



# SCHOOL ADMINISTRATIVE UNIT FIFTY SIX

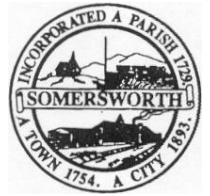
Somersworth School District

51 West High Street

Somersworth, NH 03878

(603) 692-4450 • Fax (603) 692-9100

Providing services to SAU 104 – Rollinsford School District



ASSISTANT SUPERINTENDENT  
Lori Lane

SUPERINTENDENT  
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BUSINESS ADMINISTRATOR  
Katie Krauss

DIRECTOR OF STUDENT SERVICES  
Nancy Jo Michaud

SPECIAL EDUCATION LIAISON  
Debbie Brooks

January 20, 2021

## Request for Proposal

### RFP – 1-21

## WEBSITE DESIGN

You are cordially invited to submit a Request for Proposal (RFP) for the re-design, development and implementation of School Administrative Union (SAU) 56/Somersworth School District's website in accordance with the attached specifications, terms and conditions. Prospective submitters are advised to read this information over carefully prior to submitting their qualifications.

The Somersworth School Board reserves the right to accept or reject any or all submissions, wholly or in part, to negotiate with any or all responsible submitters, and to waive any formality or irregularity in the RFP, to call for new submissions, to negotiate with any company providing a submission, and to enter into an agreement with submitter the Somersworth School District at its sole discretion determines is in the best interests of SAU 56/Somersworth School District even though it may not be the lowest bid or proposal. Submitters shall be responsible for any and all expenses that they may incur in preparing their proposal.

Questions regarding this RFP shall be directed to Lori Lane, Assistant Superintendent of Schools. Questions should be put in writing and will be accepted via e-mail (please remit to: [llane@sau56.org](mailto:llane@sau56.org)) or to SAU 56, Attn: Lori Lane, Assistant Superintendent of Schools, 51 West High Street, Somersworth, NH 03878. No questions will be accepted after Wednesday, January 27, 2021 at 4:00 PM.

**Two (2) copies** of all RFPs must be submitted in a sealed envelope, plainly marked:

"Sealed RFP – 11-21 – Website Design"  
SAU #56  
51 West High Street  
Somersworth, NH 03878

**All RFPs must be received no later than Wednesday, February 17, 2021 at 2:00 PM.**

**(No e-mailed or faxed submissions will be accepted.)**

**Proposals marked "confidential" in whole or in part will not be accepted.)**

# Somersworth School District RFP – 1-21 WEBSITE DESIGN

## I. CURRENT WEBSITE INFORMATION

The Somersworth School Board is requesting Proposals from qualified vendors for the purposes of redesigning the SAU 56 website. We are seeking to update our website to improve the way information is available to all users; to be able to expand the information over time that is available to all users; as well as to increase the website's functionality and content management so that it can be more responsive and dynamic as the needs of the district and SAU continue to evolve and change.

The SAU 56 website currently houses information for both the Rollinsford and Somersworth School Districts as well as SAU 56 which provides administrative services for both school districts. However, this redesign will only include the SAU 56 and Somersworth School District information. The Rollinsford School District is now its own School Administrative Unit or SAU and will be creating its own SAU 104 website. The creation of a separate SAU 104 website is not part of this scope of work in this RFP.

The SAU 56 website is currently a repository of information for both school districts as well as for SAU 56. As noted above, the website redesign will only include information for the Somersworth School District and SAU 56. The current information includes, but is not limited to the following areas:

### A. School Board Information including:

- Board meeting information such as agendas and meeting minutes
- Board membership and contact information
- Board policies that govern the district
- Budget Information

### B. Parent Information including:

- Bus Routes
- Lunch Menus
- Power School (student information management system) parent portal access

### C. General Information including:

- Calendar of upcoming events
- Information about different school departments such as Facilities and Technology
- Job Postings and Applications
- Links to City/Town as well as the schools' websites
- News Alerts
- Staff Directory

## II. SCOPE OF WORK

The Somersworth School Board is seeking qualified vendors who can provide the following as part of the website redesign, development and implementation:

- a. Provide consistency of design that is attractive, intuitive, and easy to use.
- b. Provide all features and functionality that exists on the current website.
- c. Develop a satisfying user experience for information gathering.
- d. Provide a Content Management System (CMS) with a simple user interface. The CMS should be set up for multiple departments to access and manage updates. The department repository should be separate for each user/department and not global for all who access the website.
- e. Provide a fully responsive website able to handle all available screen sizes, including smart phones, iPads, tablets, etc.

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- f. Provide a platform that is easily updated on a daily basis.
- g. Provide search engine optimization.

