

PROVISO TOWNSHIP HIGH SCHOOLS DISTRICT 209

8601 W. Roosevelt Road

Forest Park, IL 60130

708-338-5956

December 18, 2017

To Whom It May Concern:

The Board of Education of Proviso Township High Schools District 209 is accepting Request for Proposals (RFP) for website redesign and rebranding. District 209 is looking to redesign the district and schools website to better serve its students, parents, and staff. There will be a mandatory meeting to address questions on Thursday, January 11, 2018, 8601 W. Roosevelt, Forest Park, IL 60130. There is also the option to dial in remotely to this meeting by sending an email to [tavant-bey@pths209.org](mailto:tavant-bey@pths209.org) no later than noon on Tuesday, January 9, 2018.

This service will be for three high schools, Proviso East, Proviso West, and Proviso Math & Science Academy, and the district offices. RFP instructions and specifications are enclosed.

All proposals must be submitted to Proviso Township High Schools District 209 no later than Friday, January 19, 2018 by 10:00 a.m. Vendor presentations to the website development committee will be held on Tuesday, January 23, 2018. Again, there is the option to dial in and present, remotely.

Please submit all questions to [tavant-bey@pths209.org](mailto:tavant-bey@pths209.org). All questions and responses will be forwarded to all potential proposers.

Sincerely,

Sharon Palmer  
Director of Accounting

## **SECTION I: GENERAL INFORMATION**

- A. Proviso Township High Schools District 209 is looking to redesign the district and schools website to better serve its students, parents, and staff. We are looking to modernize the visual design, update to a mobile-responsive layout, and overhaul the CMS to empower more of our staff to be able to update content for their respective departments and schools.
- B. We are a 9-12 public school district consisting of three high schools with an enrollment of approximately 4,472 students. District 209 is located in Cook County and services parts or all of the following communities: Forest Park, Hillside, Maywood, Broadview, Melrose Park, Northlake, Stone Park, Westchester, Berkeley, and Bellwood.
- C. Your RFP shall be made on the form provided.
- D. Unsigned or late proposals will not be considered.
- E. Proviso Township High School District 209 is not subject to Federal Excise Tax or Illinois Retailers Occupational Tax.
- F. Questions shall be emailed to Tracy Avant-Bey at [tavant-bey@pths209.org](mailto:tavant-bey@pths209.org)
- G. Each RFP from a Contractor with 25 or more employees must be accompanied by a Certificate of Compliance with the Illinois Drug-Free Workplace Act certifying that the company shall provide a drug-free workplace for all employees engaged in the performance of work under the contract and that the company is not barred from submitting a proposal on public contracts due to a violation of the Illinois Drug-Free Workplace Act. Each RFP from an individual must be accompanied by a Certificate of Compliance with the Illinois Drug-Free Workplace Act certifying that (he, she, it) shall not engage in the unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance in the performance of the contract and that (he, she, it) is not barred from submitting a proposal on public contracts due to a violation of the Illinois Drug-Free Workplace Act. The Certificates of Compliance with the Illinois Drug-Free Workplace Act are included within the RFP documents. The contract awarded shall be subject to suspension of payments or termination, or both, if it is determined that the proposer has made a false certification or that the proposer has violated the certification by failing to carry out the requirements of the Illinois Drug-Free Workplace Act.
- H. Each RFP must be accompanied by a certificate regarding a sexual harassment policy certifying that the proposer has a written sexual harassment policy that includes: information that sexual harassment is illegal; defines sexual harassment under Illinois law; describes sexual harassment using examples; has an internal complaint process including penalties; informs employees of their rights under the Illinois Human Rights Act and the complaint process available through the Department of Human Rights and Illinois Human Rights Commission; states that anyone filing a complaint will be protected against retaliation.

- I. The Board of Education reserves the right to reject any and all Request for Proposals, to waive irregularities, and to accept the RFP, which is, considered to be in the best interest of the District. Any such decision shall be considered final.
- J. Any exceptions to these conditions or deviations from written specifications must be in writing and attached to the bid form.
- K. The signing of these RFP forms shall be construed as acceptance of all provisions contained herein.
- L. During the performance of this contract (whether or not Federal funds are involved) the Contractor agrees as follows:
  - 1. The Contractor will not discriminate against any employee or applicant for employment because of race, creed, color, sex, or national origin. The Contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, color, sex, or national origin. Such action shall include but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
  - 2. The Contractor will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, or national origin.
  - 3. The Contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice to be provided advising the labor union or workers' representative of the Contractor's commitments under Section 202 of Executive Order No. 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
  - 4. The Contractor will comply with all provisions of Executive Order No. 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
  - 5. The Contractor will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
  - 6. In the event of the Contractor's noncompliance with the nondiscrimination clauses of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part and the Contractor may be declared ineligible

for further Government contracts or Federally assisted construction contracts, in accordance with the procedures authorized in Executive Order No. 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order No. 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor or as otherwise provided by Law.

