



JANUARY 29, 2021



REQUEST FOR PROPOSAL

Website and Content Management
System

Park Hill School District





DEPARTMENT OF TECHNOLOGY

7703 NW BARRY ROAD

KANSAS CITY, MO 64153

Phone: 816-359-6104

Email: RFP_Tech@parkhill.k12.mo.us

REQUEST FOR PROPOSAL NUMBER: TE1117

The Park Hill School District, Department of Technology, will accept proposals from qualified persons or firms interested in providing the following:

DISTRICT WEBSITE UPDATE

IN ACCORDANCE WITH THE ATTACHED SPECIFICATIONS

PROPOSALS MUST BE RECEIVED BY FEBRUARY 19, 2021 AT 10:00 AM CST

PLEASE MARK YOUR EMAIL "Proposal No. TE1117" AND EMAIL TO:

Park Hill School District, Department of Technology

RFP_Tech@parkhill.k12.mo.us

It is the responsibility of interested firms to check the District's website at: <https://bit.ly/phsdrequests> for any addendums prior to the opening date and time of this proposal. All addendums must be signed and included with the submitted response.



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1. DESCRIPTION OF PROJECT AND SERVICES REQUIRED

1.1 INTRODUCTION

The Park Hill School District (PHSD) is in the southern third of Platte County, located just north of downtown Kansas City, Missouri. Park Hill is a public school district, serving students in pre-kindergarten through grade 12. The district includes 11 elementary schools, four middle schools, three high schools (including two traditional high schools and an innovative, personalized high school program), a day school, and an early childhood education center. Park Hill School District has approximately 12,500 students enrolled in grades PK-12. The district employs more than 2,000 staff members.

1.2 SCOPE OF SERVICES

The Park Hill School District is seeking proposals from credible and qualified providers for a website and content management solution to achieve the following:

- A modern, fresh, mobile-friendly website design, with the ability to modify the design as needs and design trends evolve.
- Meeting the needs of all site visitors through innovative features, accessibility standards and response to requirements identified by our stakeholders.
- Content and design strategies that balance the need of marketability, engagement of potential and current district families, and ease of access to information.
- Standardization of all district sites and the processes used to update and maintain them.

1.3 TIMELINE FOR RFP PROCESS AND PROJECT COMPLETION

The timeline listed below is the district’s estimation to complete the RFP process. All efforts shall be made to abide by this schedule, but it is subject to change.

RFP Issue Date	January 29, 2021
Question Cutoff date	February 5, 2021 at 2:00 PM CST
Addendum Issue Date	February 10, 2021
Proposal Due Date	February 19, 2021 at 10:00 AM CST
Provider Demonstrations	Week of February 22, 2021
Notice of Selection	March 4, 2021
Proceed to PO	March 26, 2021
Launch of New Websites	May 31, 2021

1.4 PROPOSAL REQUIREMENTS

- Respondents must address all information specified by this RFP.
- PHSD reserves the right to verify any information contained in the respondent’s response, and to request additional information after the RFP response has been received. Any supplemental information provided will become a part of the proposal.
- Marketing brochures included as part of the main body of the proposal response may be submitted as an attachment.



- d. Respondent shall bear all costs associated with preparing and submitting responses to this RFP and the subsequent evaluation phase.
- e. All pricing on proposed items shall be held without increase for at least one year from award date. The district reserves the right to routinely make inquiries of the successful respondent on price decreases at any stage throughout the "held" period.



2. RESPONSE GUIDELINES

2.1 INSTRUCTIONS TO RESPONDENTS

- a. All questions should be submitted to RFP_Tech@parkhill.k12.mo.us and will be addressed by the district. If there is significant information deemed necessary to be communicated to all potential responders an addendum(s) may be issued and posted on the district's website. All addendums(s) must be signed and included with the submitted proposal.
- a. It is the responsibility of each respondent before submitting a response to examine the proposal documents thoroughly and request an interpretation or clarification soon after discovering any conflicts, ambiguities, errors, or omissions in the proposal documents. Requests for clarification must be received no later than 2:00 PM on February 5, 2021. The email must contain this proposal number, name, date and numbered questions. Park Hill School District will not answer questions transmitted through facsimile or methods other than set forth in this paragraph. All questions will be answered in an addendum, after question due date. Park Hill School District is not responsible for questions not received on or before the due date, including emails lost due to spam filters or technical issues.
- b. Proposals submitted on separate forms are not acceptable unless specified in the RFP document. Failure to complete proposal forms to the satisfaction of the Park Hill School District may result in the rejection of the proposal.
- c. Proposals may be modified, cancelled or withdrawn prior to the above referred time and date only upon written notice received by the district before referenced time and date. Proposals may not be withdrawn for a 60-day period following the time and date for the receipt of proposals.
- d. Proposals will be made on the enclosed form. Respondents are requested to comply in all respects with the RFP documents and the instructions to respondents.

