



ROUND ROCK INDEPENDENT SCHOOL DISTRICT

February 7, 2013

REQUEST FOR PROPOSALS (RFP) Website / Content Management Services

The Round Rock Independent School District (RRISD) invites qualified firms to submit Proposal responses for Website / Content Management Services. Proposals will be received until the time and date indicated below, by the Round Rock Independent School District, Purchasing Office, 16255 Great Oaks Drive, Suite 200, Round Rock, Texas 78681. The envelope containing **one (1) clearly identified original** of the Proposal response, and **three (3) clearly identified, identical copies of the original**, shall be plainly marked:

**Proposal Response for
Website / Content Management Services
RFP Number PA13-098
Closes 2:00 P.M., March 7, 2013**

All interested Proposers are encouraged to read thoroughly the RFP to ensure that all required documentation is included in their Proposal response. Failure to provide all required documentation may be grounds for rejection of the response.

The Board of Trustees reserves the right to reject any and /or all proposals, to award contracts for individual products or services as may appear advantageous, and to negotiate separately in any manner necessary to serve the best interest of the District.

No proposals may be withdrawn for a period of ninety (90) days subsequent to the deadline for receipt of Proposal responses without the prior written consent of the Board of Trustees, Round Rock Independent School District.

Thank you for your interest.

Respectfully,


Angie Marsh
Purchasing Manager
512.464.6953
Fax: 512.464.6975

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

SECTION I – SOLICITATION RESPONSE INSTRUCTIONS

1. INTRODUCTION.

Round Rock Independent School District ('RRISD' or 'District') invites your firm to submit a written Proposal response to provide Website / Content Management Services, in accordance with the instructions, terms and conditions, and requirements/specifications contained in this Solicitation.

2. GENERAL TERMS, CONDITIONS AND REQUIREMENTS FOR SOLICITATIONS.

This Solicitation shall be governed by the following documents unless an exception is otherwise taken within this Solicitation. Documents are incorporated by reference only, and are not attached as part of this Solicitation. A copy may be obtained at <http://www.roundrockisd.org/index.aspx?page=1010> or by contacting the RRISD Buyer listed on the cover.

- 2.1. Texas Education Code 44.031.
- 2.2. *Purchasing and Acquisition*, RRISD Policy CH (Legal).
- 2.3. *Purchasing and Acquisition*, RRISD Policy CH (Local).
- 2.4. *General Provisions for Purchasing Solicitations and Contracts*, Version 3, dated November 1, 2011.

3. DEMOGRAPHICS.

The District covers an area of approximately 110 square miles and is located in southwest Williamson County and northwest Travis County. The District includes both north Austin and the City of Round Rock. The District can be characterized generally as a suburban area, which is a part of the greater Austin metropolitan area. A map of the District is available at the following District website address: http://209.184.141.5/transportation/BoundaryandWalkZones/current_school_boundaries.htm

The District currently has five (5) high schools, one (1) school of choice high school, (1) secondary disciplinary alternative education program, ten (10) middle schools, thirty-three (33) elementary schools, (1) elementary disciplinary alternative education program, two (2) transportation centers, one (1) distribution/maintenance center, one (1) administration building, and two (2) central kitchens.

4. REQUEST FOR CLARIFICATION, INTERPRETATION AND QUESTIONS.

The District has created a web site that is intended for interested Proposers to direct requests for clarification, interpretations, and/or questions of current solicitations offered by Round Rock ISD. All requests must be submitted within seven (7) days prior to the closing of the RFP, and only fully completed requests for valid and current solicitations will receive a response; late or delinquent requests will not be entertained or answered.

The web site is: <http://www.roundrockisd.org/index.aspx?recordid=62&page=3413>

All requests must include all pertinent information required to receive a response. Failure to provide all information may delay a response from the District. The District reserves the right to inform the requester that the response to their request will be submitted through an addendum to all interested Proposers and not be addressed directly through their request.

Once a request is received, a notification of receipt by the District will be forwarded to the contact email address.

The Proposer is discouraged from contacting the District's Buyer directly unless necessary. Contact with other employees of the District is prohibited during the RFP process unless directed by the Buyer or other District Purchasing officers. Proposers that fail to adhere to this requirement risk having their Proposals disqualified.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

5. **REQUIREMENT TO MEET ALL PROPOSAL PROVISIONS.**

Each Proposer shall respond to all of the specifications and RFP terms and conditions. By virtue of the Proposal response, the Proposer acknowledges agreement with and acceptance of all provisions of the specifications except as expressly qualified in the RFP. Non-substantial deviations may be considered provided that the Proposer submits a full description and explanation of and justification for the proposed deviations. Whether any proposed deviation is non-substantial will be determined by RRISD at its sole discretion.

