



KODIAK ISLAND BOROUGH SCHOOL DISTRICT

722 Mill Bay Road, Kodiak, AK 99615

Phone: 907-486-7592 - Fax: 907-481-6108

E-mail: purchasing@kibsd.org

Request for Proposal (RFP)
KIBSD-FY22-12-Website Design and Management RFP
July 9, 2020

The Kodiak Island Borough School District (KIBSD) is seeking proposals from interested professional organizations, for the provision of support, development and management to the school district's website.

This Request for Proposal (RFP) states the instructions for submitting proposals, the procedure and criteria by which a vendor may be selected, and the contractual terms by which KIBSD intends to govern the relationship between it and the selected vendor.

All proposals must be received at the Kodiak Island Borough School District (KIBSD) Shipping and Receiving Office, 722 Mill Bay Road, Kodiak, Alaska 99615, **by 12 p.m. August 2, 2021** to be considered. Proposals will be opened at 1:00 p.m. August 2, 2021 in the KIBSD Finance Department located at 722 Mill Bay Road, Kodiak, Alaska 99615 RM F145.

Vendors should familiarize themselves with the entire packet. Upon receipt of the RFP, all vendors who intend to submit a response to this RFP should complete Attachment # 1 (Acknowledgement of RFP and Intent to respond) and return to purchasing@kibsd.org.

If you have any questions regarding this RFP please contact Ferlene Fuentes (Purchasing Supervisor).

Please mark your proposal envelope, fax or Electronic proposal as follows:

KIBSD-FY22-12-Website Design and Management
Kodiak Island Borough School District
722 Mill Bay Road
Kodiak, AK 99615
Attention: Purchasing Department

This is not an order.

Sincerely,
Ferlenefuentes
Ferlene Fuentes
Purchasing Supervisor



KIBSD-FY22-12-Website Design and Management RFP

A. PROPOSALS

1. **Proposals must be received by 12:00 p.m. August 2, 2021** at the KIBSD Shipping and Receiving Office, 722 Mill Bay Road, Kodiak, Alaska. They will be opened on August 2, 2021 at 1:00 p.m. in the KIBSD Finance Department RM F145.
2. Proposals, if mailed, faxed, or sent electronically must be clearly marked as follows:

**KIBSD-FY22-12-Website Design and Management RFP
Kodiak Island Borough School District
722 Mill Bay Road
Kodiak, AK 99615
Attention: Purchasing Department**

3. Vendors must submit proposals on the enclosed attachments. Forms submitted must be complete, legible, and manually signed.
4. The KIBSD Shipping and Receiving Office is open for business from 7 a.m. to 3:30 p.m., Monday through Friday. Acceptance of Special Delivery mail is not available Saturday, Sunday, or holidays. The ultimate responsibility for the delivery of the quotation document lies with the vendor. The School District shall make no concession regarding postal service or any other form of conveyance of the quotation document even when timely delivery of the quotation fails through no fault of the vendor. **Late proposals will not be considered and will be returned to the vendor unopened after the award.**

Vendors are encouraged to mail proposals at least five (5) working days prior to the quotation opening

B. RECEIPT AND OPENING OF PROPOSALS

1. Proposals received prior to the advertised hour of opening will be kept securely sealed until the date and time of the opening of proposals. All faxed or electronic proposals will be placed in a sealed envelope until the bid opening.
2. No responsibility will attach to the District or its representatives for the premature opening of, or the failure to open, a quotation not properly addressed and identified in accordance with the instructions contained herein.
3. On the date and at the time and place fixed for the opening of Proposals, the District's representative will open and recorded all responsive bids. Vendors and other persons properly interested may be present, in person or in representative.



C. PRICING

1. All proposals must be exclusive of federal, state, and local taxes. An Exemption Certificate will be furnished when required.
2. All proposals must be firm for ninety (90) days after the quotation opening date.

D. QUANTITY

The District desires delivery of all services in quantity and unit of issue specified. Any change of quantities must be so stated.

