



REQUEST FOR PROPOSAL

**Hosted Website - Statewide**

**RFP-20-DG-002**

NIGP Class Code(s): 915-96,920-03,208-54

RESPONSES ARE DUE BEFORE:  
**Monday, October 21, 2019, 2:00 PM CST**

POINT OF CONTACT:  
Danny de la Garza, CTCD, CTCM  
Texas State Technical College  
Phone: (956) 364-4554  
[danny.delagarza@tstc.edu](mailto:danny.delagarza@tstc.edu)

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## **SECTION 1: GENERAL INFORMATION**

### **1.1 Background of Texas State Technical College**

Texas State Technical College (“TSTC” or “College”) a state-supported two-year technical college and is the state’s largest provider of technical education. TSTC was originally established in 1965 as the James Connally Technical Institute (JCTI), a two year college in the Texas A&M University System designed to meet the state’s evolving workforce needs. In 1969, the State of Texas gained ownership of James Connally Air Force Base and renamed the college Texas State Technical Institute (TSTI), which became a separate state agency with its own Board of Regents, appointed by the governor. TSTC has been accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACS-COC) as a Level I institution since 1968. The College is an open enrollment institution with a full-time equivalent enrollment of approximately 12,000. In contrast with Texas’s regionally-focused community colleges, TSTC has a statewide role and mission with a legislative mandate to focus specifically on highly specialized, advanced, and emerging technical and vocational areas leading to certificates or associate degrees.

In 2015, the College was granted single-accreditation status from SACS-COC, the regional body for the accreditation of degree-granting higher education institutions in the Southern states. TSTC central administration is located in Waco, Texas, the site of the flagship campus. The College services students throughout the state of Texas at campuses located in Abilene, Breckenridge, Brownwood, Fort Bend County, Harlingen, Marshall, North Texas (Red Oak), Sweetwater, Waco, and Williamson County.

### **1.2 Purpose of the Request for Proposals**

TSTC is soliciting proposals (“Proposals”) from qualified Respondents (“Respondent”) for the purpose of selecting a full service agency to develop, implement a turn-key solution and host a new TSTC website. (“Project”) The full service agency must have 5 years of experience. Respondent will need to provide detailed documentation on features available to show case a comprehensive website that is user friendly, intuitive, mobile friendly and interacts with other software currently used by TSTC. Preference will be given to vendors with experience developing technical higher education websites, with special attention given to vendors’ breadth of experience, references, number of years of experience and expertise of staff.

### **1.3 Submission of Proposal**

Pursuant to *Texas Government Code Title 10, Subtitle D, Chapter 2156.121-2158.127*, sealed proposals will be received until the date and time established as the submittal deadline. After the submittal deadline, proposals will be opened and only the names of Respondents that properly submitted a Proposal will be made public. Prices and other proposal details will only be divulged after the contract award, if one is made.

***Proposals must be received before the hour and date specified as the submittal deadline. Any proposal received after the expiration of the submittal deadline will be immediately disqualified from consideration.***

Proposals will not be accepted by telephone, fax, or email. Proposals will only be accepted at the address below:

Danny de la Garza  
1902 N. Loop 499, Harlingen Texas 78550  
Phone: 956.364.4554  
[danny.delagarza@tstc.edu](mailto:danny.delagarza@tstc.edu)

**Submit one (1) original signed proposal and one (1) identical electronic copy of the original signed proposal including all of its contents (“Proposal”).** The original Proposal should contain the mark “original” on the Proposal Cover Page. The electronic copy shall be submitted in a USB/Flash Drive or CD in the same envelope as the hard-copy original proposal.

Proposal must be enclosed in a sealed envelope (box or container) addressed as described above. The envelope must clearly identify the RFP number, submittal deadline, and the name and return address of the Respondent. Proposal and any other information submitted by a Respondent in response to this RFP shall become the property of TSTC and will not be returned.

TSTC will not provide “delivery or hand stamp” receipt of Proposal or proof of delivery of Proposal which are delivered by hand or courier.

Failure to comply with all requirements contained in this RFP may result in the rejection of the Proposal. Proposals that are qualified with conditional clauses, alterations, items not called for in the RFP, or irregularities of any kind are subject to rejection.

By submitting a Proposal in response to this RFP, Respondent acknowledges and accepts the evaluation process and that determination of the “best value” will require subjective judgments by TSTC.

#### **1.4 Questions and Clarifications**

All questions and clarifications regarding this RFP must be submitted in writing to Danny de la Garza, at **Wednesday, October 9, 2019, 10:00 AM CST**. TSTC reserves the right to request clarification of any information contained in a proposal. Any clarifications or interpretations of this RFP that materially affect or change its requirements will be issued by TSTC as an Addendum. All such Addenda will be issued by TSTC before the submittal deadline as part of the RFP and Respondents shall acknowledge receipt of each Addendum to the RFP in proposal submission.

