



**Rowan-Salisbury Schools**

**500 N. Main Street  
Salisbury, NC 28144**

**REQUEST FOR PROPOSAL**

**FOR**

**District Website Services**

**RFP Issued: April 27, 2022  
Response Due: May 11, 2022 by 3:00 PM**

# Request for Proposal (RFP)

## District Website Services

### General Information

#### **Submittal of Proposal**

- Information should be verified before submissions. Adjustments will not be permitted after submission to the District. The District will not be responsible for errors or omissions on the part of the organizations in the preparation of the proposals.
- Submissions should be sent to:

David Blattner, Senior Information Officer  
[david.blattner@rss.k12.nc.us](mailto:david.blattner@rss.k12.nc.us)

- A pre-bid meeting will take place via zoom for potential vendors to ask questions on May 3, 2022 at 2:00 PM. You must register using the following link: [Registration](#)
- Questions about the RFP, its content, format, or any other questions must be submitted in writing to David Blattner, Senior Information Officer by Friday, May 6, 2022.
- Rowan-Salisbury Schools reserves the right to schedule presentations from a subset of those that submit a proposal prior to the selection.

#### **Signatures**

- All proposals must be signed by an authorized officer of the firms submitting the proposals.

#### **Rights of the District**

- The District, at its discretion, may solicit presentations and/or conduct personal interviews of any firm submitting an RFP. The successful firm or firms will be required to enter into an Agreement between the District and the Firm. The form of agreement for requested services shall be substantially in the form of the district's standard agreement for services.
- All content, processes, products, programs, and all other resources developed by the firm for the purpose of this RFP, shall be the property of Rowan-Salisbury Schools.
- The RFP is not a low-bid price competition; instead, proposals shall be evaluated in accordance with the Evaluation Criteria stated in this RFP.
- The District reserves the right to reject any and all proposals.

#### **Deadline for Submittal**

- Submittals must be received by David Blattner - [David.Blattner@rss.k12.nc.us](mailto:David.Blattner@rss.k12.nc.us) by May 11, 2022 by 3:00 PM.

## II. Scope of Work

### **Introduction**

- Rowan-Salisbury Schools (RSS) is looking for an update and redesign of the district webpage and web services. We are looking for a user-friendly hosted solution that allows all visitors to get information in a streamlined manner. The website should be modern, sleek, and easily updated so information can remain current. RSS is a school system with 18,000 students and 33 schools.

### **Requested Services**

- RSS is looking for a web hosting provider that will work alongside our team to develop a web-based communication strategy and redesign to ensure our families and community can quickly and easily get the information they desire. In addition to the district site, we want each school to be able to tell their individual stories and reach their families and community effectively while maintaining the look and feel of one site. We also want this to be a platform that will allow for the sharing of documents, forms, and instructions with our staff so that we can provide current information.

### **Summary of Specific Services/Products and requirements**

- Hosted web services for district office and 33 school sites
- Excellent customer service
- Simple, easy to understand, and intuitive user interface for website editors
- A cohesive theme that brings the 33 sites and the district office together visually while still maintaining the identity of the school sites
- Ease of control by the webmaster(s)
- Ease of editing of the site with the preferred WYSIWYG platform
- Ability to see historical content that was published on the web
- The ability to have a password-protected section of the site for document storage or information not for public view including protected web pages for internal view only
- Prefer that the solution include a mobile app integration that smart devices could utilize
- Ability to easily embed video different-sized images
- The site should be able to adapt to a variety of screen sizes without losing functionality.
- Allow for SAML authentication or other integrated authentication methods that will integrate with our system
- Able to integrate with Rowan-Salisbury systems to allow for the automated population of directory information.
- Services will include the review of our current website, redesign, and migration of content where necessary
- The ability to host an interactive dashboard that can display district data
- Rich, useful data on-site analytics which allows us to see how effective our web strategy is
- Ability to embed multiple social media streams at one time
- Ability to have pop-up alerts when visiting the site
- Exceptional brand/design consistency
- Exceptional ADA compliance support

- Translation capabilities embedded
- Ability to embed other communications tools, i.e., Peachjar and Let's Talk, etc.

### **Contents Of Proposal For Selection Committee**

All proposals shall address the following items in the order listed below and shall be numbered A through F in the proposal document.

- **Description of Company** – Provide background information regarding the firm's size, location, work history, and organization.
- **Experience Relative to District Needs** – Provide a detailed summary of the firm's experience and expertise, including a list of similar projects completed within the last five years.
- **Qualifications of Company's Personnel** – Identify all project personnel and organizational relationships, and provide a resume of qualifications and project-related experience.
- **Ability** - Respond to all the requirements of the RFP that you currently have in place, those that are on the product roadmap with timelines for implementation, and those you are unable to provide.
- **Cost** – Proposals shall include pricing and shall be inclusive of all costs with costs allocated out.
- **Timeline** - Provide a schedule of delivery of services
- **Experience** - Other projects of similar size and complexity.
- **Other** - Each firm is encouraged to provide any additional information or description of resources the firm feels are pertinent to this RFP.

### **III. Selection Criteria**

- Ease of use: How intuitive the product is for all those who will be interacting with it.
- Experience and Training: Project personnel resumes, prior experience
- Proven track record of services related to the RFP scope of work.
- Previous work history with Rowan-Salisbury Schools
- Demonstrated knowledge of web-based communication strategies
- Ability to provide a product that integrates aspects listed in the summary of services and product requirements.
- Understanding and commitment to Rowan-Salisbury Schools' Renewal School System Legislation and Directional System