7. The Contractor shall include the provisions of paragraphs (A) through (G) in every subcontract or purchase order unless exempted by rules, regulations, or order of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The Contractor shall take such action with respect to any subcontractor or purchase order as the contracting agent may direct as a means of enforcing such provisions, including sanctions for noncompliance: Provided, however, that in the event the Contractor becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the Contractor may request the United States to enter into such litigation to protect the interest of the United States.

## **SECTION II: SPECIFICATIONS**

- A. The RFP shall be submitted in an envelope properly marked with the title, “Website Redesign and Rebranding” and must be received no later than Friday, January 19, 2018, at 10:00 a.m.
- B. The District is seeking a company to redesign the district and high schools website to better serve its students, parents, and staff.
- C. PRIMARY GOALS FOR WEBSITES REDESIGN

**Effective and Efficient Communication Tool** --The ideal schools and district websites should be a centralized repository for public facing district documents, resources, school calendars, and important announcements (e.g. snow days, registration deadlines).

**Education Resource for Students and Teachers** – By leveraging the instructional potential of web-based resources, teachers will use the websites to engage students, expose them to relevant content, and engage them in collaborative activities.

**Easy to Administer & Update** – A website without timely and targeted information is of little use to anyone involved. If a school needs parents to know about an upcoming calendar event, it should be trivial to get this info on the site.

**Well Organized & Accessible** – Most importantly, it must be easy to find the information you are looking for. This becomes even more difficult (and important) when viewing the site from a mobile device like a smartphone.

### D. USAGE SCENARIOS

**Parents & Students** will be using the websites to register for classes, submit applications (PMSA) find information regarding upcoming calendar events [registration window, holidays, sporting events], school highlights, news, documents [school supplies list, on-line registration forms, PMSA application and student handbook], announcements [snow days, upcoming deadlines, awards], lunch menus and program info, and other parent/student resources.

**Community Stakeholders** will be using the websites to find contact information for the schools, boundary maps, noteworthy news/events [sporting events, recognition awards, photos], school highlights and news, School Board meetings, and employment opportunities.

**Teachers & Staff** will be using the websites to access frequently used district resources like PowerSchool, webmail, help desk, HR documents, professional development information, and more. Certain staff members will be delegated to login and update their department/school section of the websites with fresh content throughout the school year.

**Students & Teachers** will be using the websites to engage in lessons, track student progress, and communicate with parents.

## E. SPECIFIC GOALS & FEATURES

In an effort to more granularly describe our goals for the web redesign, we have grouped a list of specific features into tiers representing our expectations:

- Tier 1 - Required items are essential and cost should be included in base price.
- Tier 2 - Highly desired items should be included in the project pricing as separate line items for each feature.

Proposals should outline the vendor's process for revisions and schedules for each phase.

### **TIER 1 Required**

Complete visual redesign and build of the websites to present a clean, modern, interactive, intuitive and user-friendly experience to our websites visitors. The following websites can be used as examples of what we consider as applicable:

- Morton School District 201 - <https://il01904869.schoolwires.net/>
- Leyden School District 212 - <https://www.leyden212.org/>
- Northern Illinois University - <https://www.niu.edu/>
- University of Illinois - <https://www.uic.edu/>
- DePaul University - <https://www.depaul.edu/>

Individual websites for each of the 3 district schools (east.pths209.org, west.pths209.org and pmsa.pths209.org) that would retain a familiar layout to the overall district website, but would be presented with a visual theme (i.e. school colors & mascot) and also contain content unique to that school.

Redesign of the District, Proviso West, PMSA logos and other district graphics to match the new design language of the websites and render better on smaller screens like mobile devices – deliverables should include a vector scalable format that can be used for other digital media as well as variously sized printed items like letterhead, apparel, and larger signage.

Development of student-centered webpages/functions that incorporate PowerSchool, Office 365, Power IEP, etc. that will allow parents and students to submit applications (PMSA), register for the school year, submit course requests, pay all student fees, upload .pdf forms (physical, consent), etc. These webpages should follow the concept of the redesign in presenting a clean, intuitive and user-friendly experience.

Multiple calendars, news streams, and upcoming events for the school district as a whole, and each of our three schools individually. Additionally, an integrated calendar of each school's calendar into one district calendar is required.

Establish a space for live streaming or uploading of pre-recorded videos that saves content in an easy to read format. The district site should reflect content from the school sites. Inclusion of web

analytics for each of the four sites to understand and optimize web traffic and usage, SEO evaluation, and improving effectiveness of website content.

Mobile-responsive layout that retains the distinctive visual character & full functionality of the websites across a range of different screen sizes and operating systems – testing in modern versions of Windows, Android, OSX, and iOS is a must.

