent.
2. Location of respondent corporate offices.
3. Number of years of experience respondent has in installing and supporting similar systems.
4. List of current customers using the proposed service/system that the District can contact. (Provide company name, contact name, phone number and email addresses for each customer).
5. Description of the proposed process for website design including how you intend to gather all of the required information, format preferred, and assistance expected from the District in order to complete the project.
6. Whether or not respondent has graphic design specialists on staff.
7. Accessibility features of the proposed website.
8. Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
9. Proposed phases or steps in implementation of the website design, infrastructure and hosting.
10. Proposal for migration of current website content to the new website.
11. Options for training the District staff in creating and maintaining website content.
12. Description of ongoing support provisions.
13. Requirements, if any, for District bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
14. Information on hosting site including specifications on security, disaster recovery, historical data preservation, and procedures for handling outages.
15. Separation of one time and recurring costs for: website design; infrastructure; training; hosting, etc.

Signed: _____

Name (printed): _____

Title: _____

Company Name: _____

Address: _____

Telephone Number: _____

Date: _____