2.2 TERMS AND CONDITIONS

In submitting a response to this Request for Proposal respondents hereby understand the following:

- b. Park Hill School District (PHSD) reserves the right to reject any and/or all submittals and responses to these and/or related documents, to accept any item(s) in the submittal, to waive any irregularity in the submittals, and further if determined to be non-responsive in any form, or if determined to be in the best interest of Park Hill School District.
- c. The respondent, if an individual, verifies he/she is of lawful age and competent to enter into and perform the work contemplated and if a corporation, is duly incorporated and authorized to do business in this state.
- d. This proposal is made without any understanding or agreement with any other person, firm or corporation submitting a proposal for the same purpose and this proposal in all respects is fair and without collusion or fraud.
- e. No member of the Board of Education of this district, nor any officer, employee or person whose salary is paid by said district, in whole or in part, is directly or indirectly interested in this proposal or any portion of the profits.
- f. The prices stated herein are net, exclusive of all federal, state and municipal sales and excise taxes.
- g. Alternate proposals (two or more proposals submitted) will be considered for an award. Park Hill School District reserves the right to make the final determination of actual equivalency or suitability of such proposals with respect to requirements outlined herein. The proposals submitted, and any further information acquired through interviews or demonstrations, will become and is to be considered a part of the final completed contract. If there is any variance or conflict, the proposal specifications will control.



- h. Respondents MUST email completed copies of this entire document to the Park Hill School District at RFP_Tech@parkhill.k12.mo.us on or before the date and time specified. Proposals received after that time will not be accepted nor considered.
- i. All requested information must be supplied. If respondents cannot respond to any part of this request, respondents should state the reason they cannot respond and note an exception. Respondents may provide supplemental information to assist Park Hill School District in analyzing its proposal.
- j. All proposals should be valid and constitute an irrevocable offer to contract on the terms and conditions contained in this Request for Proposal for ninety (90) days after opening. Contracts entered based on submitted proposals are revocable if contrary to law.
- k. All project participants, consultants, engineers, contractors, and subcontractors must comply with all applicable federal, state and local laws pertaining to contracts entered by governmental agencies. All participants must comply with the Americans with Disabilities Accessibility Guidelines (ADAAG).
- l. The respondent hereby certifies that this Request for Proposal has been carefully and thoroughly reviewed and the nature and scope of work to be done is understood. The respondent acknowledges the response is based upon the terms, specifications, requirements, and conditions of the Request for Proposal documents. The respondent further agrees that the performance time specified is a reasonable time, having carefully considered the nature and scope of the project as aforesaid.
- m. It will be understood that any submittal and/or all referencing information submitted in response to this Request for Proposal will become the property of Park Hill School District and will not be returned. As an educational entity, PHSD is subject to making records available for disclosure after Board of Education approval of the recommendation.
- n. PHSD will not be responsible for any expenses incurred by any respondent in the development of a response to this Request for Proposal including any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to Park Hill School District and/or its representatives.
- o. By submission of a response, the respondent agrees that at the time of submittal, he or she: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and will not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of the respondent's services, or (2) benefit from an award resulting in a "conflict of interest". A "conflict of interest" will include holding or retaining membership, or employment, on a board, elected office, department, or committee sanctioned by and/or governed by the Park Hill School District Board of Education. Respondents will identify any interests, and the individuals involved, on separate paper with the response and will understand that PHSD may reject their proposal. The respondent certifies that this proposal is submitted without collusion, fraud or misrepresentation as to other respondents, so that all proposals for the project will result from free, open and competitive proposals among all respondents.
- p. Park Hill School District will issue a purchase order/contract for the acquisition of services specified because of an award made in reference to this document. Contract documents will be subject to any regulations governed by the laws of the State of Missouri and any local resolutions specifically applicable to the purchase.
- q. Any dispute arising out of the contract documents or their interpretation will be litigated only within the courts of the State of Missouri.
- r. All associated costs required to complete project as specified should be included in your final proposal.