6. **PROPOSER REQUIREMENTS.**

- 6.1. It is preferred that the Proposer have eRate and eRate funding experience. Proposer should be capable of providing proof of experience upon request by RRISD.
- 6.2. Proposer shall be dedicated to meeting the needs of the K-12 market.
- 6.3. Proposer shall have Texas ISD Client base experience.

7. **SUBMISSION OF PROPOSAL RESPONSES.**

This RFP states the overall scope of services desired, procurement terms and conditions, as well as the scope of Proposer services to be provided. All Proposal responses should clearly detail how the proposed services can best satisfy District's requirements, and the Proposer shall limit their response to each section within the allotted number of pages stated for each.

The submitted Proposal must follow the rules and format established within this RFP. Adherence to these rules will ensure a fair and objective analysis of all Proposal responses.

A Proposal response shall represent a true and correct statement and shall contain no cause for claim of omission or error. As directed by the Solicitation, the Proposer shall provide any and all certifications, forms, and documents as stated within the Solicitation.

7.1. ***Response Submission Location.***

Proposal responses shall be received at the following location by the RFP closing date and time indicated in this solicitation. The District is not responsible for responses submitted to a different location or incorrectly delivered by the USPS or common carrier. A map to the District Purchasing Office can be found at the following website: https://www.roundrockisd.org/docs/14404127112007purchasing_offices_map_090407.jpg. Late responses will not be considered under any circumstances.

**Round Rock Independent School District
District Purchasing Office
16255 Great Oaks Drive, Suite 200
Round Rock Texas 78681**

7.2. ***Proposal Response – Hard Copy.***

To assist in the evaluation process, the hard copy Proposal response shall be submitted in the following order, with each section clearly indexed and tabbed.

- 7.2.1. Section I: Executive Summary
- 7.2.2. Section II: Project Management Plan
- 7.2.3. Section III: Price Proposal Form
- 7.2.4. Section IV: Certifications and Representations
- 7.2.5. Section V: Attachment A - Proposal Response

The Proposer shall submit one **(1) clearly identified original** of the Proposal response, and **three (3) clearly identified, identical copies** of the original.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

7.3. Section I: Executive Summary.

The Proposer shall provide an executive summary, briefly introducing their Proposal response, highlighting any specific areas that are considered of importance, and illustrating their commitment to Round Rock ISD to provide Website / Content Management Services.

The Proposer must clearly articulate what eRate eligibility will be up front and early in the process.

Page Numbering Scheme: Not required for this section.

Maximum length: 1 page

7.4. Section II: Project Management.

Contractor will have a project manager to be the single point of contact for RRISD. The Contractor will submit a Management Team description of each key member, responsibilities and qualifications. The project manager is responsible for the coordination of resources to meet the Proposer proposed project schedule. The successful respondent must have the capability and resources to meet the project schedule and an organizational structure that will allow the project manager the access to the required resources to meet the schedule.

The respondent will provide information that demonstrates their capability in delivering the services requested in this RFP. Experience, qualifications, and certifications will help determine the respondent's ability to deliver the specified services and help assure RRISD of a successful project. Respondents are to specify whether the work was performed internally or via a subrespondent, specify the date the work was done, and provide the documentation supporting the information on the specific project referenced. For client confidentiality, reference names do not have to be provided with the response; however, RRISD retains the right to require contact names for verification of work on any project referenced. Failure to provide requested information will disqualify Proposal.

Page Numbering Scheme: Not required for this section.

Maximum length: 2 pages

7.5. Section III: Pricing.

Provide a straightforward, concise delineation of the Proposer's Fixed Price to satisfy the requirements of this RFP. It is the Proposer's responsibility to specify all costs (i.e. materials, labor, project management, shipping, travel, etc.) associated with providing the maintenance services required herein. Proposer will provide a complete fee and cost detail supporting all elements of the Proposal. The fee and cost detail must include a narrative for each fee or cost element. Proposer is responsible for any calculations, formulae, cross-references, extended prices, verifications, etc.

Page Numbering Scheme: Section IV-(page # within section)

Maximum length: 1 page

7.6. Section IV: Certifications and Representations.

The Proposer shall complete, sign and provide all documents found in Exhibit B. The forms are:

7.6.1. Proposal Certification and Affirmation. This document must be signed by an authorized representative that may legally bind the company and is to be included with the Proposal response for the response to be considered. Failure to sign and submit this document will disqualify the Proposal response.