**1.5 Schedule of Events**

Issuance of RFP	Monday, September 30, 2019
Pre-Submittal Conference	N/A
Deadline for Written Questions	Wednesday, October 9, 2019 10:00 AM CST
Issuance of Addendum (if necessary)	Friday, October 11, 2019
Submittal Deadline	Monday, October 21 2019, 2:00 PM CST
Award/Issuance of Purchase Order (tentative)	TBA

**1.6 PRE-SUBMITTAL CONFERENCE:**

**Not applicable**

## **1.7 Historically Underutilized Business Submittal Requirements**

It is the policy of TSTC to promote full and equal opportunities for the contracting and subcontracting of Historically Underutilized Businesses (HUB) in accordance with *Texas Government Code*, Chapter 2161. This Chapter applies to all contracts for the purchase of goods and/or services with an expected value of \$100,000 or more.

A HUB Subcontracting Plan Form (Included as Separate Attachment) must be filled out and returned with the Proposal to be considered responsive. If the Proposal does not include a HUB Subcontracting Plan, it shall be rejected as a material failure to comply with advertised specifications.

Search the State of Texas HUB Database for HUB vendors by the NIGP class and item at: <https://mycpa.cpa.state.tx.us/tpasscmlsearch/index.jsp>

Additional minority and women owned business association resources are available for subcontracting notices at: <http://comptroller.texas.gov/procurement/prog/hub/mwb-links-1/>

Additional information and training regarding how to complete a HUB Sub-Contracting Plan can be found on the CPA Website at the following link: <http://comptroller.texas.gov/procurement/prog/hub/hub-subcontracting-plan/>

## **1.8 Subcontracting Approval**

The Respondent shall perform the Contract with its own resources and those subcontractors identified in the Respondent's HUB Subcontracting Plan. In the event that the Respondent should determine that it is necessary or expedient to execute additional or alternative subcontracts for any of the performances under the Contract, the Respondent shall submit a revised HUB Subcontracting Plan for prior approval before executing any subcontracts.

In any subcontracts entered into by Contractor for the performance of the work, Contractor shall require the Subcontractor, to the extent of the work to be performed by the Subcontractor, to be bound to Contractor by the terms of the contract between Contractor and TSTC and to assume toward Contractor all of the obligations and responsibilities that Contractor, by the contract between Contractor and TSTC, assumes toward TSTC.

The Respondent shall manage all quality and performance, project management, and schedules for subcontractors. The Respondent shall be held solely responsible and accountable for the completion of all work for which the Respondent has subcontracted.

## **1.9 Proposal Requirements**

Proposals cannot be altered after the proposal submittal deadline and must be firm for up to 90 days from the submittal deadline. Proposals cannot be withdrawn after submittal deadline without written approval by TSTC based on a written request to withdraw.

#### **1.10 Signature, Certification of Proposer**

Proposals submitted without the required forms and authorized signatures, as specified in Section 3(Proposal Requirements) and Section 6(Attachments) are subject to disqualification at TSTC's sole discretion.

#### **1.11 Proposal Evaluation and Award Process**

Proposals will be evaluated in accordance with Section 4.1 of the RFP.

#### **1.12 Exceptions to RFP**

Any exceptions to terms, conditions, and requirements of the RFP, including the Service Agreement, must be made in writing and noted in the Proposal. Please refer to Section 6, Form B for the required form.

#### **1.13 No Reimbursement for Proposal Costs**

TSTC specifically disclaims the responsibility and/or liability for all costs, expenses, or claims related to or arising out the proposers' participation in this RFP process, including but not limited to costs incurred as a result of preparing, copying, shipping, presenting, and/or clarifying their Proposal and the information relevant to the Proposal. Proposers acknowledge and accept that any costs incurred from proposers' participation in this RFP process shall be at their sole risk and responsibility.

#### **1.14 Taxes**

As an institute of higher education and agency of the State of Texas, TSTC is exempt from payment of Texas State and local sales or use taxes on all purchases (*Texas Tax Code, Section 151.309*). Do not include sales tax in Proposal. Tax exemption certificates are available upon request.

#### **1.15 Reservation of Rights**

TSTC reserves the right to modify the RFP, divide the Scope of Work into multiple parts, and reject any and all proposals to re-solicit for new proposals or temporarily or permanently abandon the RFP prior to the date on which TSTC's delegated authority executes a contract with the selected Proposer.

### **1.16 Texas Public Information Act**

Proposers acknowledge that TSTC is an agency of the State of Texas, and is therefore required to comply with the Texas Public Information Act (*Texas Government Code, Chapter 552.001, et seq.*) TSTC strictly complies with all statutes, court decisions, and opinions of the Texas Attorney General with respect to disclosure of public information. All information, documentation, and other materials submitted in response to this RFP are considered non-confidential and/or non-proprietary and are subject to public disclosure. If proposals include proprietary data, trade secrets, or information proposers must specifically label such data, secrets, or information as follows: **“PRIVILEGED AND CONFIDENTIAL – PROPRIETARY INFORMATION”**.