Production of a district app downloadable in iOS and Android platforms allowing for push notifications would need to be developed. Additionally, the mobile app should have the capability to connect to social media.

Restructuring of navigation/content to better target our audience and surface the most useful and timely information -- our goal is to make the websites a better communication tool for our staff and community and are looking for guidance on this initiative from our prospective web development team.

Custom tailored CMS that is flexible and robust – nearly all content including top level navigation menus, header and footer content, and certain visual elements (e.g. primary/accent color themes for subsections of the site) should be editable via CMS.

CMS should have the capability to have multiple users with varying levels of administration capabilities such as Global Admin, Subsite Admin, Content Editor, etc.

Importing of content from existing site into the appropriate location in the new websites updated organizational structure. We would also like to take this opportunity for guidance from the dev team / graphic designer in creating a visually appealing, easy to read style sheet for paragraph and heading formatting that will be consistent throughout the site. While users should be able to edit text styling when adding content in CMS, the overarching master style should be as “sticky” as possible.

Translation of primarily English content and navigation elements into other languages – this should ideally be done programmatically using a 3rd party translation service. A separate line item should be included in the proposal for any reoccurring costs for translation services.

Websites search engine with the capability to search the entire site globally or focus on one subset of content – search by department, by type of item like announcements or calendar events, or even by school.

Security features such as DDoS protection and user access controls to prevent unauthorized access like brute-force password attacks – for example, locking accounts after 5 failed login attempts. Account can be unlocked via the Site Admin control panel.

Comprehensive professional development for maintenance of the CMS for all levels of staff required to upload and maintain the websites.

Links connecting to social media platforms such as Facebook, Twitter, Snapchat, etc. should be included.

Top level administrative access (login credentials) to any domain & hosting control panels to be transferred to District 209 upon completion of the project. This includes unrestricted access to the assets, file/folder structure (via FTP or equivalent), and backend content databases (SQL, etc.)

associated with the pths209.org websites. We understand that there may be certain elements that may need to be locked down, but these should only be items that are either proprietary in nature or otherwise outside of the scope of our hosting package (e.g. server directories/resources not explicitly associated with pths209.org websites hosting).



**TIER 2 - Highly Desired** (List cost for each item)

**Includes all items outlined in TIER 1**

<p>Automatic weekly (or more frequent) backup of all websites assets, content, and databases. Recovery should ideally be able to be performed by a member of the District 209 Technology Department, but we understand if this solution is proprietary or outside the scope of access due to the nature of shared hosting servers. A solution controlled by the web developer that includes a per-incident recovery charge for each data recovery request would be a reasonable solution.</p>	<p>Cost</p>
<p>Personal teacher websites for all district teachers with possible integration to O365 SharePoint and PowerSchool. We would like each school's websites to have a page that lists all its teachers with links to their own classroom site. Teachers can post their curriculum, classroom news, homework resources, and other multimedia like PowerPoints or relevant educational videos from around the web.</p>	<p>Cost</p>
<p>Video content area that allows teachers and students to access a library of files that can be used in the classroom or as supplemental study materials.</p>	<p>Cost</p>
<p>Translation of each website into Spanish language without the use of Google Translate or other translation software.</p>	<p>Cost</p>
<p>Integration with the district's Active Directory to pull account credentials, security groups, and map the websites administration roles to our preexisting security groups – for example, the Principal &amp; Assistant Principal at each school should be able to edit content on their school's subsite (but not other schools), and school secretaries should be able to update calendar items and other events, but perhaps not the landing page of the school's subsite.</p>	<p>Cost</p>

## VENDOR SELECTION CRITERIA

When selecting a vendor for this project, we will be evaluating the candidates on the following criteria. Please directly address each criterion in your proposal. You must adhere to the following guidelines:

- A. Please describe your experience building websites for high school districts, educational institutions, or similarly structured organizations with examples, websites, or other work portfolios.
- B. Experience with custom-built websites design projects that take a high-communication, collaborative, approach to building. We are not interested in a do-it-yourself templated solution– past experience has shown that these are a poor fit for our organization. Please explain your project design process and include a tentative timeline for deliverables.
- C. Experience building custom-tailored content management systems that allow for multiple users with varying levels of administration capabilities [Site Admin, Subsite Admin, Content Editor, Contributor]. Describe previous projects' implementation of tiered access control for users.
- D. Experience building modern, mobile-responsive websites that retain visual design & full functionality across a range of different screen sizes [laptop, tablet, smartphone] and operating systems. Please include website addresses of previous work highlighting layout reflow for mobile devices.
- E. Include a list of three to five references from recent projects.
- F. Include a proposed pricing structure for this project.
- G. Include staff biographies of key project members.
- H. Include a schedule of hourly rates.
- I. Include a plan for training and support of end users for CMS.
- J. Due to the complexity of the project, please be aware that more than one vendor may be awarded the RFP.