7.6.2. Felony Conviction Notice. Must be completed based on the type of company submitting the Proposal response.

7.6.3. CTPA Adoption Clause.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

- 7.6.3.1. RRISD is a member of the Central Texas Purchasing Alliance (CTPA), an alliance of school districts in the central Texas area who share in information, services and contractual opportunities.
- 7.6.3.2. In support of this collaborative effort, RRISD has included a form entitled: CTPA Adoption Clause in this Solicitation. A response of "Yes" on the form indicates that the Proposer is interested in extending services to other CTPA member districts. However, there is no obligation on either party to participate unless both parties agree. Services would be provided under the same contract pricing and purchasing terms established by this Solicitation.
- 7.6.3.3. A negative reply by the Proposer will not adversely affect consideration of the Proposer's response.
- 7.6.3.4. The submitted form will be provided to the CTPA member listing and in the event that a member district chooses to utilize this RFP and subsequent contract, the interested district would contact the Proposer to discuss extension of services.

Page Numbering Scheme: Not required for this section.
Maximum length: 3 pages

7.7. Section V: Proposal Response to Attachment A.

The Proposer must provide a Proposal response to all questions provided in Attachment A. The section shall be clearly delineated by the category and number assigned for each question. The answers shall be clear and concise, and not lengthy. If the Proposer does not have an answer to a question, the Proposer shall state 'Not applicable' or 'Unable to perform'.

Page Numbering Scheme: Section V-(page # within section)
Maximum length: 20 pages

8. STANDARD PROVISIONS.

8.1. Supplemental Instructions or Changes made by Addendum.

Any supplemental instructions or changes will be in the form of written addenda to this Solicitation. Verbal instructions or guidance shall not be considered binding. Any addenda will be made available to all prospective Proposers, prior to the due date for submittal of Proposals.

It shall be presumed by the District that any addenda so issued have been received by the Proposer and such addenda shall become a part of the Proposal submittal. Proposers who have not obtained this Proposal solicitation document directly from RRISD shall be responsible for immediately notifying RRISD to receive all written addenda on a timely basis. Proposers who do not so notify RRISD and submit Proposals without receipt of all addenda issued may be deemed to have submitted Proposals not responsive to this RFP.

8.2. Conflict of Interest: Disclosure of Certain Relationships with Local Government Officials.

Any individual or business entity that contracts or seeks to contract for the sale or purchase of property, goods, or services with Round Rock ISD must file a Vendor Conflict of Interest Questionnaire with the RRISD Purchasing Office in accordance with Texas Local Government Code Chapter 176, no later than the 7th business day after the recipient becomes aware of facts that require filing. This requirement applies to a person who is an agent of a vendor in the vendor's business with the District.

Forms and additional information are available at <http://www.roundrockisd.org>. Forms are also posted at the Texas Ethics commission's website at: www.ethics.state.tx.us/whatsnew/conflict_forms.htm.

8.3. Conflict of Interest: District Employee Relationships.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

As referenced in RRISD Policies CH (Local) Purchasing and Acquisition, and DBD (Local) Employment Requirements and Restrictions, all Proposers must disclose the name of any RRISD employee who owns, directly or indirectly, an interest in the Proposer's firm or any of its branches. Failure to provide such information may be grounds for disqualification of the Proposal response or cancellation of a contract resulting from this Solicitation. Purchase of services or equipment from a business owned in whole or in part by a District employee shall be permitted only when approved by the Superintendent and executed through a documented competitive process. Services that might be provided by the employee as an extension of the employee's regular job responsibilities is exempted from consideration.

8.4. Proposal Retention.

The District reserves the right to retain all Proposal responses for a period of 90 days after the Proposal closing date for examination, evaluation, comparison, and potential negotiations. The District also reserves the right to determine and waive non-substantial irregularities in any Proposal response, to reject any or all Proposal responses, to reject one part of a Proposal response and accept the other, except to the extent that the Proposal responses are qualified by specific limitations, and to make award as the interest of the District may require.

8.5. Withdrawal of Bids.

Any Proposer who is extended the privilege of withdrawing a Proposal response because of having proven mechanical error in their response may not be allowed to submit a response to a future RRISD solicitation on similar products and/or services for a period of not more than two (2) years.