### III. FUNCTIONAL REQUIREMENTS AND ESSENTIAL COMPONENTS

The website should include the following:

- a. The website should share information and inform the public about upcoming events, news, calendars, projects, etc., through attractive and engaging features. There is interest by the Somersworth School Board to possibly integrate the school calendars with the calendars of other local civic organizations (i.e., Chamber of Commerce) and/or the city government (i.e., City of Somersworth) calendars as an option.
- b. The website should be able to deliver large amounts of constantly changing information in the form of photos, links, videos, etc.
- c. The website should be easy and intuitive, visually pleasing, quick to load and operate, and be safe and secure.
- d. The website should have a subscription feature for emailed newsletters, etc.
- e. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
- f. Have the ability to activate a banner at the top of all pages to alert community members in case of breaking news or emergency situations.
- g. Provide a secure site that meets emerging industry standards on privacy and accessibility, to include ADA recommendations for accessibility.
- h. The successful vendor should provide training to our staff to use the website tools and provide a training guide to allow the SAU staff to revisit basic functions of managing the website site.
- i. The website shall include a searchable archive section that will contain historic files and documents.
- j. The website shall be provided with a search capability.
- k. The website can have the ability to integrate with social media platforms.
- l. The website can have the ability to integrate with other electronic platforms used by the District (i.e., School Dude) for resource scheduling, etc.

### IV. WEBSITE GUIDELINES

While preparing proposals, submitters should consider the following guidelines:

- a. Visually Appealing – Design of this website is important. The site should reflect the pride the district has in the educational opportunities it provides to its students.
- b. Common Theme – Each section of the website should have a unified look and feel. Each section of the website should visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.
- c. Easily Updated – Once the website has been completed and accepted by the Somersworth School Board, the website should be easy to maintain by SAU 56/Somersworth School District staff. The Content Management System should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
- d. Fast-Loading Pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time.

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- e. Easy to Navigate – The website should be easy to navigate, with information group and presented in a logical manner. During the initial phase of the project, the successful vendor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
- f. Search Engine – The website should provide a rapid search capability of the entire site, generating results of high relevance to users.
- g. Future Flexibility – The website should include a flexible design template that can easily accommodate the addition of new functionality at a later date. We would like the ability to create additional custom pages as needed to meet our district’s evolving needs.
- h. Mailing Lists – There should be a mechanism that permits users to sign up to be on various mailing lists targeted at different top interests.
- i. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
- j. Graphic files should be relative to the website and provide for quickest loading.
- k. The website must have the capability to maintain an archive of existing and past records, such as agenda, minutes, and press releases.
- l. The successful vendor shall assist departments with information design, as requested, for the initial website design.
- m. The SAU 56/Somersworth School District staff will maintain the information on the website.
- n. The successful vendor shall obtain written permission from all copyright/license holders for any information provided as part of its design.

### V. SUBMISSION INFORMATION

All vendors intending to submit a proposal need to adhere to the following:

- a. Each vendor submitting a proposal shall provide two (2) copies of their RFP in a sealed envelope, plainly marked, “**Sealed RFP – 1-21 – Website Design**”, SAU #56, 51 West High Street, Somersworth, NH 03878 with the vendor’s address displayed on the envelope.
- b. **Proposals must be received no later than Wednesday, February 17, 2021 at 2:00 PM.** No e-mailed or faxed submissions will be accepted. Proposals submitted later than the date and time will be returned unopened.
- c. Proposals shall be signed by an authorized individual or officer of the vendor submitting the proposal.
- d. Proposals may be withdrawn by the vendor at any time prior to the closing date and time for the receipt of proposals.
- e. In order to control information disseminated regarding this RFP, vendors interested in submitting are directed NOT to make personal contact with members of the Somersworth School Board, Back Bay Networks of NH (SAU 56/Somersworth School District’s IT service provider) or the SAU 56/Somersworth Administration with the exception of the individual listed below:

Lori Lane  
Assistant Superintendent of Schools  
Phone: (603) 692-4450 x1605  
E-mail: [llane@sau56.org](mailto:llane@sau56.org)

**Questions or clarifications about the RFP should be sent to Lori Lane no later than 4:00 PM on Wednesday, January 27,**

**2021.**

Any substantive responses required will be issued by e-mail before the due date for the RFP.