**PROPOSED PROJECT TIMELINE**

The project will kick-off in February 2018. The first phase site launch needs to occur in May 2018 and a fully functional site launch in July 2018.

**PROPOSAL TIMELINE**

Thursday, January 11, 2018, Q&A will be held at 10:00 a.m., 8601 W. Roosevelt Road, Forest Park, IL 60130.

Friday, January 19, 2018, two copies of sealed proposals must be presented along with a USB drive of the proposal in PDF format. Sealed proposals must be received by 10:00 am. Sealed proposals, labeled, “RFP-Website Redesign and Rebranding” must be sent to:

Sharon Palmer  
Director of Accounting  
Proviso Township High School District 209  
8601 W. Roosevelt Rd.  
Forest Park, IL 60130

The week of January 22, 2018, proposals will be evaluated by District 209 and the top 2-3 candidates will be invited to give a presentation to the Websites RFP Committee and district administration.

Tuesday, February 13, 2018, the selected candidate will be invited to give a 10-minute presentation to the Board of Education, at our monthly Board of Education meeting, at 6:30 p.m. The Board is expected to award the successful contract(s) at that meeting.

All questions should be directed to Tracy Avant-Bey at [tavant-bey@pths209.org](mailto:tavant-bey@pths209.org).

<b>Thursday, January 11, 2018:</b>	Vendor Q&A
<b>Friday, January 19, 2018:</b>	RFP Proposals Due
<b>Week of January 22, 2018:</b>	Vendor Presentations to Website Development Committee
<b>Tuesday, February 13, 2018:</b>	Vendor Presentation to the Board of Education

**RFP FORM**

TO: Business Office  
Proviso Township High Schools  
8601 West Roosevelt Road  
Forest Park, IL 60130-2532

FROM: \_\_\_\_\_  
(Name of Company)

Base Price: \$ \_\_\_\_\_

Other Cost: \$ \_\_\_\_\_ Explain \_\_\_\_\_

Is this a recurring cost? \_\_\_\_\_ Yes \_\_\_\_\_ No Frequency \_\_\_\_\_

Other Cost: \$ \_\_\_\_\_ Explain \_\_\_\_\_

Is this a recurring cost? \_\_\_\_\_ Yes \_\_\_\_\_ No Frequency \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_

(Please use a separate sheet if necessary to list additional cost)

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 90 days of bid due date, to provide the specified items for the sum shown in accordance with the terms stated herein. All deviations from specifications and terms are in writing and attached hereto.

\_\_\_\_\_  
Name Signature

\_\_\_\_\_  
Title Email Address

\_\_\_\_\_  
Company Address City, State, Zip Code

\_\_\_\_\_  
Telephone Number Date

(Individual Vendor)

**CERTIFICATE OF COMPLIANCE WITH  
ILLINOIS DRUG-FREE WORKPLACE ACT**

\_\_\_\_\_ (Individual Vendor), does hereby certify pursuant to Section 4 of the *Illinois Drug-Free Workplace Act* (Ill. Rev. Stat., ch. 127, par. 132.314) that (he, she) will not engage in the unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance in the performance of the contract and that (he, she) is not ineligible for award of this contract by reason of debarment for a violation of the *Illinois Drug-Free Workplace Act*.

\_\_\_\_\_  
Individual Vendor

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**(Vendors With 25 or More Employees)**

**CERTIFICATE OF COMPLIANCE WITH  
ILLINOIS DRUG-FREE WORKPLACE ACT**

\_\_\_\_\_ (Vendor), having 25 or more employees, does hereby certify pursuant to Section 3 of the *Illinois Drug-Free Workplace Act* (Ill. Rev. Stat., ch. 127, par. 132.313) that (he, she, it) shall provide a drug-free workplace for all employees engaged in the performance of work under the contract by complying with the requirements of the *Illinois Drug-Free Workplace Act* and further certifies that (he, she, it) is not ineligible for award of this contract by reason of debarment for a violation of the *Illinois Drug-Free Workplace Act*.

\_\_\_\_\_  
Vendor

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**CERTIFICATE REGARDING  
SEXUAL HARASSMENT POLICY**

\_\_\_\_\_ (Contractor), does hereby certify pursuant to Section 2-105 of the *Illinois Human Rights Act* (775 ILCS 5/2-105) that (he, she, it) has a written sexual harassment policy that includes, at a minimum, the following information: (1) the illegality of sexual harassment; (2) the definition of sexual harassment under State law; (3) a description of sexual harassment, utilizing examples; (4) an internal complaint process including penalties; (5) the legal recourse, investigative and complaint process available through the Department of Human Rights and Human Rights Commission; (6) direction on how to contact the Department of Human Rights and Human Rights Commission; and (7) protection against retaliation.

\_\_\_\_\_  
Vendor

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date