

**MILFORD SCHOOL DISTRICT
MILFORD, NH**

**WEBSITE REDESIGN
INVITATION TO SUBMIT PROPOSALS**

The Milford School District (MSD) is soliciting proposals from providers to redesign the Milford School District website. The bid is for design services only – MSD reserves the right to host and maintain the end product in-house. It is the intention of the Milford School District to own outright all templates, designs, and content of the final Product.

The Milford School District serves the towns of Milford and Mason NH. On average MSD serves the families of 2400 students. As with any school district, one of the greater challenges for the MSD is to disseminate information to specific stakeholders in our community in an efficient and effective manner.

Our current website was designed nearly a decade ago. It is the intent of the district to modernize our website and increase compatibility across multiple browser formats and devices. The content of the website must be updated on a daily basis by school district employees, as student events and critical information becomes available. There is currently a “Website Redesign” committee which will be active in the design process. More detailed specifications are listed below.

General Specifications

The Request for Proposal (RFP) may be obtained from the receptionist at the Office of the Superintendent of Schools, 100 West Street, Milford, NH 03055, (603) 673-2202. Qualified proposers must submit one (1) original and four (4) copies of their proposal, sealed and marked “Milford School District Website Design” to:

Jerry Stajduhar, Director of Technology
Milford School District
100 West Street
Milford, NH 03055

All proposals must be signed by the individual, partnership, or corporation. When made by a corporation, proposals must be signed by the officers thereof authorized to bind it by Contract. Each proposal shall contain one primary contact person with their email address for any subsequent communications.

The deadline for proposal submission is Friday, January 18, 2019 by 2:00 pm and proposals will be opened publicly immediately following at the office of the Superintendent of Schools, 100 West Street, Milford, NH. Proposers and the general public are welcome

to be present when proposals are opened. No proposal shall be withdrawn for a period of ninety (90) days from the date of submission. The District intends to make the selection of a website redesign provider by Friday, February 1, 2019 (2 weeks later) and may include interviews with chosen proposers.

Should any prospective proposer desire clarification or interpretation of any items in the advertisement or request for proposal, a request shall be submitted in writing by email to proposals@milfordk12.org to the attention of the Director of Technology and the question put to and the answer given by the Director of Technology, who will then forward this information to all known Proposers.

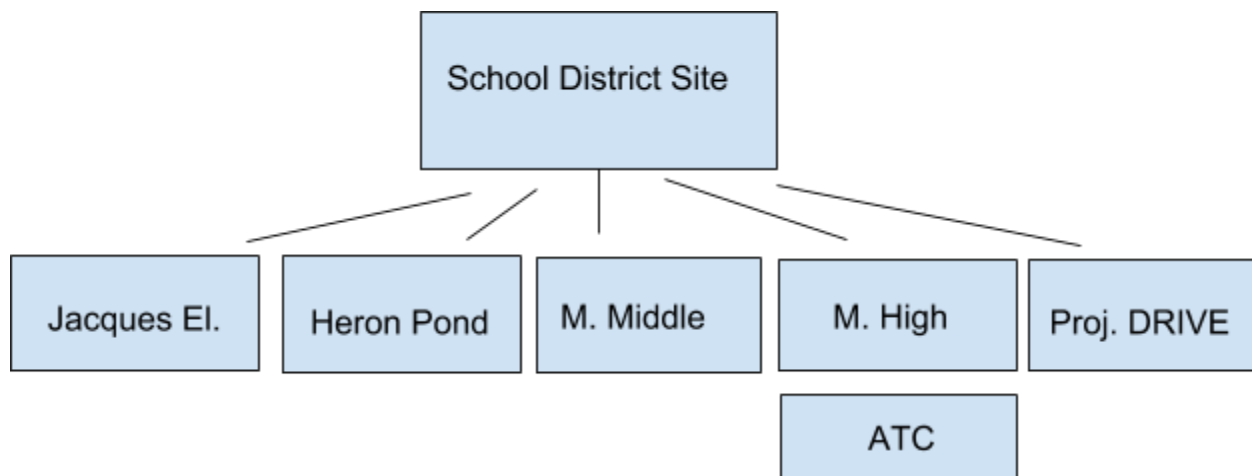
The competency, responsibility, experience, reputation, and financial standing of the proposers will be considered in making the award. The School District reserves the right to reject any or all proposals, wholly or in part, to waive the informality therein, to accept any proposal even though it may not be the lowest proposal, and to make award which in its sole and absolute judgment will best serve the School District's interests. Proposers shall propose based on specifications and any exceptions must be noted.