### **1.17 Equal Opportunity**

Proposer must be an equal opportunity employer. No person shall be discriminated against in employment because of race, color, religion, gender, national origin, disability, or age.

### **1.18 Accuracy of Information**

The information presented in this RFP is complete and accurate to the best of TSTC’s knowledge. If proposers have any questions in regards to this RFP, a written request should be submitted to Point of Contact before the Deadline for Written Questions specified herein.

### **1.19 Contract Award**

Proposals to this RFP are offers to contract with TSTC. Proposals do not become contracts and are not binding until a written contract is executed by TSTC’s delegated authority and awarded Proposer. Awarded Proposal and vendor’s contract, if any, will become incorporated by reference in the written contract. TSTC shall reserve the right to award a contract for part or all requirements in the RFP, to award multiple awards, or not award any contract, according to what is in the best interest of the TSTC.

The contract performance period shall be for a period of approximately twenty (20) months (January 1, 2020 through August 31, 2022, unless otherwise extended or terminated by TSTC in accordance with the terms and conditions of this contract. TSTC will have the exclusive option to renew this contract for up to three (3) one-year option periods, provided funds have been appropriated for the continuation of services. The Respondent must be agreeable to renewal under the conditions of this document. All contract renewals or extensions may be subject to approval by authorized personnel of TSTC. Contract renewals or extensions may be made ONLY by written agreement between the College and the Proposer and are subject to approval by authorized personnel of TSTC.



The RFP and submitted responsive documents, or portions of each, and at the College's sole discretion, may become incorporated by reference and a part of this written contract and will be binding on both the College and the Respondent after execution of the contract by both parties.

#### **1.20 Ethics Conduct**

Any direct or indirect actions taken to unduly influence competitive purposes, to circumvent equal consideration for competitive bidders, or to disregard ethical and legal trade practices will disqualify proposers from current and future consideration for participation in TSTC purchase orders and contracts.

#### **1.21 Loss of Funding**

Performance by TSTC under the resulting contract may be dependent upon the appropriation and allotment of funds by the Texas State Legislature (the "Legislature") and/or allocation of funds by the Board of Regents of Texas State Technical College System (the "Board"). If the Legislature fails to appropriate or allot the necessary funds, or the Board fails to allocate the necessary funds, then TSTC will issue written notice to Respondent and TSTC may terminate the Agreement without further duty or obligation hereunder. Respondent acknowledges that appropriation, allotment, and allocation of funds are beyond the control of TSTC.

## SECTION 2: SCOPE OF SERVICES

TSTC is soliciting proposals (“Proposals”) from qualified Respondents (“Respondent”) for the purpose of selecting a full service agency to develop, implement and host a new TSTC website. (“Project”) The full service agency must have 5 years of experience to create and host the new TSTC website. Proposer will need to provide detailed documentation on features available to show case a comprehensive website that is user friendly, intuitive, mobile friendly and interacts with other software currently used by TSTC. Preference will be given to vendors with experience developing technical higher education websites, with special attention given to vendors’ breadth of experience, references, number of years of experience and expertise of staff.

Additional development criteria include:

### **2.1 Vendor Experience and Development Criteria**

**2.1.1 Collaborative Effort** – The website will be developed through the cooperation of TSTC and the vendor, and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.

**2.1.2 Cloud Hosting** - type of hosting platform that allows customers powerful, scalable and reliable hosting based on clustered load-balanced servers and utility billing. A cloud hosted website may be more reliable than alternatives since other computers in the cloud can compensate when a single piece of hardware goes down. Also, local power disruptions or even natural disasters are less problematic for cloud hosted sites, as cloud hosting is decentralized. Cloud hosting also allows providers to charge users only for resources consumed by the user, rather than a flat fee for the amount the user expects they will use, or a fixed cost upfront hardware investment.

**2.1.3 Skilled Team** – Vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project manager. This team should include staff members skilled in technical education website user experience, navigation and information architecture, website design, accessibility, and support and training of the content management system.

**2.1.4 Proven Development Process** – Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment to TSTC.

**2.1.5 Proven Content Management System** – The proposed content management software must be a proven platform for website development and higher education website architecture. Development that is requested and approved by TSTC should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and TSTC.

**2.1.6 Internal Development Staff** – TSTC prefers a vendor utilizing its own development staff rather than subcontracting pieces of the project development to additional vendors.

**2.1.7 - Content Strategy** - Vendor to explain the strategy in planning, creating, and delivery of product.

**2.1.8 - Content Writing** - Vendor that has experience and ability to provide specific targeted content to those looking towards a technical education and industries looking to hire technical trained employees.

