

**REQUEST FOR BIDS  
Website Redesign  
December 20, 2006**

Capac Community Schools is accepting bids for a website redesign. The necessary specifications for bidding are included in this package.

All bids must be received by Capac Community Schools, Administration Building no later than 10:00 a.m. EST on Monday, January 8, 2007 at which time they will be publicly opened and read aloud. Bids must be submitted in duplicate in a SEALED envelope with the words "WEBSITE REDESIGN BID" clearly marked on the outside.

Submit your bids to:

Mr. Jerry Jennex, Superintendent  
Capac Community Schools  
403 North Glassford Street  
Capac, MI 48014-0700

All bids shall be in accordance with the specifications set forth in the RFP and will include any and all freight costs.

The Board of Education reserves the right to reject any or all bids, to award a contract to other than the lowest bidder, to accept alternatives, to waive irregularities and/or informalities and in general award the bid in any manner deemed in the best interest of the district.

BOARD OF EDUCATION  
CAPAC COMMUNITY SCHOOLS

**CAPAC COMMUNITY SCHOOLS  
REQUEST FOR PROPOSAL  
Website Redesign**

**General Conditions**

1. All bids shall be made on the Bid Sheet enclosed in this Request for Proposal.
2. All Bids shall be submitted in duplicate, in a sealed envelope and marked on the outside envelope with the words “**Website Resign Bid.**” **Bids are due Monday, January 8, 2007, 10:00 a.m. EST.** Fax copies are not acceptable.
3. Capac Community Schools are exempt from all federal and state sales taxes.
4. Capac Community Schools reserves the right to accept or reject any or all items in the bid; to accept or reject any or all bids; to waive any informalities therein; or for reasons of establishing uniformity or that serve the best interest of the District, to award the contract to other than the low bidder(s).
5. Bidders shall indicate the estimated delivery date.
6. Bidders shall bid only new hardware and software, in original boxes with original manuals.
7. Any questions regarding the RFP should be directed to Sue Wallace at Capac Community Schools (810) 395-3853 or by e-mail at [swallace@capac.k12.mi.us](mailto:swallace@capac.k12.mi.us) All questions will be answered in writing via e-mail.
8. All bidders shall include full equipment warranty information, the procedures the district will follow to obtain service and/or support and the maximum response time for a service call. All warranties shall be for a minimum of one year.
9. Any catalog, brand name or manufacturer’s reference in the RFP is descriptive – not restrictive – it is intended to indicate type and quality desired. If brand other than that specified is proposed, complete descriptive information of said article must be included with the proposal. Only like products, quality and warranty will be considered. If vendor takes no exception to specifications referenced in this RFP, brand names, models, etc. as specified, must be furnished.
10. Bidders should include all shipping costs in their proposal. Any maintenance costs and any other potentially hidden costs shall be identified as part of the proposal.
11. No bid may be withdrawn for a period of sixty (60) days.
12. A bid bond will not be required for this bid.

**Organizational Background:**

Capac Community Schools is a mid-sized rural school district in southeastern Michigan located in St. Clair County. The district consists of one elementary school, one middle school, and one high school. We also have an alternative high school program and a pre school/child care program. We currently serve approximately 1790 students K-12. You may view our current website at [www.capac.k12.mi.us](http://www.capac.k12.mi.us)

### **Project Overview:**

The Capac Community School District is seeking proposals for a complete redesign of our district website. Currently, the website offers mainly static information about our buildings, programs, and services. Updating this information is difficult for staff members without web design skills. The objectives of the redesigned site are to improve site navigation, decentralize the creation of content, and professionalize the overall look and feel of the site. Pages must be easily created or deleted. Also, the ability for staff members with limited technological proficiency to update/edit content is imperative.

While resources have been dedicated to this project and Capac Community Schools is committed to a quality website, vendors should be cognizant of the fact that funding is an important issue that will be considered in determining the most qualified, but cost effective proposal.

### **Target Audience:**

Our target audience primarily consists of parents, community members, students, teachers, and administrative staff. As a public relations tool, it should also cater to prospective families and local realtors. Information that is of interest to the community in general is also provided. At this time, only dial up Internet service is available to residents of the school district.

A professional, yet warm and inviting feeling should be incorporated into our website. As an educational agency, appealing to families while retaining a professional presence is of utmost importance. Use of graphics, which depict interaction between parents and students, teachers and students, and faculty, is desirable. All graphics should reflect a cross-section of race, gender, and special-need individuals. The site is to be content managed to allow collaborative web authoring with the ability for users to easily upload images, documents, PDF files and/or other file types.