E. MODIFICATION, CORRECTION, OR WITHDRAWAL OF PROPOSALS

Proposals may be modified, corrected, or withdrawn prior to the closing time and date by written or FAX request. Proposals may not be modified or corrected verbally. The vendor bears the same responsibility for delivery of quotation modifications, corrections, or withdrawals as for the original document. All modifications, corrections, or requests for withdrawal must be clearly marked as such. Any attempt to make additions, deletions, corrections, or withdrawals of the quotation not in compliance with these provisions may be construed as a lack of "Good faith" may be cause for rejection of the quotation.

F. EVALUATION CRITERIA

Proposals will be evaluated on many criteria deemed to be in KIBSD's best interests, including, but not limited to the following:

1. Price
2. Proposed services
3. Location
4. Past performance of vendor
5. Experience with Wordpress preferred

A Local vendor preference of up to 10% may be given to vendors maintaining offices in Kodiak if all other factors are equal.

G. CONTRACT DOCUMENTS

The final agreement shall include:

1. This RFP, including attachments # 1 and #2.
Attachment # 1 Acknowledgement of RFP and Intent to Respond
Attachment # 2 Vendor Information
2. The Purchase Order awarded to the successful Vendor



H. AWARD OF CONTRACT (PURCHASE ORDER)

1. The resulting contract will be awarded to the responsible vendor submitting the most attractive quotation as determined by the evaluation factors and complying with the requirements of this solicitation, provided the quotation is reasonable and it is in the best interest of the District to accept it. The District, however, reserves the right to consider all features of the quotation, reject any and all proposals, consider alternates, and waive any informality or irregularity in proposals received whenever such rejection or waiver is in the District's best interest.
2. The District reserves the right to reject the offer of any vendor who has previously failed to perform properly or complete on time, contracts of a similar nature; to reject the offer of a vendor who is not, in the opinion of the District, in a position or qualified to perform the Contract; and any or all offers when such rejection is in the interest of the District.
3. The KIBSD School Board during a regular scheduled meeting will review the contract documents and make award of the contracts if approved.
4. Option to Renew: The vendor is given the option to renew annually for up to three years under the same terms and conditions as stated in this RFP.

I. COMPLIANCE WITH LAWS

The vendor shall comply with all applicable Federal and State laws and local ordinances, including but not limited to, the Federal Occupational Safety and Health Act of 1970 and Health Act of 1973 and amendments thereto and all regulations issued thereunder by the Federal and State governments.

J. CONFLICTING TERMS

Whenever there is an apparent conflict between the General Terms and Conditions and the Specifications, the Specifications shall prevail.

K. PAYMENT

Payment of invoices will be made within thirty to forty-five (30 to 45) days after services have been rendered.



L. TERMINATION

If the vendor refuses or fails to deliver services within 15 days of the proposed date stated within paragraph D and in Attachment # 2, the District may by written notice to the vendor, terminate the contract and award the services to the next lowest responsive vendor.

M. GENERAL SPECIFICATION

All specifications are provided to convey the requirements below:

- **WEBSITES/PAGES**

Webpage Development Guidelines

The District needs to educate all students as they prepare for a productive life in a changing world. The use of the internet and associated technology is playing an increasing role in student education.

Adherence to these guidelines will ensure proper use of the District's network capabilities and proper conduct of the user. The construction and ongoing maintenance of a homepage/website that represents the District is to be viewed as a public information vehicle subject to the following guidelines which require efficient, ethical and legal utilization of network resources.

Webmaster

A Webmaster is the person who is responsible for the content and publication of their school or district site homepage upon approval of the school principal or district department supervisor. There may be more than one home page per school but these will be linked from the school's main home page.

Responsibilities:

- Screen all material before publication
- Check all links for accuracy and appropriateness
- Receive all links for accuracy and all material to be posted
- Upload material to the District web server
- Ensure that the District webmaster has the name of the current school webmaster
- Purge homepage information of outdated pages or those no longer in use

District Webmaster

The District webmaster will maintain the District website. Update procedures and rights will be provided by the webmaster.