8.6. Confidentiality of Documents.

All documents submitted as part of a Proposal response to this Solicitation will be deemed confidential during the evaluation process. Proposal responses will not be available for review by anyone other than RRISD Purchasing personnel, the evaluation team, or its designated agents, if so applicable. There shall be no disclosure of any Proposer's information to a competing Proposer prior to award of the contract. Following award of contract, all Proposal responses become public documents and are available for public viewing upon written request to RRISD.

8.7. District Waiver.

The District reserves the right to waive as informality, minor deviations from specifications; waive any minor informality in any Proposal procedure; reject or cancel any or all Proposals; reissue a Proposal invitation; extend the Proposal opening time and date; consider and accept alternate Proposals, if specified in the Solicitation, when it is considered in the best interest of the District.

8.8. Availability of Funds.

In the event that sufficient eRate and/or District funds are not available for the project, the District reserves the right to make an incremental or phased award, negotiate the scope of this contract, delay implementation, reject all Proposals, or award another type of contract other than that required in this RFP.

9. EVALUATION, NEGOTIATIONS, AND CONTRACT AWARD.

THIS IS A NEGOTIABLE PROCUREMENT, and as such, award will not necessarily be made to the Proposer submitting the lowest priced Proposal. The District shall accept the Proposal response it deems to be in the best interest of the District through the evaluation process.

RRISD will use the Best Value method to determine the awarded Proposer. The evaluation criteria below indicate the points that are assigned for each section. The District will determine the score for each

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

section on a scale starting with zero (0), with the best score being the assigned number, with a best possible score of one hundred (100). Best value means that the District will consider the Proposer's:

Proposal Scoring Matrix Criteria

Step 1 Evaluation	Points
Pricing	50
Business History and Experience	50
References	Pass/Fail

The District anticipates that the evaluation process may include multiple levels of evaluation, as example, but not limited to:

Step 1: Initial review of the Proposal responses by the District's Evaluation Team

Step 2: Interview(s) and/or presentation(s) of top Proposal response(s) from Step 1

Step 3: Administrative review of finalist(s) from Step 2

The District reserves the right to add, remove or modify the above steps, and establish additional evaluation points for each step. If the District determines that additional evaluation steps are required to determine the best value between Proposers, the District reserves the right to consider any or all of the following additional criteria; the proposed price, Proposer's experience, references and record for responsibility, or any other relevant factor that the District deems necessary to determine best value.

RRISD reserves the right to make an award without discussion with any Proposer, after Proposal responses are received. Proposer responses should therefore be submitted on the most favorable terms.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

SECTION II – CONTRACT REQUIREMENTS

1. GENERAL DESCRIPTION AND PURPOSE.

Round Rock Independent School District (“RRISD” or the “District”) will engage with the awarded Proposer, hereby known as “Contractor”, in accordance with the instructions, terms and conditions, and requirements/specifications contained in the associated Solicitation and the negotiated contract agreement, to provide Website / Content Management Services, hereby known as Web Hosting Services.

The web hosting service shall provide a means for a school or library to maintain a website on the Internet. This will include storage, access, and website administration tools for the creation and maintenance of the website. In addition, web hosting may include password-protected pages, interactive communication features such as blogging and webmail, and other features that facilitate real-time interactive communication, such as instant messaging and chat.

Domain name registration is also eligible if it is necessary for the creation of a school or library website.

2. TERM OF CONTRACT.

- 2.1. The contract created shall be in effect from date of award through February 28, 2014.
- 2.2. Upon agreement of both parties, the contract may be extended in one (1) year increments for up to an additional three (3) years.
- 2.3. All extensions will be done as an amendment to the original contract agreement / or in writing prior to the expiration of the current contract.

3. TYPE OF CONTRACT.

The cost shall be firm fixed price for the term of the contract. Extension pricing may be negotiated as part of an extension amendment to the contract.

4. REQUIREMENTS.

4.1. *General Functional Requirements.*

RRISD requests proposals to provide hosting of the following applications. Hosting service must include equipment, high capacity access to the Internet, backup of data, technical support and provide RRISD a Service Level Agreement for access and performance. RRISD will provide the applications and licensing unless the provider can clearly delineate between the cost of the application and the cost of the hosting. The application must be available to the defined users from within the District and from the Internet.

The community-based solution must cater to the multiple communities that exist within our district, connects the technologies that support them and fosters two-way interactive communication and collaboration among all district stakeholders. It is the intent of this solution to energize learning, increases parental involvement and engage community members through the use of personalization, blogs, forums and social media functionality. This community-based solution should be a primary place administrator’s turn to inform community members, gain their support, and drive action among all district stakeholders to accelerate district and student success.

