REQUEST FOR PROPOSALS

Website and Communications Development

09/23/2014

Deadline for Applications:
Tuesday, September 30, 2014 by 4:30 P.M. Eastern Standard Time

Deliver application by mail <u>and</u> email to:
Kelly Nelson
Indiana Commission for Higher Education
101 West Ohio Street
Indianapolis, Indiana 46204
(317) 464-4400
knelson@che.in.gov

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APPLICATION OVERVIEW

The purpose of this Request for Proposal (RFP) issued by the Indiana Commission for Higher Education (ICHE) and Learn More Indiana (LMI) is to award funds to an organization to support the planning, development and design of the existing LMI website. To expand on the current website, ICHE and LMI seek the following core deliverables:

1) A thorough implementation plan for the website update;
2) A robust market analysis complete with recommendations for strategies and messaging related to the returning adult populations;
3) The development and design of the website content, including site testing; and
4) A plan for monitoring content and a process for updating the content.

APPLICATION TIMELINE

September 23, 2014	Grant application released and posted
September 23 – 26, 2014	Questions can be submitted via email to knelson@che.in.gov
September 30, 2014	All completed grant applications must be RECEIVED by 4:30 p.m. (EST)
September 30 – October 2, 2014	Application review and scoring process
October 2, 2014	Award announced
October 7, 2014	ICHE/Awardee conference call to confirm work plan

APPLICANT ASSISTANCE

Whom do we contact for assistance?
For additional assistance related to this RFP, please contact Kelly Nelson, knelson@che.in.gov.

How do we submit a completed grant application?
► Send one electronic copy of the completed application to Kelly Nelson via the email address noted above.
► Send one hard copy of the completed application to the attention of Kelly Nelson via the mailing address listed below.

Indiana Commission for Higher Education
Attention: Kelly Nelson
101 West Ohio Street, Suite 550
Indianapolis, Indiana 46204

PROGRAM BACKGROUND

► **What is the Indiana Commission for Higher Education?**
The Indiana Commission for Higher Education is a 14-member public body created in 1971 to define the missions of Indiana's colleges and universities, plan and coordinate the state's postsecondary education system, and ensure that Indiana's higher education system is aligned to meet the needs of students and the state.

► **What is Learn More Indiana?**
Learn More Indiana is a partnership of state and local organizations working to help Hoosiers of all ages complete education and training beyond high school.

SERVICES SOUGHT

► **What services are sought for the implementation plan for the website update?**
- Planning with ICHE and LMI to discuss and finalize the website strategy, including site map and wireframes as well as discussing content needs, organization and navigation. Planning will be based off of existing recommendations from a website audit conducted earlier this year.
- Developing an implementation strategy based on planning discussions and recommendations.
- Working with ICHE and LMI staff to incorporate additional state programs into this website, specifically to include TransferIN.net and returning adults; however, if in the planning phase additional programs are determined valuable to incorporate, those would be included. (Note: If applicants/prospective vendors deem an audit of additional programs is necessary prior to all of the above services, an explanation of the audit and related costs should be included in the proposal as an optional feature.)

► **What services are sought for the market research for the returning adult population?**
- Completing a thorough market analysis to determine effective strategies to reach the returning adult population; and
- Developing messaging related to the returning adult populations based on market research.

► **What services are sought for the development and design of the website content and testing?**
- Collecting, analyzing, organizing and editing all LMI website content (main site and campaign microsites);
- Developing new content for any additional section in the website map, including additional audiences (Educators, Parents, etc.) and programs (TransferIN.net and returning adults);
- Designing page templates (desktop, tablet and mobile) for various pages (home page, audience pages, topic pages, resources pages, etc.);
- Programming and developing the website (desktop, tablet and mobile use) based on the approved design and content;
- Testing the website on various devices and browsers; and
- Working with ICHE and LMI to make changes as needed.

► **What services are sought for the plan for monitoring content and process for updating content?**
- Planning with ICHE and LMI to develop a means to monitor website content and make necessary updates; and
- Developing a timeline and protocol for monitoring and completing changes.

RESPONSE REQUIREMENTS

► **What is required in the application?**
Each application is expected to complete the following sections for review:
1. History of company or organization, services, and experience in this type of work;
2. Personnel qualifications, including resumes of individuals who will work on the project;
3. Explanation of similar work performed;
4. Specific explanation of how the services sought will be managed, completed and presented;
5. Itemized price estimate for services; and
6. References upon request.

SCORING CRITERIA

► **How will each application be scored?**
A team of three or more individuals will review each application. The team will be comprised of staff and related individuals with a background in higher education—specifically with low-income and first-generation students. Scoring will be based on the six components required in the application. Each of the six components will be based on Rubric 1 with the exception of "4. Specific explanation of how the services sought will be completed and organized," which will follow Rubric 2.

Rubric 1. Components 1, 2, 3, 5, and 6.

0	**None of the criteria are addressed.**
1	**Some of the criteria are met but many areas are incomplete or underdeveloped.**
2	**Most** of the criteria are met but some areas are incomplete or underdeveloped.
3	**Meets** criteria.
4	**Exceeds** criteria.

Rubric 2. Component 4 only.

0	**None of the criteria are addressed.**
4	**Some of the criteria are met but many areas are incomplete or underdeveloped.**
6	**Most** of the criteria are met but some areas are incomplete or underdeveloped.
8	**Meets** criteria.
10	**Exceeds** criteria.

TERMS

► **If awarded, what are the terms of the contract?**
Funding for this project will come from state funds. Vendors must be able to agree to the terms and conditions of the Commission's standard Professional Services Agreement (sample appended to this document). Vendors must be registered with the Indiana Secretary of State's Office (vendors may do so at http://www.in.gov/sos/business/3648.htm). All payments will be 35 days in arrears and via

ACH/electronic deposit from the Indiana Auditor of State's Office. Invoices must detail expenses and charges; total payment shall not exceed the accepted bid amount. Any and all travel reimbursed via this contract will be subject to the reimbursement rates of Financial Management Circular 2003-1 (vendors should review at http://www.in.gov/sba/files/fmc_2003-1.pdf).