**2.1.9 - Digital Marketing** - Vendor should demonstrate the ability to optimize digital technologies to connect with prospective students and industry leaders.

**2.1.10 - Search Engine Optimization** - Vendor should have proven practice of increasing the quantity and quality of traffic to a website by obtaining a high-ranking placement in search engines.

## **2.2 Design Guidelines and Qualifications**

The design of the website should be welcoming, attractive and created by a member or members of the vendor’s professional design staff. The final version of the design should be a collaborative effort between TSTC and the vendor, incorporating elements that effectively represent TSTC’s brand and image through a data-driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive redesign of our website. The techniques should include the best practices of usability and user experience:

**2.2.1 Stakeholder survey** – the vendor should survey key stakeholders – elected officials, managers, content creators, internal users – from TSTC with the purpose of validating goals and tasks for the new website.

**2.2.2 Online community survey** – the vendor should utilize an online community survey to gather key information about the level of satisfaction and to determine the most common tasks and potential goals of users.

**2.2.3 Homepage heat mapping** – the vendor should use heat mapping to collect information about every action taken on the current site to review functionality and behavior. The heat mapping should include where people have clicked, scrolled and hovered on the page.

**2.2.4 Accessibility validation (WCAG 2.0)** – the vendor must have established accessibility standards built into website design and development. Also, to provide tools for continued validation checking.

**2.2.5 Site analytics** – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.

**2.2.6 Mobile usability** – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.

**2.2.7 User usability testing** – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout.

The result of the usability design study should be a written report with design recommendations and a wireframe version of the proposed new website that will be used to develop homepage and interior page design concepts.

Specific design guidelines include:

**2.2.8 Accessibility** – Website design and associated elements should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act.

**2.2.9 Consistent Website Design** – Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as requested by TSTC.

**2.2.10 Design Overview** – Website design must be visually appealing, incorporating TSTC’s colors and logo where appropriate.

**2.2.11 Design Process** – The vendor shall develop an original design for TSTC and over a period of time during the development of the website, consult with key members of TSTC’s website redesign committee to make revisions and alterations to the vendor’s original design submission.

**2.2.12 Easy Updating** – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.

**2.2.13 Website Design and Content Ownership** – Ownership of the website design and all content should be transferred to TSTC upon completion of the project.

#### **2.2.14 Responsive Website**

We recognize that there are two ways to build a responsive website – using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that is built for the distinct needs of that device. We are seeking a vendor partner who has experience in both approaches and who will recommend the best solution for our needs.

The vendor is expected to produce a responsive website for TSTC to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site

that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

The project is expected to include:

- Clean visual design incorporating the TSTC logo and branding
- Responsive site creation that includes, but not limited to:
  - Creation of responsive templates
  - Creation of fluid grids
  - Navigation redesign
  - Taxonomy and site map
  - Image adjustments
  - Ability to adjust or modify responsive views on individual pages or templates

### **2.3 System Functionality**

The vendor's proposed content management system (CMS) should be a web- based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

The CMS must allow non-technical content contributors the following abilities:

**2.3.1 Administrative Dashboard** – The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.

**2.3.2 Automatic Sitemap** – The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.

**2.3.3 Content Expiration** – Notification of expiration of site content shall be received by content owners through notifications available via the CMS, including a dashboard administrative display and e-mail notifications. The dashboard should also detail the dates for when specific content was last updated and allow for notifications when certain time periods are reached.

**2.3.4 Content Management** – A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system (i.e. HTML).

**2.3.5 Content Preview** – Content publishers must have the ability to preview changes prior to publishing on the site.

**2.3.6 Content Scheduling** – Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.

**2.3.7 - Content Development** - Drupal, WordPress, or similar management system

**2.3.8 Hyperlinking** – Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.

**2.3.9 Menu Updates** – Content publishers should be able to add and update menu items if assigned the appropriate permission level.

### **2.3.10 Page Templates**

- **2.3.10.1** Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.
- **2.3.10.2** Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.
- **2.3.10.3** Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

**2.3.11 PDF Conversion** – Ability to convert documents to PDFs via an included PDF conversion tool.

**2.3.12 Spell Checking** – Editor should include spell-check functionality.

**2.3.13 WYSIWYG Editor** – The CMS must have an advanced WYSIWYG rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.

The system shall also include the following features for use by administrative users:

**2.3.14 Approval Workflow** – The ability to manage administrative access to the site through a permission system that defines in-system rights and workflows including content approval for both general content and modular applications that are included as a part of the CMS. Administrators should be able to define the workflow, assign the workflow to content groups and content types, and assign users to workflow rules. The system should support three or more approval levels.

**2.3.15 CMS Activity Reporting** – A report detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by start and end dates, times, by content type and by action taken, and exportable.