To keep the District website free of outdated or unused files, the District webmaster will periodically review all files.



Webpage Publishing Guidelines

Each school webpage shall contain a disclaimer statement similar to the following:

“We have made every reasonable attempt to ensure that our webpages are educationally sound and do not contain links to any questionable material or anything that can be deemed in violation of the Acceptable Use Policy.”

Material to be published must not display, access, or link to sites deemed offensive by the District’s Acceptable Use Policy. All published material must have educational value and/or support the District’s guidelines, goals and policies.

The only material to be published on the District’s website must come from the designated school or department site webmaster. All personnel defined in this document must have on file the signed signature page. This signature page will reside with the school or District department administrator.

The web is a very dynamic resource. It is strongly recommended that links to pre-existing sites be checked regularly to ensure that their links are going to inappropriate sites.

Student work should not be published on a website unless the parent(s) or guardian(s) have an affirmatively signed consent to disclose form on file. An exception would be if the work is part of an existing publication such as a newspaper or school newsletter.

At no time should a student’s personal email address or phone number appear on a school or District webpage. All email should be directed to the school or site webmaster.

The principal or district supervisor should designate an additional staff member in each school or department (if it is not the webmaster) to regularly “visit” their website to check for appropriateness and the legal issues which may arise when a school or District department engages in global publishing.

Website Accessibility

The District is committed to compliance with the provisions of the Americans with Disabilities Act (ADA), Section 504 and Title II so that students, parents and members of the public with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as their nondisabled peers, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any District programs, services, and activities delivered online through the District website and any official District web presence which is developed by, maintained by, or offered through third party vendors and open source applications.

The District’s web content shall conform to Web Content Accessibility Guidelines (WCAG) 2.0, Level AA conformance and the Web Accessibility Initiative Accessible



Rich Internet Applications Suite (WAI-ARIA) 1.0 techniques for web content, or their updated equivalents, except where doing so would impose a fundamental alteration or undue burden. This applies to all new, modified, and existing web pages produced by the District or provided by third-party developers. No content shall be published using platforms not authorized by the Director of Technology.

Whenever it appears that compliance with those standards would impose a fundamental alteration or undue burden, that issue shall be presented to the Superintendent who shall make, or designate an individual to make a determination whether that there would be a fundamental alteration or undue burden, taking into account all resources available for use in the funding and operation of the service, program or activity the accessibility of which is at issue.

All new content will be reviewed by the District's webmaster or by a designee of the webmaster who has completed and is up-to-date in training regarding how to meet the District's benchmarks for accessibility.

Website accessibility will be reviewed, tested, or audited regularly by a designee of the Director of Technology to ensure compliance with accessibility guidelines.

Copyright Issues

Copyright laws and district policy to not allow the re-publishing of text or graphics found on the web on district web sites or file services without explicit permission.

- For each re-publishing (on a website or file server) of a graphic or text file which was produced externally, there must be a notice at the bottom of the page crediting the original producer and noting how and when permission was granted. In many cases, that notice should also include the URL of the original source.
- Students and staff engaged in producing webpages must provide library media specialists with email or hard copy permissions to file before the webpages are actually published. In the case of "public domain" documents, printed evidence must be provided to document the status of the materials.
- The failure of a site to display a copyright notice may not be interpreted as permission to copy materials. Only the copyright owner may provide the permission. If the materials have been improperly and illegally displayed by a website, the manager of that website may not be considered a source of permission.
- The "fair use" rules governing student reports in classrooms are less stringent and permit limited use of graphics and text.
- Student work may only be published if there is written permission via the consent to disclose from the parent/guardian.

Privacy Issues

In addition to copyright issues, careful thought and attention must be given to privacy issues. These include the following:



Student directory information may not be published if parents have requested that it be withheld. Photographs of students should be used only with written permission via a consent to disclose form from the parents/guardians. Staff must give their permission for their photograph to be used.