General Specifications:

- Design of basic templates utilizing a CMS program
- Design to include a district level site and five (5) building-specific subsites, plus the ability for teacher, student, teams, clubs, activities, etc. pages
- Support for specific public communications, school board, social media, bells, busses, forms, announcements, press releases & spotlighted information, etc.
- Support of staff only information, HR, B&G, Accounting, including required doc posting, etc.
- Design should provide a modern website with compatibility across multiple browser formats, website resolutions, website connection speeds, performance accessibility on mobile devices, etc.
- District level and building specific calendaring functionality
- RSS/notification feeds to allow users to subscribe to instant informational alerts and newsletters.
- Site map that is updated as pages are created and site search capability including PDFs
- Integrate Google Analytics
- Migration of current data/teacher pages

- Multiple levels of security with a detailed explanation of security used along with a description of all potential weaknesses
- Must adhere to New Hampshire House Bill HB1612 standards
- Overall user-friendly site design with simplified navigation
- Accessibility features, ADA Compliance

Sitemap (general outline)



Each school page containing drop-down links to: Academic Depts., School Counseling, Library, Athletics, Staff Directory, Important Documents

High school page must contain a robust section for the Applied Technology Center, with links to the broader Region 16 Technology Consortia

Examples of preferred formats:

- [Contoocook Valley School District](#)
- [Lausanne Collegiate School](#)
- [Marvelwood School](#)
- [Walnut Hill School for the Arts](#)
- [American Fork High School](#)
- [Community Consolidated School District](#)
- [Derby Public Schools](#)
- [Durham Public Schools \(North Carolina\)](#)
- [Barrington 220 School District \(Illinois\)](#)
- [Community Consolidated School District 59 \(Illinois\)](#)

Bid Requirements

The following information must be included in proposals submitted to the District for redesign of the Milford School District Website:

- Estimated project cost
- Examples of proposed design from previous work
- Timeline for completion
- Hourly rate for additional work/ongoing support
- Links to sample pages of prior website design work/portfolio
- Professional references

Timeline/Milestones

- December 21, 2018 RFP Posting
- January 18, 2019 Deadline for receiving bid proposals
- January 18, 2019 through January 31, 2019 Evaluation of Bids
- February 4, 2019 School Board Approval
- February 5, 2019 Selected Contractor notified
- February 6, 2019 through June 6, 2019 Collaborative Website Development
- June 7, 2019 Functional Website Design Completed
- June 19, 2019 to June 30, 2019 Final Data Migration
- July 1, 2019 New Website Complete

Budget

The school district has identified a target budget of \$25,000. Additional funding may be considered based on justifiable cost expenditures.

Other Helpful Information

The following are very important in making a final decision in the selection of a web development firm for this project:

- Technical Proficiency – Ability to understand all of the components involved and make recommendations.
- Proactive – Ideally we'd like to find a firm that understands our needs and makes recommendations based on their experience with web tech, rather than have to assist in the process.
- Communication – Communication is important. The Website Development would like to be kept up to date as project moves through phases so that we might respond accordingly.

- Customer Service – We want to make sure we're taken care of and the company we select has ongoing healthy relationships with a number of existing clients.
- Experience – Additional relevant experience with the needs (and limitations) of public school districts are all helpful.

The final proposal should address the above, and specifically have a number of references we can call or email.

**MILFORD K-12 WEBSITE REDESIGN PROPOSAL
MILFORD SCHOOL DISTRICT
GOOD FAITH STATEMENT**

To Whom It May Concern:

The undersigned represents that this proposal is made in good faith, without fraud, collusion or connection of any kind with any other proposer for the same work; that he has informed himself fully in regard to the website redesign services for the Milford School District of Milford, New Hampshire, and has made his own examinations and estimates and from them makes this proposal.

The undersigned understand that the Milford School District reserves the right to waive any formalities in, to reject any and all proposals or any part thereof, and/or accept any proposal or part thereof, or to select a proposer whose proposal is not the lowest, which it considers to be for the best interest of the Milford School District.

With the above understanding, the undersigned proposes to provide the Milford K-12 website redesign to the Milford School District and to comply in all respects with said specifications for the sum or sums stated.

COMPANY: _____

ADDRESS: _____

NAME (typed or printed): _____

SIGNATURE: _____

TITLE: _____

DATE: _____