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### VI. ITEMS FOR INCLUSION IN PROPOSAL

All proposals shall address the following items in the order listed below and shall be numbered 1 through 6 in the proposal document:

1. Interest Statement – briefly describe the particular interest your firm has in the redesign of the SAU 56 website.
2. Description of Firm – provide information regarding the size, location, nature of work performed, years in business, and approach that will be used in meeting the needs of SAU 56/Somersworth School District. The principals of the firm should be identified.
3. Experience Relative to SAU 56/Somersworth School District’s needs – provide a detailed summary of the firm’s experience that you feel best represents the relevant including:
  - a. Project Name and Location
  - b. Owner’s Name, Address, Contact Person and Phone Number
  - c. Award Date and Completion Date
  - d. Project Cost
4. Database – discussion of the use of databases for information storage and the data base proposed to be used.
5. Estimated Project Timeline – provide information on the project completion timeline and schedule of deliverables. Include each work element/phase, major milestones and testing proposal.
6. Detailed Project Costs –
  - a. *Website Design and Development*: identify costs related to the website design process with the SAU 56/Somersworth School District team, the production hours, tools and functionalities. Design quote should be based on the current SAU 56 website, using the current number of pages and content. Identify costs for additional pages which will be identified in a design meeting after the vendor is chosen.
  - b. *Migration Costs*: identify costs for migration of existing documents.
  - c. *Style Guide*: identify costs to provide a style guide to maintain future consistency.
  - d. *Hosting*: identify provider and cost for hosting services for a single (not shared) server. We may not change our hosting provider, but would like to know our options.
  - e. *Contractual Stipulations*: identify your company’s terms and conditions of payment and hourly rate for additional work after proposal is accepted.
  - f. *Training of SAU/Somersworth School District staff*: identify costs for training SAU/Somersworth School District staff to manage the website and identify costs of creating and providing a training guide to be used by SAU/Somersworth School District staff to revisit basic functionality and/or train new SAU/Somersworth School District staff.
  - g. *Future Services Fee Structure*: provide a fee schedule of the vendor’s current design rates and training rates so that the Somersworth School Board is aware of potential future costs should there be a desire to make substantial website design changes and/or there becomes a need for future training.
  - h. *Optional Migration Costs*: identify costs to migrate the Rollinsford School District information to the current Rollinsford Grade School website or a separate SAU 104 website.

### VII. SELECTION PROCESS

The process that will be used by the Somersworth School Board in selecting a successful vendor to perform services as outlined in this RFP will be as follows:

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1. The Somersworth School Board will select vendors to be interviewed based on responses to this RFP. After interviews, the Somersworth School Board will select one successful vendor. The Somersworth School Board will issue a contract within ten (10) days of selecting the successful vendor. If the successful vendor does not sign the contract within ten (10) days of its selection, the Somersworth School Board may withdraw its offer to the successful vendor and select an alternative vendor.
2. All designs, concepts, information and cost analyses presented by the vendor during the selection process shall become the property of SAU 56/Somersworth School District, and shall thereafter be used at its sole discretion.
3. SAU 56/Somersworth School District may, at any time, terminate the services and/or contract with the successful vendor at SAU 56's convenience and without cause. In case of termination for SAU 56/Somersworth School District's convenience, the successful vendor shall be entitled to receive payment from SAU 56/Somersworth School District limited to actual documented expenses as of the date of termination as its sole remedy. In no event will SAU 56/Somersworth School District be responsible for lost profits, compensatory or other consequential damages.
4. The Somersworth School Board decision with regard to the selection of the successful vendor shall be considered final. The Somersworth School Board reserves the right to investigate the financial responsibility of any and all submitters to determine the ability of vendors to assure service throughout the term of the contract.

### VIII. EVALUATION PROCESS

Vendors submitting proposals are advised that all submittals will be evaluated to determine the "best" firm that will be able to meet the needs of SAU 56 and the Somersworth School District as determined by the Somersworth School Board in its sole discretion.

Evaluation will include, but not be limited to, the criteria listed below:

- a. Experience and expertise of the firm.
- b. Proposal outline and fee structure.
- c. Statement of Interest and project plan/methodology.
- d. Completeness of the Proposal. IN ORDER FOR A PROPOSAL TO BE CONSIDERED, SAID PROPOSAL MUST ADDRESS ITEMS OUTLINED IN THIS REQUEST FOR PROPOSAL.
- e. The oral interview and presentation: The Somersworth School Board reserves the right to determine firms that will be requested to appear for an oral interview.
- f. Professional references.
- g. The vendor's personnel that will be assigned to this project.
- h. The vendor must be able to show financial and managerial stability.
- i. Proposals not meeting the above minimum submission criteria and requested information described in the RFP will be rejected.
- j. Any and all other considerations that the Somersworth School Board in its sole discretion determines are in the best interests of the project.

**NOTE:** Any omissions or errors in this RFP are not binding on the Somersworth School Board, SAU 56, or the Somersworth School District.

SAU 56/Somersworth School District accepts no financial responsibility for costs incurred by any vendor responding to this RFP.