4.2. *Implementation.*

- 4.2.1. Contractor must provide Secure LDAP Implementation Service.

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

4.3. **Consulting / Training.**

- 4.3.1. Contractor must provide three days website migration consulting.
- 4.3.2. Contractor must provide on-site and on-line training sessions.

4.4. **Required Features and Criteria.** Proposer must be capable of providing the following features and criteria. Proposer must provide supporting documentation as necessary.

- 4.4.1. Performance (availability, redundancy, reliability, scalability, data protection/recovery, security:
 - 4.4.1.1. Solution must provide 99.9% uptime - site is hosted at a state-of-the-art facility that guarantees virtually uninterrupted uptime.
 - 4.4.1.2. 24x7x365 monitoring of critical systems and applications.
 - 4.4.1.3. Redundant data protection and advanced facilities protection for 99.9% reliability.
 - 4.4.1.4. Connection to a high capacity backbone with multiple carriers to ensure consistent performance.
 - 4.4.1.5. Complete data protection and recovery - ability to automatically store, back-up and quickly recover data.
 - 4.4.1.6. Proposer's physical hosting facility has best-in-class security - 24 hour staffing, around-the-clock video monitoring, etc.
- 4.4.2. Service and Support:
 - 4.4.2.1. End-to-end implementation, training and adoption strategies.
 - 4.4.2.2. Extensive reference manuals and online tutorials.
 - 4.4.2.3. Customer Success Representative available throughout and post implementation for the term of the contract and extensions.
 - 4.4.2.4. Exclusive and active online client community that answers questions, shares templates, best practices, and other resources.
 - 4.4.2.5. Content Migration Consulting service to change from our existing website to Contractor's systems' strategic online solution. Provide knowledge transfer and tools to successfully and seamlessly migrate all of RRISD content and data.
 - 4.4.2.6. Customer support must be available 24 hours a day, 7 days a week with guaranteed 24 hour response time and immediate emergency support.
- 4.4.3. Compliance:
 - 4.4.3.1. Contractor facilitates and maintains compliance with The Americans with Disabilities Act.
 - 4.4.3.2. Contractor facilitates and maintains compliance with The Children's Online Privacy Protection Act (COPPA).

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
 Website / Content Management Services
 Request for Proposal (RFP) Number PA13-098

SECTION III – PRICE PROPOSAL FORM

The Proposer is to provide information and pricing for all items listed below.

Item #	Description	Web Hosting Solution	Licenses / Services	Unit Price	Extended Price
1	Software Implementation Service		52	\$	\$
2	Apply customer-supplied logo (per site)		52	\$	\$
3	Website Migration Consulting (3-days)		1	\$	\$
4	Secure LDAP Implementation Service		1	\$	\$
5	Platinum Custom Template		1	\$	\$
6	Training: On-Site Session		1	\$	\$
7	Training On-Line Session		1	\$	\$

Additional Added Value Service Cost Options. Proposer is not required to complete this section. Proposer must indicate the type of service and any requirements. Optional pricing may be considered in the evaluation.

Item #	Description	Web Hosting Solution	Licenses / Services	Unit Price	Extended Price
8					
9					
10					
11					

12. Calendar days to complete this project with Project Plan and Calendar.

Total project = _____ Days

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
 Website / Content Management Services
 Request for Proposal (RFP) Number PA13-098

EXHIBIT A: Supplier Diversity Program Form

The Round Rock Independent School District's Supplier Diversity Program ensures that the District will use its best efforts to ensure that small, women-owned and minority businesses are informed of current and future purchasing activities and will promote and encourage the participation of minority-owned, women-owned, and small business in purchasing of all goods and services. Nothing herein shall be construed to neither authorize nor require expenditure of funds for goods and services apart from normal and statutory purchasing processes. All information provided is subject to verification and this form may be incorporated into any resulting contract.