2.3 EVALUATION CRITERIA

Park Hill School District will review all responses submitted by the due date. The evaluation will include, but is not limited to:

- Provider's qualifications
- Provider's ability to meet or exceed the requirements
- Pricing
- Completeness and quality of response
- Provider's services -- Implementation, consultancy, training and technical support
- Presentation, if selected for demonstration
- System flexibility and quality
- References

2.4 SELECTION PROCESS

The proposals will be evaluated by a selection committee comprised of selected district personnel. The overall process may consist of two steps: the first being a review and evaluation of all responsive proposals and the second being the demonstration/interview phase for the short list of respondents selected.

2.5 ADDENDUMS

Any addendum(s) will be posted to the Park Hill School District Requests for Proposal and Bids website at <http://bit.ly/phsdrequests>. Respondents are responsible for checking the website and acknowledging any addendums in their response.



3. PROVIDER QUALIFICATIONS

3.1 ABOUT THE PROVIDER

Please supply a brief description of your company, including the number of years in operation and the number of employees directly supporting your website solution.

3.2 INDUSTRY EXPERIENCE

Please describe and provide examples to demonstrate your industry experience and long-term viability providing websites and content management systems for K-12 education. Include the total number of K-12 schools and school districts using your website solution, as well as the focus and commitment to K-12 clients.

Describe what you think differentiates your organization from other industry providers.

3.3 PROPOSED PROJECT TEAM

Please provide information about the implementation team and departments involved in delivering the proposed solution to Park Hill School District and reference their industry experience.

3.4 CUSTOMERS

Please supply a sample list of your active K-12 educational clients and provide examples of your best websites. Please list any Missouri or Kansas districts currently using your product. Provide links to example district and school websites with a district population of at least twelve thousand students.



3.5 REFERENCES

Please supply the name of three K-12 references with a district population of at least twelve thousand students.

3.6 PARTNERING

Provide the names of any partners relevant to this RFP. Please describe their role in the response and any products and/or services the partner might supply.



4. PROPOSED SOLUTION

4.1 PRODUCT

- a. Product Name:
- b. Brief Description:
- c. Current Version
- d. Year Released:

4.2 REQUIREMENTS AND RESPONDENT CAPABILITY

Response Key

Please insert the applicable answer into the 'Response' column of the table below.

YES	Yes, this feature is available as part of the standard package
YES-P	Yes, only partially (please describe in detail, or we reserve the right to change this response to NO)
YES-C	Yes, this feature is available but required customization
FR	This feature will be available in a future release (within the next 6 months)
NO	This feature is not available in the system
N/A	Not applicable



REQUIREMENTS

Requirement	Response	Details
Single sign-on/SAML for staff		
Accepts PHSD data privacy agreement (Found at http://bit.ly/phsddataprivacy)		
Administrative controls to assign permissions at a granular level		
Ability to limit users' access to changing template, font, and formatting settings – please indicate what can be locked and limited		
Uses HTTPS/TLS		
Uses static IP addresses		
Supports any number of concurrent users		
Support for all major browsers, including Chrome, Edge, Safari and Firefox on all operating systems		
Accessibility of website to ensure usable access by people of all abilities		
Supports third-party accessibility auditors. Please list those supported.		
Automatically synchronized staff directory from HR Database (LDAP or other) that also allows for flexibility of updating single users		
Defined disaster recovery process		
Audit logging/analytics		
Session timeout for logged in users		
Hosted in the United States		
PHSD hosted public DNS record (one for each site)		
Space for hosting videos/images (please specify the amount)		
Unlimited pages and storage		
Content translations for multiple languages		
Supports HTML5		
Supports Google Analytics		
Editor auditing and the ability to track versions and changes		
Ability to get support via email and phone		
Dedicated account manager		



Defined SLAs		
Uptime guarantees and liquidated damages		
Maintenance/updates during non-peak hours		
At least three district support contacts		
Training for all district site administrators		
Training for all building site administrators		
User-friendly mobile interface – providing accessibility on all major mobile platforms		
User-friendly/intuitive editing		
Centralized content management – The ability to push updates to sub sites with one click		
Ability to manage users in groups		
Ability to integrate with external calendars		
Templates and easy set-up of pages for teachers, clubs, sports, special programs, etc.		
Ability to upload documents		
Ability to schedule content		
Ability to preview content/design before publishing		
Highly functional Search/indexing capabilities		
Ability to select from multiple calendars in one view		
Historical version control/restoration		