- Projects may involve travel to Kodiak. The proposal must include the price inclusive of all travel expenses.
- This Request for Proposal (RFP) is cross posted as a local job position at the Kodiak Island Borough School District with the following responsibilities:
 1. Screen all material before publication
 2. Check all links for accuracy and appropriateness
 3. Receive all links for accuracy and all material to be posted
 4. Upload material to the District Web Server
 5. Ensure that the District Webmaster has the name of the current school webmaster
 6. Purge homepage information of outdated pages or those no longer in use
 7. Provide services to all school site with producing newsletters
 8. Update school site web pages on district website
 9. Provide services to all school site with their yearbook
 10. Maintain school calendar/upcoming events for each site
 11. Posting all information from Central Office, All Departments/Programs and schools onto the website and social media
 12. Designs and creates forms and surveys for distribution through social media, and for internal and external purposes
 - Enrollment Forms
 - Evaluation and observation forms
 13. Graphic design and creation of:
 - Budget materials
 - School newsletters
 - Program-specific information
 - School-specific information
 - Brochures
 - Advertisements
 - Reports
 - FAQs
 - Flyers
 - Logos
 - Learning graphics
 14. Responsible for the design and layout of the district website:
 - Constantly and consistently updating and building the District website to reflect changing needs and information
 - Highlights important information
 - Ensure it is efficient and up-to-date



- Visually appealing
 - Meets web standards
 - Troubleshoot problems
15. Lend creative and technical help when needed
 16. Knowledgeable in many design programs
 17. Ability to multi-task and troubleshoot
 18. Maintains the District Facebook page
 19. Works during non-business hours, including the weekends
 20. Attends (virtually) School Board Meetings regularly to keep informed of district and community matters
 21. Conducts research as needed on options for website formatting to meeting district needs
 22. Calendar Items (i.e. P/T Conferences, Open House, Locker Sign-Ups/Registrations, etc)
 23. End of Year Mock Graduation, walking practice, finals, last day of school and teacher workday notice
 24. Bell Schedules (regular schedule and any modified schedules)
 25. Senior Parent Newsletter
 26. Staff Directory Updates
 27. General Announcements
 28. Upload current scholarships to the counseling website in word doc/PDF form
 29. Changing, or creating documents to make them more user friendly for website presentation
 30. Check on due dates of currently posted scholarships from previous years by going through their website, then updating current year's due dates
 31. Update counselor and registrar contact information, course descriptions, messages to students on transcript requests, uploaded resources and tools for students and families
 32. Take photographs and/or creating digital student documents for KHS Academic Excellence Award ceremonies
 33. Other duties as assigned from time to time.



**KIBSD-FY22-12-Website Design and Management
-RFP-Attachment #1**

Acknowledgement of RFP and Intent to Respond

All vendors who intend to submit a response to this RFP must complete this form and fax/email it to:

Ferlene Fuentes, Purchasing Supervisor
Kodiak Island Borough School District
ffuentes01@kibsd.org
(907)486-7592 phone
(907)481-6108 fax

Any vendor, who fails to notify the District of their intent to respond via this form, assumes complete responsibility in the event that such vendor does not receive all related communication prior to submission of their response.

Business Name: _____

Contact Name: _____

Alaska Business License Number: _____

Contact Phone Number: _____

Contact Fax Number: _____

Contact Email address: _____

Mailing Address: _____

- I have reviewed the requirements of this RFP and intend to respond.
- I have reviewed the requirements of this RFP and do not intend to respond but desire to remain on the District's vendor list.
- I have reviewed the requirements of the RFP and do not intend to respond, please remove my company's name from your vendor list.

Signature/Title/Date



**KIBSD-FY22-12-Website Design and Management-RFP-Attachment #2
Vendor Information**

Business Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact FAX Number: _____

Mailing Address: _____

Location (Street address): _____

E-mail address: _____

Delivery Information: _____

Contract Price: _____

Signature

KIBSD Signature

Title

Title

Date

Date