



# Request for Proposal (RFP)

RFP Number 4813

Issue Date: April 10, 2013

Issuing Agency: California State University (CSU), Stanislaus

Title: University Website Redesign

Due Date: May 10, 2013, no later than 4 p.m., PDT

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RFP Contents:

Section 1	Purpose and Overview
Section 2	Schedule of Events
Section 3	Estimated Value
Section 4	Technical Environment
Section 5	Scope of Work
Section 6	Vendor Qualifications and Project Deliverables
Section 7	Solicitation Provisions and Bidder Certifications
Section 8	Evaluation
Section 9	Proposer Instructions and Format

Appendices:

Appendix A	Project Cost Response Sheet
Appendix B	CSU General Provisions for Information Technology Aquisitions <a href="http://www.calstate.edu/Csp/crl/GP/GP.shtml">http://www.calstate.edu/Csp/crl/GP/GP.shtml</a>
Appendix C	Payee Data Record, STD Form 204 <a href="http://www.csustan.edu/financialservices/Documents/PurchasingAccountsPayable/VendorDataRecord.pdf">http://www.csustan.edu/financialservices/Documents/PurchasingAccountsPayable/VendorDataRecord.pdf</a>
Appendix D	Small Business Preference and Certification Request <a href="http://www.calstate.edu/Csp/crl/documents/bd_small_business_preference.doc">http://www.calstate.edu/Csp/crl/documents/bd_small_business_preference.doc</a>
Appendix E	Drug-Free Workplace Certification <a href="http://www.documents.dgs.ca.gov/osp/pdf/std021.pdf">http://www.documents.dgs.ca.gov/osp/pdf/std021.pdf</a>
Appendix F	CSU Travel Policy and Procedure Governing Travel and Relocation Expense Reimbursement <a href="http://www.calstate.edu/icsuam/sections/3000/Travel_Procedures_G-001_Final.pdf">http://www.calstate.edu/icsuam/sections/3000/Travel_Procedures_G-001_Final.pdf</a>
Appendix G	Disabled Veteran Business Enterprise (forms included).

## **1.0 Purpose and Overview**

### **1.0 Purpose**

California State University, Stanislaus, seeks to solicit proposals to redesign the university's web and mobile presence in collaboration with the campus communication and information technology teams. The objective of this RFP is to identify firm(s) best able to provide specific consultation, collaboration and support to the Office of Communication and Public Affairs and Office of Information Technology in the design, planning and validation of this project. The resulting web and mobile presence will be a high-quality, contemporary site reflecting the identity of the institution and supporting the needs of our audiences, both internal and external.

### **1.1 California State University, Stanislaus**

California State University, Stanislaus, serves more than 8,500 students on a beautiful 228-acre campus in the Northern San Joaquin Valley, one of the most productive agricultural regions in the world. Widely recognized for its dedicated faculty and high-quality academic programs, the university offers more than 100 majors, minors and areas of concentration, along with 24 master's degree programs and a doctorate in educational leadership. CSU Stanislaus is one of 23 campuses in the California State University system, the largest and most diverse higher education system in the country.

### **1.3 Award of Contract**

California State University, Stanislaus, reserves the right to reject any and all proposals. Award, if any will be to the proposer whose proposal best complies with all of the requirements of the RFP documents and any addenda. A "Notice of Intent to Award" will be publicly posted for five (5) consecutive working days prior to the award. Written notification will be made to unsuccessful proposers. Evaluation methodology and bases for award are described in Section 8 – Evaluation.

### **1.4 Term of Contract**

Although the deliverables included within the RFP are anticipated to be completed in three-and-a-half (3.5) months, there may be additional services required based on satisfactory performance.

### **1.5 Additional Services**

California State University, Stanislaus, specifically reserves the right to retain any vendor selected as a result of this solicitation for the purpose of providing additional consulting services associated with the re-design of any California State University, Stanislaus, solutions resulting from the combined work of the vendor and California State University, Stanislaus. Such additional services shall be provided based upon the rates quoted herein, and shall be at the sole discretion of California State University, Stanislaus, and subject to mutual agreement.

### **1.6 Disabled Veteran Business Enterprise (DVBE) Participation**

The California State University system encourages the participation of DVBE businesses in state contracting. The DVBE Participation requirement is waived for this RFP, but an RFP evaluation incentive is available for Prospective bidders whose DVBE participation levels reach certain thresholds. More information is available Section 7.1.19 and Appendix G

For further information on DVBE, contact Phyllis Crittendon (209) 667-3243 or via email at [prcrittendon@csustan.edu](mailto:prcrittendon@csustan.edu)

<b>2.0</b>	<b>Schedule of Events</b>
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Apr. 10, 2013	RFP issue date
Apr. 22, 2013, 11 a.m. PDT	Optional conference call for proposer questions and clarification (see instructions below)
Apr. 23, 2013	Last day to submit questions for clarification
May 10, 2013	Proposals due
May 29, 2013	Finalist Interviews (Optional)
June 3, 2013	Notice of Intent to Award
June 10, 2013	Contract Award
June 17, 2013	Estimated project start date
Sept. 30, 2013	Estimated project completion

*The dates up to and including the “Deadline for Submissions of Proposals” date may be adjusted upon advance written notice. Dates after the receipt of proposals may be adjusted without written notice.*

**PROPOSALS NOT RECEIVED BY THE DUE DATE AND TIME SPECIFIED ABOVE WILL BE REJECTED AND RETURNED UNOPENED.**

Email questions to [pcrittendon@csustan.edu](mailto:pcrittendon@csustan.edu). **Questions will only be accepted via email. Please include the RFP number and name in the subject line of the email.** Responses to questions will be emailed to all bidders email address at the earliest possible time.

**Proposers Conference Instructions**

California State University, Stanislaus, will host a conference call for proposers. The purpose of the call will be to inform and provide project related information and to answer questions. The university will outline the background and scope of services expected, the nature of the contract and information related to DVBE and small business. Participation is optional, but recommended.

- The call is expected to be an hour in length and the call.
- Please provide your name and the name of your firm.
- Email any questions you plan to pose before the call to [pcrittendon@csustan.edu](mailto:pcrittendon@csustan.edu).