Part I - Small, Women-Owned or Minority Business Identification

Please check the appropriate boxes below related to your company's business code, the ownership status and certification affiliation, if applicable:

- Business Code** Sole Proprietorship Partnership Corporation Joint Venture
- Business Ownership** Small Business Woman Owned Minority Owned Large / Non-Minority
- Certification** State of Texas Capital Metro Self Proclaimed Other (Attached)

Part II - Special Requirements for Bids Exceeding \$10,000

RRISD encourages current and potential contractors to provide opportunities to qualified small, women-owned and minority businesses for subcontracts. A subcontractor is any person or company that provides supplies and/or services to a prime contractor where the suppliers/services are used to fulfill the prime contractor's contractual obligations with RRISD. If your firm will provide all of the labor and/or materials required for this procurement, please complete Section A below. If your firm will subcontract any portion of this procurement, please complete Section B below, and disclose all subcontractors

Section A - Firm Is Providing All Of The Items/Services Required For This Procurement:

My firm has not identified any subcontracting opportunities and will not subcontract any portion of the work. Yes (√)

Section B- Firm Will Subcontract A Portion Of The Items/Services As Listed Below:

My firm *has* identified subcontracting opportunities and will subcontract a portion(s) of the work. Yes (√)

Dollar Value of Bid: \$

Name of Subcontractor	Address	Phone #	Contact Person	Amount of Subcontract	Name of Subcontract

Attach separate sheet as required.

CERTIFICATION

I, the undersigned agent for the firm named below, certify that the information concerning Supplier Diversity Information has been reviewed by me and the following information furnished is true to the best of my knowledge.

Firm's Name: _____

Signature of Company Official: _____ Date: _____

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

EXHIBIT B: Certification and Representations

1. Proposal Certification and Affirmation

NOTE TO PROPOSER: Failure to complete and submit this certification and affirmation page will be grounds for disqualification of the associated Proposal response.

The undersigned affirms that he or she is duly authorized to execute this certification and Proposal response, that this company, corporation, firm, partnership or individual has not prepared this Proposal response in collusion with any other person, firm or entity making or considering making a Proposal response to RRISD for any future District projects and that contents of this Proposal response as to prices, terms or conditions of said Proposal response have not been communicated by the undersigned nor by any employee or agent to any other person engaged in this type of business prior to the official opening of this Proposal response.

The foregoing is true and correct. RRISD, or any authorized representative of RRISD, is authorized by the undersigned to contact any firm, institution, or person listed above to obtain information that RRISD might determine as being desirable.

The undersigned, by his/her signature, represents that he/she is authorized to bind the Proposer to fully comply with the terms and conditions of this Request for Proposal, including all forms and attachments included and/or referenced herein, if accepted within ninety (90) calendar days after Solicitation closing.

Company Name: _____

Company Address: _____

City/State/Zip: _____

Company Phone No: _____

Company Fax No: _____

Authorized Representative _____

Representative Title: _____

Representative Phone No. _____

Representative Email Address: _____

Representative Signature: _____

Date: _____

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

2. Felony Conviction Notice

State of Texas Legislative Senate Bill No. 1, Section 44.034, Notification of Criminal History, Subsection (a), states "a person or business entity that enters into a contract with a school district must give advance notice to the district if the person or an owner or operator of the business entity has been convicted of a felony. The notice must include a general description of the conduct resulting in the conviction of a felony".

Subsection (b) states "a school district may terminate a contract with a person or business entity if the district determines that the person or business entity failed to give notice as required by Subsection (a) or misrepresented the conduct resulting in the conviction. The district must compensate the person or business entity for services performed before the termination of the contract".

THIS NOTICE IS NOT REQUIRED OF A PUBLICLY-HELD CORPORATION

I, the undersigned agent for the firm named below, certify that the information concerning notification of felony convictions has been reviewed by me and the following information furnished is true to the best of my knowledge.

VENDOR'S NAME: _____

AUTHORIZED COMPANY OFFICIAL'S NAME: _____

A. My firm is a publicly-held corporation; therefore, this reporting requirement is not applicable.

Signature of Company Official: _____

B. My firm is not owned nor operated by anyone who has been convicted of a felony.

Signature of Company Official: _____

C. My firm is owned or operated by the following individual(s) who has/have been convicted of a felony.

Name of Felon(s): _____
(Attach additional sheet if necessary.)

Details of Conviction(s): _____
(Attach additional sheet if necessary.)

Signature of Company Official: _____

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

3. CTPA Adoption Clause

Central Texas Purchasing Alliance Adoption Clause

USE OF CONTRACT(S) BY MEMBERS COMPRISING THE CENTRAL TEXAS PURCHASING ALLIANCE (CTPA).