**2.3.16 Content Categories** – Administrators shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories.

**2.3.17 Emergency Live Support** – Designated administrators shall have access to live support for emergencies. Please specify the timeframes for emergency support.

**2.3.18 Graphics Administration** – Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site

**2.3.19 Login History** – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.

**2.3.20 Menu Administration** – Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.

**2.3.21 Site Search Statistics** – Access to site search statistics, including the ability to filter searched terms by date and time, which can also be exported.

**2.3.22 User-friendly URLs** – System should allow for creation of user-friendly URLs

## **2.4 System Administration**

**2.4.1 Broken Link Review** – An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that links can be corrected.

**2.4.2 Dynamic Menu Structure** – A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.

- **Menu Levels** – An infinite menu level system that allows the addition of an unlimited number of menu levels by TSTC.

**2.4.3 Infinite Menu Levels** – An infinite menu level system that allows the addition of an unlimited number of menu levels by TSTC.

**2.4.4 Infinite Page Structure** – An infinite page structure system that allows the addition of an unlimited number of pages by TSTC.

**2.4.5 SSL Certificate** – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.

**2.4.6 Website Analytics** – An administrative center for reviewing, filtering and exporting overall Website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation.

**2.4.7 Role Based Permissions** – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.

## **2.5 System Features**

Please provide detailed information on the system features that your company can provide and whether the feature is standard with solution or is an additional cost.

**2.5.1 Accessibility Add-ons** – Accessibility software embedded in the website that offers users access to larger fonts, captioning for audible content, and alt-text for images.

**2.5.2 Advanced Site Search** – Provide an internal site search that:

- 2.5.2.1 Users should be able to sort search results by date, content, title or relevance; users should be able to filter by type of content and easily apply advanced search techniques, such as Boolean, if desired.
- 2.5.2.2 Administrators should be able to tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords.
- 2.5.2.3 Search functionality should search web content as well as the contents of files (PDFs, Word Documents, etc.)
- 2.5.2.4 Is contained exclusively within TSTC’s site and not outsourced to an external page hosted by a search provider such as Google.

**2.5.3 APIs, Import and Export** – Major components should have import and export capabilities, and APIs should be defined.

**2.5.4 AI Chat Bot** - Conversational flows that will associate nodes in order to set up the process the user will follow until they get the information they’re looking for. Building multiple decision trees, see it in a simple diagram and make the changes you want in just a few clicks.

**2.5.5 Blogging** – Solution should allow the creation of multiple blogs to be used by different individuals or departments within our organization. Blogging functionality should include the ability to tag or categorize posts, include a calendar and commenting functions.

**2.5.6 Calendar** – Users should have quick and easy access to add, import, export and update calendar listings, with editing methods available through a direct, front-end interface or a robust back- end interface.

**2.5.7 Contact Us Form** – Capability for citizens to contact TSTC staff through the use of a “contact us” form on the site for each division and department.

**2.5.8 Department/Division Pages** – A-Z Guide and Department/Division pages for navigating the site will be available, but as a secondary option; primary site organization will be citizen centric and function based.



**2.5.9 Document Archive** – A document archive for specified categories of documents with built-in filtering abilities and search capabilities.

**2.5.10 Document Storage** – A hosted document storage application with unlimited levels of folders, providing centralized storage of any type of file.

**2.5.11 E-Notifications** – Want a tool that provides a sign-up box allowing users to add their email addresses to receive important notices. Users should be able to set their preferences and should have their sign-up validated via a confirmation email. Functionality should be integrated with calendar, job postings, news, and RFP postings.

**2.5.12 E-Newsletter** – Solution should have E-newsletter tool functionality.

**2.5.13 Embedded Audio/Video/Media and Social Media** – Easy embedding of audio, video, media and social-networking applications with associated embed codes.

**2.5.14 Emergency Alert** – Solution should have an easily visible and changeable emergency alert notifications that link to critical on-site information.

**2.5.15 Emergency Home Page** – Solution should have ability to create and easily swap out home page for emergencies, voting results or other short-term purposes.

**2.5.16 Event Calendar** – An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:

- 2.5.16.1 Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly or annual recurrences.
- 2.5.16.2 Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description.
- 2.5.16.3 The site visitor shall be able to view calendars by a list of events, a week view or a month view.
- 2.5.16.4 Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords.
- 2.5.16.5 Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages.

**2.5.17 Event Registration** – Capability for citizens to easily register for events, classes and/or make appointments on the website. Registration for appointments must be secure so that registrant information is not publicly available. Ability to pay online for events that have a cost associated with them.

**2.5.18 Facilities Reservation** – Solution should have an online reservation function to make it convenient for visitors and residents to schedule local facilities.

