

SPRING BRANCH INDEPENDENT SCHOOL DISTRICT

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PURCHASING DEPARTMENT

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NOTICE TO PROPOSERS

ADDENDUM TO REQUEST FOR PROPOSAL

DATE: May 10, 2017

This Addendum forms a part of and modifies the original Proposal Document, issued by the Spring Branch Independent School District.

Invitation to Proposal entitled: ANNUAL CONTRACT FOR DESIGN AND DEVELOP
DISTRICT WEBSITE

Original Proposal Opening Date & Time: May 17, 2017 @ 2:00 pm

ADDENDUM NO. 1

PROPOSAL NO. 11529P

Please make the following additions, revisions, and/or deletions to the Proposal Document:

See Questions and Answers below

The offeror shall acknowledge receipt of this addendum in the Proposal Form.

May 10, 2017
ADDENDUM NO. 1, PROPOSAL #11529P

QUESTIONS AND ANSWERS

Question #1: Are there any branding/graphic guidelines that the selected vendor will need to adhere to?

Answer #1: Yes. SBISD will provide/outline/drive those aspects of the site development.

Question #2: Will there be a need for new photography, video, copywriting or any other new content, creation, services?

Answer #2: Yes. SBISD will provide or work collaboratively with the vendor on these deliverables.

Question #3: Will SBISD require proofreading of the new website?

Answer #3: Yes.

Question #4: Does SBISD have a preferred CMS?

Answer #4: No.

Question #5: How many pages does the current site have? How many will need to be migrated?

Answer #5: SBISD is not looking at migration of all existing content. The goal is to reduce and streamline pages. At a minimum SBISD will require:

- 1) A marketing level site that contains approximately 50 pages.*
- 2) A landing page per department and campus with a count of 3 – 4 subpages of content per subsite. These are estimates as the numbers and architecture needs to be driven by a new site wireframe or map.*

This would be part of the work/collaboration to take place with the awarded vendor and the district.

Additional migrations process to be determined with awarded vendor.

Question #6: The terms of the contract is specified as July 1, 2017 through June 30, 2018. Does SBISD have a desired launch date in mind for its new websites?

Answer #6: SBISD would like to have the new site live and running, January 2018. Note: Awarded vendor will collaborate with District to determine milestone dates to accomplish target date.

- Question #7: On Page 29, the specifications mentioned the need for providing “student email accounts that are secure and configurable with existing Active Directory accounts.”
- a) Could you provide any additional information on why student email accounts are included as part of the project for the public district websites?
 - b) How many student email accounts would be needed?
 - c) How is the district currently providing student email accounts?

Answer #7: 8.0 SPECIFICATIONS/SUBMISSIONS - Removed third bullet from original CSP (see revised page 29 attached)

- Question #8: On page 29 SBISD mentions the need for “single sign-on user experiences using Active Directory Accounts and existing data resources.”
- a) How many users do you anticipate signing on to the public district websites?
 - b) SBISD mentions employees, students, parents and other parties such as volunteers and vendors. What activities will each of these groups complete once signed in to the website?

Answer #8: A) The public website is open, only web editors will have accounts. Approximately 50 campuses sites plus 50 department’s sites and 2 web editors per campus would total 200 users.

B) SBISD may have some instances where external users may need to have edit access, (approximately 20 users).

- Question #9: Could SBISD provide more information on what you mean by “custom date use and modules,” referenced in section III on page 30?

Answer #9: The current CMS offers a range of module add-ons. What if any does the vendor offer? Are these custom? What capacity do these elements have for using system DATA (employee or student data/data dashboards) to populate content in specialized modules or in sections of the live website? If modules are available, how are they used simultaneously across the site to optimize content integration? What examples of data integration are available that SBISD could benefit from? Data dashboards, interactive/real-time infographic templates, district profile content with capacity to feed live into user interface/publication templates.

Question #10: What texting services or email messaging systems (referenced on page 32) does SBISD anticipate integrating with the CMS?

Answer #10: Currently, SBISD is using School Messenger and Constant Contact for these services.

Question #11: Could the selected vendor recommend a hosting partner to provide the services detailed in section IV, Hosting and Security?

Answer #11: SBISD is open to any and all recommendations.

Question #12: Is vendor hosting the website a mandatory requirement, OR could the selected vendor recommend a hosting partner to provide the services detailed within section IV, Hosting and Security?

Answer #12: Hosting is not mandatory.

Question #13: Section 5.4.0 states contract shall begin on July 1, 2017. What is the desired Live date of the new websites?

Answer #13: See Q&A #6.

Question #14: What is the expected award date?

Answer #14: June 30, 2017.

Question #15: When can work on the project begin, if awarded?

Answer #15: See Q&A #6.

Question #16: Instructions to Proposers state: SBISD consists of twenty-six (26) elementary schools, seven (7) middle schools, five (5) high schools, one (1) science center, one (1) career center and various support facilities. Is the total number of requested sites/URL's for this project 41, including district and schools listed? Or are there additional sites needed?

Answer #16: All content would compromise one site (SBISD District Site). The campuses and department would be Site content is part of each sub site.

Question #17: What is happening on May 10th?

Answer #17: The addenda will be posted on SBISD website.

Question #18: Where or how will vendors receive the full list of all vendor Q/A?

Answer #18: The addenda will be posted on SBISD's purchasing webpage.

Question #19: The date specifications have the contract dates listed from 07/01/17 – 06/30/18. Is it mandatory that all sites are live by 07/01/17?

Answer #19: See Q&A #6

END OF ADDENDUM NO. 1

REVISED

8.0 SPECIFICATIONS/SUBMISSIONS

The Spring Branch Independent School District (SBISD) issues this Request for Proposal to facilitate equity among suppliers and to provide a predetermined set of criteria representing our business and services requirements. Potential suppliers should submit a proposal that will meet or exceed the requirements stated in this document.

I. General Requirements

- SBISD is seeking proposals for a Web-based solution for the design and hosting of the public district Web sites. The design will make the sites more engaging/appealing, easier/more logical to navigate/find information, and provide information that is most values by the site users. All paves for any of the district sites will load quickly (10 seconds or less). Hosting requirements will include sufficient bandwidth for expected and future users and visitors.
- The awarded vendor must provide a project plan to include but not be limited to timelines and activities necessary for the planning, implementation, communication, training, process design, testing, change management, etc.
- Provide you proposal for providing single sign on user experiences using Active Directory accounts and existing data resources.
- Describe your pricing strategies and invoicing process. Please provide a sample of your itemized billing.
- Please provide a list of any and all fees for services charges by your company,
- Please provide a list of Web sites your company has created in the same or a related industry.
- For services described in this RFP, provide the E-Rate eligibility per item or bundle
- District policy prohibits third-party advertising without express permission from the district. The system shall not display third-party advertisement.

II. Relationship Management

- The awarded vendor is expected to work closely with SBISD Communications and the Community Relations (CT) Department, which is responsible for site-design approval, general site administration, and content management.
- Provide detailed information on your support services. Outline the roles and responsibility of the dedicated account manager and the support team, the response time, and the escalation procedures.
- Please provide summary of your account managers qualifications and experience with Web design, project management and implementation, and enterprise content management solutions
- Dedicated account managers of the finalist will be required to meet the SBISD evaluation team. If the account manager is determined to not be a good fit as a result of the interview, SBISD reserves the right to ask for a replacement. The placement will be required to meet with SBISD's evaluation team to determine his/her suitability. Please provide information on any contingency plans in place to replace an account manager.
- Describe the processes in place to provide ongoing product updates and strategic planning (road map, briefing sessions, etc.)