REQUESTS

Request	Response	Details
Automated role-based permissions based on LDAP or other integration		
Ability to integrate with our Student Information System (Infinite Campus)		
Ability to integrate with Active Directory (or other method) for automatic updates of staff photos		
Service status page		
Ability to completely redesign overall site theme at least every two to three years at no additional cost		
End user training videos/webinars		
Social media integration		
Ability to download and sync calendar items with major calendar providers, including major mail clients		
Option to purchase mass stakeholder communication tools (phone, email, text)		



4.3 CUSTOMIZATIONS OR CONFIGURATIONS

Describe your options for custom versus templated website design.

If your system requires any customizations or configurations to meet our requirements (and you can provide this service), please describe what customizations need to be made, the benefits and any additional costs. Please describe the level of complexity proposed with considerations for ongoing support after implementation. What time of post implementation support is offered for back-end administration?

4.4 CONTENT MIGRATION

Describe your site migration process. Detail all costs associated with the various migration options and the recommended timelines for migration.

4.5 REPORTING

Attach a sample of the reporting available in your product for site visitors and site activity.

4.6 SECURITY

Detail any data leaks, security breaches, etc. experienced in the last five years. If such events transpired, describe what happened and your response.

What current security practices do you have in place (i.e. penetration testing, vulnerability assessments)?

4.7 VARIED OR ADDITIONAL OPTIONS

Describe any proposed additions or variations to the solution presented (mass communication tools, phone app, etc.). Detail all costs associated with additional options and variations in the pricing section.



5. IMPLEMENTATION

5.1 IMPLEMENTATION PLAN

Provide a plan outlining the likely timeline for implementation, including regular meetings to discuss progress.

5.2 ENGAGEMENT PROCESS

Please describe your communication/engagement process after the implementation has been completed.

5.3 TRAINING

Please describe the training procedures for the solutions proposed. Be sure to include any additional costs in the pricing section of this document. Detail what training looks like for each group of users.

5.4 SUPPORT SERVICES

Please describe the technical support processes and the options available for your proposed solutions. Include higher levels of support available and their associated costs. Outline your escalation process and typical response times. Attach your Service-Level Agreement (SLA) to the supporting documents section. If you offer liquidated damages when SLAs are not met, please describe this process.

Detail all unplanned outages your website solution has experienced over the last 12-18 months, and time to resolution on those outages.



6. PRICING

6.1 COSTS

Please supply all costs related to implementation of your product, including any available discounts. Proposals should be as detailed as possible and include all deliverables listed as separate line items. Supplemental pricing documentation will be accepted but must be formatted like the chart included below. At a minimum, all deliverables below must be identified with their associated yearly costs for three years.

Deliverable	Costs Year 1	Costs Year 2	Costs Year 3
Annual license fees			
Implementation fees			
Software support fees			
Software maintenance fees			
Design Fees			
Training fees (mandatory or option; on-site or remote)			
Other costs (please list all other costs associated with your proposal including any customization costs)			
TOTAL			
Optional additional components			

6.2 MULTI-YEAR AGREEMENTS

Please include any benefits that may be available for both parties regarding payment cycles and multi-year agreements.



7. SUPPORTING INFORMATION

Please attach the following information to your response:

Mandatory

- Service Level Agreement (SLA)
- Pricing documentation

Optional

- Additional information relevant to the response, as long as all sections of the response are complete



8. CLOSING

In submitting a response to this document, respondent acknowledges acceptance of all sections of this document, including addendums, and has clearly delineated and detailed any exceptions.

The undersigned, on behalf of the respondent, certifies that: (1) this offer is made without previous understanding, agreement or connection with any person, firm, or corporation making a bid on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the proposal is entered; (4) they have read the complete Request for Proposal and understand all provisions; (5) if accepted by Park Hill School District, this proposal is guaranteed as written and amended and will be implemented as stated; and (6) mistakes in writing of the submitted proposal will be respondent responsibility.

Name of Respondent: _____

Primary Contact: _____

Email Address: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone Number: _____

Fax Number: _____

Signature: _____ **Title:** _____

Printed Name: _____ **Date:** _____