**2.5.19 FAQ Tool** – Solution should have a FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.

**2.5.20 Form Creator** – Solution should have an online form development tool for the TSTC to develop interactive forms:

- 2.5.20.1 Ability to have unlimited categories of forms, with an unlimited number of forms in each category.
- 2.5.20.2 Ability for citizens to complete and submit forms electronically.
- 2.5.20.3 Method by which form data is stored in a database and can be exported in a usable format from the CMS.
- 2.5.20.4 Capability to merge forms with other applications of the CMS.
- 2.5.20.5 Ability to import items from forms available via third party sources (state agencies) and replicate on TSTC forms.

**2.5.21 GIS Mapping** – Ability to integrate with the TSTC’s GIS mapping applications.

**2.5.22 HTML Code** – The solution should have the capability to view the HTML code of any individual page and directly add or alter the code as necessary.

**2.5.23 iFrame Functionality** – The solution should have iFrame functionality to seamlessly embed other documents within any HTML page. Examples of embedded content include videos, third party applications, Slideshare documents, etc.

**2.5.24 Image Management** – Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.

- 2.5.24.1 Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as a thumbnail or alteration of the original upload or to replace the original upload with the altered image.
- 2.5.24.2 Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes.
- 2.5.24.3 Ability to preview images prior to association with on-site content.

- 2.5.24.4 Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles.
- 2.5.24.5 Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act, including specification of alternate text and long descriptions.

**2.5.25 Language Translation** – Solution should have functionality to have multiple language translations. Specifically, we would like to include the following languages in our solution: {Spanish}

**2.5.26 Mapping** – Solution should include image mapping tools to create clickable maps or images with multiple hyperlinked points

**2.5.27 News Posting** – The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time frame. The News should also have RSS feeds automatically available if desired by website visitors.

**2.5.28 One-Click Social Media** – Provide the ability to cross-post content from the CMS to TSTC’s social media accounts.

**2.5.29 Online Polling** – The solution should have the ability to create and provide a poll on the website. Depending on the poll settings, the poll will appear on the public website inside a polls widget. The functionality should include the ability to add, edit, import, export and copy the poll. The admin should be able to define poll categories and capture/display poll results.

**2.5.30 Photo Slideshows** – Creation of slideshows using multiple images and common tools found in the image management portion of the website CMS. This includes the ability to alter the order, speed, transition type, duration and layout of on- site slideshows.

**2.5.31 RFP Posts** – Should include an RFP postings where RFPs can be posted along with amendments and updates. RFPs should be schedulable and should have the capability to automatically expire on a certain date to ensure that the site is always up-to-date.

**2.5.32 RSS Feeds** – Solution should have feeds to keep users and subscribers up-to-date on important events, news and announcements from the website. Users should be able to subscribe from any RSS reader.

**2.5.33 Social Media Integration** – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media.

**2.5.34 Streaming Video Center** – Provide capability for storing video for up to 25 meetings per year with an average of 4 hours per meeting, and 120 hours of specialty content per year.

**2.5.35 Tagging** – Ability to tag any content and search, sort or view based on those tags.

**2.5.36 Third Party Integration** – Ability to integrate with existing 3rd party applications

**2.5.37 User-centered Content** – Organization of the site content will be functional and user-centered for ease of use by citizens and business.

**2.6 Ongoing Services** We are interested in understanding the ongoing services that you provide, such as:

**2.6.1 Access to On-Demand Training Library** – Do you have an on-demand library of training videos and materials?

**2.6.2 Training and Best Practice Webinars** – Do you offer regular training and best practice webinars? Are these webinars recorded and viewable at a later date?

**2.6.3 Annual Consulting Hours** – Do you offer a certain number of consulting hours as part of the base annual fee? Can these consulting hours be used each to help us keep our website fresh and engaging? For example, we may have some mini-projects such as creating or redesigning buttons, refreshing images, etc.

**2.6.4 Routine Site Maintenance** - What services are offered? Preventative updates, Content management system updated, server and security updates?

**2.6.5 Online Help and Training Videos** – 24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.

**2.6.6 Support Parameters** – Trained content creators of the CMS will need access to expedited support.

- 24 hour, 7-day a week telephone number will be available for problem reporting
- Proposer will provide direct electronic mail, telephone, and online technical support for individuals specified by TSTC.
- Proposer agrees to perform applicable troubleshooting of errors for no additional charge.
- Proposer will provide a calendar of any scheduled maintenance or updates with an estimate of time to completion.
  - Proposer agrees to notify TSTC of any unscheduled maintenance within “24” hours of the emergency maintenance being applied.
- Proposer will provide statistics on the following:
  - Service Interruption
    - Internet Outages
    - Server
    - Security Threats
  - Response Times
    - Uptime