- A. If authorized by the Vendor(s), resultant contract(s) may be adopted by the member districts of the CTPA as indicated below. Authorized members may purchase goods and/or services in accordance with contract pricing and purchasing terms established by the Contract Lead District.
- B. A list of members that may utilize the Vendor's contract is listed on the CTPA website, <http://www.roundrockisd.org/home/index.asp?page=2305>.
- C. Any district member wishing to utilize such contract(s), will contact the Vendor to verify that the contract is available to them and will place its own order(s) directly with the successful Vendor. The Successful Vendor may contact the member districts to inform them about the contract award. There shall be no obligation on the part of any participating district to utilize the contract(s).
- D. A negative reply by the Vendor will not adversely affect consideration of the Vendor's Solicitation response.
- E. Each participating district has the option of executing a separate contract with the successful Vendor, which may contain general terms and conditions unique to that contracting district. If, when preparing such contract, the general terms and conditions of a district are unacceptable to the successful Vendor, the successful Vendor may withdraw its extension of their offer to that district.
- F. The Contract Lead District shall not be held liable for any costs or damages incurred by another district as a result of any award extended to that district by the Successful Vendor.

BY SIGNATURE BELOW, THE VENDOR HEREBY AUTHORIZES THE MEMBER DISTRICTS AS INDICATED BY CHECK BELOW TO ADOPT ANY CONTRACT RESULTING FROM THE VENDOR'S RESPONSE TO THIS SOLICITATION:

Yes

No

Yes, with the exceptions of the following districts:

Vendor Name: _____

Printed Name of Authorized Company Official: _____

Signature of Company Official: _____

Date: _____

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
Website / Content Management Services
Request for Proposal (RFP) Number PA13-098

ATTACHMENT A: Proposal Response

The Proposer must provide a Proposal response to all questions. The section shall be clearly delineated by the category and number assigned for each question. The answers shall be clear and concise, and not lengthy. If the Proposer does not have an answer to a question, the Proposer shall state 'Not applicable' or 'Unable to perform'.

A. Proposer Information

1. Company Name _____
2. Legal Name (if different) _____
3. Contact Person _____
4. Full Maining Address _____
5. Address Line 2 _____
6. Telephone Number _____
7. Fax Number _____
8. Email Address / Web Site _____

B. Business History and Experience

1. How many years has the company provided services as required by this RFP? _____
2. Years installing similar systems _____
3. Number of Full-Time employees _____
4. Number of Full-Time Technical Personnel _____
5. Project Manager Name _____
6. Attach personnel resumes of Project Team. Provided? ___Yes ___No
7. Valid Service Provider Identification Number (SPIN) _____
8. Attach current Service Provider Annual Certification (SPAC). Provided? ___Yes ___No

C. Company References

A minimum of three (3) and up to five (5) references that have contracted with their company to provide like services. It is recommended that the Proposer show school districts in Texas equal to RRISD in size and structure, if possible. Each reference provided shall include:

- Client Name
- Contact Person
- Address, City, State, and Zip
- Contact Person Phone Number
- Contact Person Email Address
- Brief History of Service

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
 Website / Content Management Services
 Request for Proposal (RFP) Number PA13-098

Additional Features

Proposer to indicate by including “X” in the appropriate checkbox below, if the feature is available.

Features & Criteria	YES	NO
Strategic Platform		
Technology Infrastructure		
Platform is scalable and robust enough to meet the needs of our district and future growth		
Robust content management capabilities, Web 2.0 functionality and other key web-based services in an all-inclusive unified platform		
Template builder for individual campuses and district that can be locked at the admin level and campus level		
Provides custom development tools that allow technically savvy users to extend and customize the platform to meet the district’s unique and evolving needs		
Shared content blocks that can be permissions based		
Open integration framework to allow the district to easily and seamlessly integrate compliant systems, data and third-party applications into the platform		
Capable of editing all websites via multiple platforms and devices (Mac and PC) using all modern browsers (Firefox, IE, Chrome, and Safari)		
Friendly URLs		
Secure sign-in intranet/portal for employee-based only content. Must be non-searchable by Google and other search engines.		
Secure Active Directory authentication and accounting capabilities		
Community-Based Infrastructure		
Proposer provides a district-wide solution that is the hub for the multiple internal and external communities that a district wishes to serve		
The solution serves as the platform where the district delivers access to all the information, resources and people that community members need		
Provides integrated actionable metrics that go beyond web analytics to measure the community’s level of engagement from the students and their families to the community at large		
Allow community members to be managed by: identity profiles, roles, groups, and membership		
Solution allows district-sanctioned communities of interest and communities of practice to form automatically or upon request		
Ability to easily integrate into the platform any web-based tools that are used in the classroom for easy access by teachers and their students		
Allows community members to stay connected to district activities through the use of mobile devices		
Automatic postings of events to Facebook/Twitter/etc.		
Ability for users to share content across multiple social network platforms		
Mashup page capacity on district sites		
Language Translation capabilities		
Breadth/Depth of Capabilities		
Web Content and Community Management		
WYSIWYG End User Development Interface that is customizable based on individual users. Must have ability to force clean paste from MS Word or other non-html documents		
Enables support for multiple district, school and teacher websites, easily and fluidly		
Capability to assign specific roles and permissions to a large number of users. Roles and permissions must be very granular in nature (ie. Allowing persons to have editing rights to just one specific page, specific modules or specific sections of a page.)		
Ability to roll out site(s) or teacher web pages quickly and accurately through automation and based on an approved template structure (with little or no IT help)		
Ability to create data collection forms		
Ability to offer A-Z indexing		