### **Technical and Infrastructure Requirements:**

#### Hosting:

Capac Community Schools will host the website locally.

#### Server:

The RFP should include the cost of a new server with the following specifications:

Dell Power Edge 2900  
1.86 GHz Intel Xeon  
2GB Ram  
Three 10K RPM Hard Drives in Raid 5 configuration  
Dual GB network cards

#### Browser/Platform:

Due to the broad spectrum of Capac Community School's web audience, the site must be compatible with the following: Windows and Macintosh platforms, versions 4.x and above for Netscape and IE browsers, and current versions of AOL, MSN, and other browsers such as Mozilla Firefox.

#### **Functional Requirements:**

##### School Pages:

Provide a web-based, user friendly management application that each building will use to keep the following information updated: upcoming events, building calendars, building staff directory, maps, newsletters (both current and archived) yearly reports, lunch menu, (updated by food services) library/media center, organization pages, sports information and individual classroom pages. Building web supervisors will need to be able to add documents, links, and pictures with no html experience. Parents will need the ability to log into Zangle Parent Connect for viewing student attendance and academic progress.

##### Department and Services Pages:

Provide a web-based, user-friendly management application that various departments will use to be able to easily update web pages. The typical department page will contain the following: staff directory, location, director name, services, and announcements of upcoming events. Current departments are as follows: Board of Education, Business Office, West Area Special Education, Curriculum, Technology, Food Service, Community Services, Facilities, and Transportation. Staff web supervisors will need to be able to add documents, links, and pictures with no html experience.

##### Online Calendar:

Our existing webpage currently has links to our GroupWise calendars. The resigned calendar should be able to link to those calendars. The district will also consider an alternate online calendar. The vendor should also provide an alternate solution for a web-based district calendar that shall include online management features and provide the ability for various designated individuals to contribute content. The calendar shall also include filters to make navigating the calendar efficient. The ability for parents/community members to register for specific calendars and receive e-mail notices when items are changed or added would be desirable, but not required. Possible content would include district events, athletics, concerts, building calendar events, etc.

Feedback Form:

A feedback form shall be included, allowing users to send e-mails to Capac Community Schools Staff.

Employment Opportunities:

There shall be a link on the main page to St. Clair County RESA site, which will handle the employment opportunities.

Search Engine:

A search engine is required for the site. The search engine should be custom-designed for this site, not a third party search engine software package.

Site Map:

A site map outlining the entire website is desired.

Navigation:

Each page should contain a navigation component linking to the main areas of the site.

**Site Scope:**

Content:

The site will include the following sections. All web content will be dynamically database-driven (no static HTML web pages) unless specified otherwise.

- Buildings - The three school buildings should have sections, as well as the alternative high school and preschool.
- Departments - Board of Education, Business Office, Western Area Special Services, Curriculum, Technology, Food Service, Community Services, Facilities, and Transportation.
- Services - Parents, staff, and the community will have a section with categorized links (taken from the content stated above) pertaining to the specified target audience.
- Programs - This will be an expanding list that will link to various programs Capac Community Schools has to offer.
- Academics - will list curriculum information.
- Employment Opportunities – Employment listings, recruiting, link to St. Clair RESA
- About Capac Community Schools- Information about the district and Contact Us

The selected developer will be provided with existing content files, PDFs, suggested modifications and any other source files needed. The developer is not expected to write or edit any copy.

**IMPORTANT:** It is the sole responsibility of the selected developer to ensure a complete, functional, and operational redesigned website, even if Capac Community Schools has omitted to include any or all technical design or function needed to perform these duties.

#### Maintenance:

Although selected Capac Community Schools staff members will maintain some portions of the redesigned site through administrative tools the Technology Coordinator and the Network Administrator will be responsible for website maintenance.

#### Manuals and Training:

Provide two school representatives manuals and training for the Webmaster administration and maintenance required for the website.

Provide school representatives (building and department web supervisors) with manuals and training required for updating their pages.

#### **Project Deadline:**

Ideally, the newly designed website will be launched on May 1, 2007. Periodic progress report meetings will be scheduled with the selected developer and key Capac Community Schools staff for approval and to test completed modules.

If you are an interested vendor, please include the following information:

- Portfolio – Including URL's of completed projects and client contact information (address, phone, and contact person).
- Technical Expertise – Please list all of the technologies/programming languages that your company specializes in.
- Company Background – Statistical information, years in business, number of employees, full client list and type of work performed, etc.
- Estimated hours needed/cost per hour/total hours/projected completion date (see attached Project Quote Sheet)
- Staff Information – Experience, training and background of staff to be utilized on this project.