## 2.7 Security Requirements (Mandatory)

- TSTC retains sole ownership and remains the custodian of all institutional records stored in the proposers system. Proposer will not access these records without TSTC's written consent. The need for accessing records must be identified on the request.
  - Upon termination, cancellation, expiration or other conclusion of the Agreement, Service Provider shall return all TSTC data to TSTC and destroy any and all TSTC data within 30 days. A notification of data destruction must be provided to TSTC.
  - The application must provide a secure method of authentication via TSTC's Secure Lightweight Directory Access Protocol (LDAPS) to Microsoft Active Directory Services. The use of Security Assertion Markup Language (SAML) and other like products will be considered as well. Externally hosted solutions must be compatible with ADFS 2.0 WS-FED, or ADFS SAML 2.0. If your application does not support the use of aforementioned authentication, please specify the method that will be used for user maintenance and administration.
  - For the purpose of application administration, the application should allow TSTC staff access to the proposers system electronically via a tiered permissions system. Local access control would be granted by TSTC.
  
- In the event that the system will be a hosted solution handling sensitive or regulatory information of employees, students, or other individuals, a Service Organization Controls 2 report (SOC2), ISO27001, or similar third party audit report will be required. Sensitive or regulatory protected information includes, but is not limited to:
  - a. Sensitive Personal Information (social security numbers, government issued identification numbers, driver's license number, banking account numbers)
  - b. Family Educational Rights Privacy Act (FERPA) protected data
  - c. Health Insurance Portability and Accountability Act (HIPAA) protected dataMore information regarding a SOC 2 report can be found at:  
<https://www.aicpa.org/InterestAreas/FRC/AssuranceAdvisoryServices/Pages/ServiceOrganization%27sManagement.aspx>
  
- The proposer must disclose and provide appropriate documentation and assurance for all subcontractors handling TSTC data. A SOC2, ISO27001 report or similar will be required for subcontractors handling sensitive or regulatory protected information.
  
- The application must have full logging and auditing capability for operations performed by the software

## **2.8 Infrastructure Requirements**

- In the event that the Proposer's solution is a hosted solution the Proposer will be responsible for:
  - installing, maintaining and updating the equipment used to provide this service, including maintenance of all core application hardware and software.
- Proposer will provide encrypted data backup, restore and disaster recovery capabilities. Please explain how this is achieved.
  - Provide any applicable cost or fees associated with the restore or disaster recovery services.
- Provide monthly/quarterly reports to include:
  - Performance reports on the production system
- Provide a non-production test site.

## **2.9. Termination of Services**

- Provide an overview of how TSTC will be able to recoup its data and the file formats available for this purpose.
- Provide an overview of how TSTC data will be destroyed in the event Proposer is providing a hosted solution.

## **SECTION 3: PROPOSAL REQUIREMENTS**

The Proposal must be organized in sections and divided by tabs in the following format and contain the following information. Respondents should note that elaborate or unnecessary voluminous proposals are not desired. All forms must be completed, signed, and returned as part of the Respondent's proposal.

### **3.1 Execution of Offer (TAB 1)**

The Execution of Offer (Form A, Section 6) should be the first page of your Proposal. This form must be signed by a person authorized to sign for the Respondent.

### **3.2 Proposal Criteria (Each section should be in a separate tab)**

**Proposal Response- (TAB 2)** - TSTC's Interest in respondent will be based on level of detail provided for each of the services described in Section 2. Respondent will be chosen by the approach, method(s), quality and customer service that the firm will provide in the following areas:

**Vendor Experience and Development Criteria**

**Design Guidelines and Qualifications**

**System Functionality**

**System Administration**

**System Features**

**Ongoing Services**

**Security and Infrastructure Requirements- (TAB 3)** - Respondents to provide proof of meeting or exceeding requirements in Section 2.8 and 2.9. Please address each point in those sections.

**Price (Tab 4)** – Respondent to provide line item pricing for services available from Section 2. The services may be presented as a package pricing, with services included detailed. Respondent can submit any other services, warranty, goods, etc. that will differentiate them from other respondents and will give TSTC a Best Value.

## SECTION 4: EVALUATION

Respondent is encouraged to propose terms and conditions offering the maximum benefit to TSTC in terms of (1) services to TSTC, (2) total overall cost to TSTC, and (3) expertise. Respondents should describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to TSTC.

An evaluation team from TSTC will evaluate the Proposal. The evaluation of Proposal and the selection of a respondent will be based on the information provided by Respondent in its Proposal. TSTC may give consideration to additional information if TSTC deems such information relevant.

The criteria to be considered by TSTC in evaluating Proposal and selecting a Contractor will be those factors listed below.

Threshold Criteria Not Scored:

- Ability of TSTC to comply with laws regarding Historically Underutilized Businesses; and
- Ability of TSTC to comply with laws regarding purchases from persons with disabilities

Respondents shall carefully read the information contained in Section 4.1 and submit a complete statement of Proposals to all questions in Section 3.2. Incomplete Proposals will be considered non-responsive and subject to rejection.