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
 Website / Content Management Services
 Request for Proposal (RFP) Number PA13-098

Ability to create, configure, organize, sort, share, search, manage and import/export data (i.e., staff directories, athletic schedules, book lists, etc.)		
Ability to search databases (ie, Staff Directory, Name, Title, Campus, etc)		
Ability to search databases (ie, Street Addresses, Bus Routes, etc)		
Content moderation capabilities allow users to view and approve any content element item before it is published to the website with built in editing, preview and publishing features.		
Scheduled publishing and deletion of content		
Responsive design features for sites to be viewed on multiple browsers and devices		
Teacher web pages seamlessly integrate with school and district websites		
In page analytics		
Smart search engine allows the district to control and filter search results for a safe and secure user experience		
Has API (interface) with Student Information System, Home Access, Gradespeed		
Ability to restrict users from posting videos and pictures		
Can access secure videos and pictures based upon user profile		
A minimum of 100Gb of storage access per site		
Image management tool: Sizing, Cropping, Editing, Tagging, etc.		
Ability to restrict file size uploads		
Ability to restrict certain file types from being uploaded		
Rich clipart repository		
Ability to display slideshows		
List on separate form function / feature / module availability and options		
Ability to create content categories and tags		
Communication and Collaboration		
Allows content editors to “snap-on” Web 2.0/social media functionality (such as comments, threaded discussions, ratings, and community editing) to any content element on virtually any webpage throughout the district’s family of websites		
Provides a strong communication engine that enables just-in-time communications to be sent to segmented and targeted constituents internal and external to the district from any location to both email and mobile devices		
Ability for community members to subscribe or opt-in to content and information updates that are of interest to them with automated email notification		
Provides e-newsletter option to connect with community members, parents and others via e-mail (all campuses fall under umbrella of district account)		
Provides effective crisis management capabilities - instantly broadcasts information and alerts to groups of constituents via multiple channels (website, email, text messaging)		
Provides strong collaborative learning functionality including online classroom spaces, shared calendars, photo libraries and digital file lockers preferably with Google App compatibility		
Provides digital “drop box” for student document submissions to teacher		
Provides safe and powerful integrated collaborative tools for teachers and organizations, including blogs, podcasts, forums, and wiki’s		
Ability for staff and teachers to conduct online tests, survey parents and community members, conduct online registrations (with results and databases automatically compiled and updated)		
Secure method of requesting information / Contact us		
Calendaring: Overlay of Department, Campus, District calendars. Integrates with Google calendars		
Calendaring: Notification of scheduling conflicts. Integrates with Google calendars		
Calendaring: Email notifications to participating members. Integrates with Google calendars		
User Experience		
Easy for novice users to contribute, yet does not limit creativity as skills develop or for users who are already tech-savvy		
User-centric functionality: easy to use interface and intuitive navigation changes based on skill level as well as role		

ROUND ROCK INDEPENDENT SCHOOL DISTRICT
 Website / Content Management Services
 Request for Proposal (RFP) Number PA13-098

Provides community members single sign-on access to the information, content, services and people that are integral to their success		
Individualized environments provide a custom-tailored workspace for each stakeholder that aggregates and presents personalized information and resources		
Advanced content contributors can use existing tools, such as Dreamweaver and Front page to leverage and repurpose existing web content through round trip editing		
Enables defined functionality and relevant information to be presented to users based on one or more roles the user has within the district		
Offers mobile app component and separate mobile website		
Compliance		
Proposer solution is TRUSTe Certified – the highest level of privacy protection		
Schools Interoperability Framework (SIF) Certified		
Provides ADA compliancy features such as force use of ALT tags, force clean paste of content, and ability to customize WYSIWYG editor per user.		
XHTML and WAI Compliance		
Company Considerations		
Proposer has Texas based staff		