<b>Scored Criteria:</b>	<b>Weight:</b>
1. Vendor Experience and Development Criteria	10%
2. Design Guidelines and Qualifications	15%
3. Responsive Website	10%
4. System Functionality	15%
5. System Administration	15%
6. System Features	15%
7. Ongoing Services	10%
8. Pricing	10%
<b>Total</b>	<b>100%</b>



## 4.1 CRITERIA

TSTC may select the Proposal that offers the “best value” for the institution based on the published selection criteria and on its ranking evaluation. TSTC may first attempt to negotiate a contract with the selected respondent. TSTC may discuss with the selected respondent options for a scope or time modification and any price change associated with the modification. If TSTC is unable to reach a contract with the selected respondent, TSTC may formally end negotiations with that respondent and proceed to the next “best value” respondent in the order of the selection ranking until a contract is reached or all Proposals are rejected. TSTC is not obligated to select the Respondent offering the most attractive economic terms if that Respondent is not the most advantageous to TSTC overall, as determined by TSTC.

### Best Value Criteria

- The quality, availability, and adaptability of the supplies, materials, equipment, or contractual services to the particular use required.
- The number and scope of conditions attached to the RFP.
- The ability, capacity, and skill of the proposer to perform the contract or provide the service required.
- Whether the proposer can perform the contract or provide the service promptly, or within the time required, without delay or interference.
- The character, responsibility, integrity, reputation, and experience of the proposer.
- The quality of performance of previous contracts or services;
- Any previous or existing noncompliance by the proposer with specification requirements relating to time of submission of specified data such as photos of equipment, samples, models, drawings, certificates, or other information; the sufficiency of the financial resources and ability of the proposer to perform the contract or provide the service;
- The ability of the proposer to provide future maintenance, repair parts, and service for the use of the contract.
- The purchase price:
- Any relevant criteria specifically listed in the RFP or request for proposals.

## SECTION 6: FORMS

TSTC Requires that the Respondent complete and return the following forms as part of their proposal. (Each form should be in a separate tab)

- FORM A: EXECUTION OF OFFER  
<https://drive.google.com/a/tstc.edu/file/d/1-UJkKtkYg9iq6nPcEqG2BehueicNtvku/view?usp=sharing>
- FORM B: DEVIATION/COMPLIANCE SIGNATURE FORM  
<https://drive.google.com/a/tstc.edu/file/d/1-WxAWWAgz4MwsPirEr5JNljQlrhaoQEh/view?usp=sharing>
- FORM C: NON-COLLUSION STATEMENT  
[https://drive.google.com/a/tstc.edu/file/d/1-YRfnE-io4fwGGc4uxuQGF\\_mlhkm\\_YKd/view?usp=sharing](https://drive.google.com/a/tstc.edu/file/d/1-YRfnE-io4fwGGc4uxuQGF_mlhkm_YKd/view?usp=sharing)
- FORM D: REFERENCES  
<https://drive.google.com/a/tstc.edu/file/d/1-hkkeFTrZnQ0VqTKzNXW1m2hU3anw1Ve/view?usp=sharing>
- FORM E: INTERLOCAL AGREEMENT CLAUSE  
<https://drive.google.com/a/tstc.edu/file/d/1-iSukTdfsLfBudN3bApB0W37JWmrN3rr/view?usp=sharing>
- FORM F: HUB SUBCONTRACTING PLAN (must fill out and sign, even if no subcontracting will be done.)  
[https://drive.google.com/a/tstc.edu/file/d/16PAaaIe7wTdYfoPq3987b7RHdizqh\\_z3/view?usp=sharing](https://drive.google.com/a/tstc.edu/file/d/16PAaaIe7wTdYfoPq3987b7RHdizqh_z3/view?usp=sharing)
- FORM G: CONFLICT OF INTEREST  
<https://drive.google.com/a/tstc.edu/file/d/1gA4flfw7604jYgKRpT6vIFzVwM-0PoB/view?usp=sharing>
- FORM H: NO BID RESPONSE (OPTIONAL)  
[https://drive.google.com/a/tstc.edu/file/d/1-ic7Duh8I2I8Danun\\_sQ6FOY5bix5mr3/view?usp=sharing](https://drive.google.com/a/tstc.edu/file/d/1-ic7Duh8I2I8Danun_sQ6FOY5bix5mr3/view?usp=sharing)
- Attachment A: SAMPLE CONTRACT  
[https://drive.google.com/a/tstc.edu/file/d/1Haj\\_YCQzJRXIaPVgzf2khKMITdZjLu0l/view?usp=sharing](https://drive.google.com/a/tstc.edu/file/d/1Haj_YCQzJRXIaPVgzf2khKMITdZjLu0l/view?usp=sharing)