



District Administration
Office
1002 South 3rd Avenue
Marshalltown, Iowa 50158
Phone 641.754.100
Fax 641.754.1003
www.marshalltown.k12.ia.us

**MARSHALLTOWN COMMUNITY SCHOOL DISTRICT
Request for Proposal
Website Hosting, Design and Development**

Proposals are due at 2:00 p.m. CST on 10/08/2021. Documentation for all options must be included with the proposal in order for the proposal to be considered.

Please email your quotation to the below email address. DO NOT SEND YOUR QUOTE DIRECTLY TO A DISTRICT EMPLOYEE'S EMAIL.

sealedbid@marshalltown.k12.ia.us

All proposals should contain the subject line “MCSD - 2021-2022 Website Hosting, Design and Development proposal bid.” Late proposals will not be accepted. Faxed proposals will not be accepted.

Contingent award of Proposal for Website Service, Design and Development will be made by the Superintendent of the MARSHALLTOWN COMMUNITY SCHOOL DISTRICT.

Questions regarding the proposal process should be directed to the Director of Communications. Value added resellers must base their proposal on the specifications listed and may explain pricing in their proposal document.

Contact Information:

Adam Sadders - Director of Communication
MARSHALLTOWN COMMUNITY SCHOOL DISTRICT – Central Office
1002 South 3rd Avenue
Marshalltown, Iowa 50158
asadders@marshalltown.k12.ia.us
(641)754-1000

District Profile:

MARSHALLTOWN COMMUNITY SCHOOL DISTRICT (MCSD), includes six elementary buildings, one intermediate building, one middle school building, one high school building, one transportation building, one support services/central administration office building. Regular business hours at all locations are considered to be 7:30 a.m. to 4:30 p.m., Monday through Friday, exclusive of holidays



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observed by the district. There are 5,371 students being served in our District. The District employs approximately 600 regular employees with 379 teachers, 25 administrators, and 200 support personnel. There are 12 buildings in the district. MCSD has six elementary schools, one intermediate school, one middle school, one high school, one central office which houses an alternative high school, and a transportation building. Additionally, the district has a fully accredited K-12 virtual academy.

- MCSD is a tax-exempt entity, therefore the project shall be exempt from Iowa State Sales Tax pursuant to Iowa Code Sections 423.3 (3) and 423.3 (80). The owner will provide additional documentation to the successful bidder subsequent to proposal award.
- MCSD reserves the right to accept or reject all or any parts of any proposal, waive minor technicalities and award the proposal that appears to best serve the interest of the District. Please note any irregularities in your proposal.

Intent/Purpose:

This Request For Proposal has been prepared by MCSD, which is seeking **one** proposal for the design, development and hosting of a website. The current site captures the mission of MCSD and includes information; however, MCSD seeks improved communication features as well as navigation, clear branding, and better mobile functionality. MCSD's site visitors should be able to quickly find desired information about the district. Proposals should include all fees including, shipping, licensing, etc.

Audience:

The site has numerous purposes serving multiple groups of users. The groups include parents, students, staff, vendors and community members, to name a few. These groups are interested in information, access to resources and engaging content about the district.

Current Website Scope:

The current MCSD website is about 5 years old and features photo galleries, granular edit permissions, language translator to Spanish, SEO capability, and rotating images and templates. It does not serve MCSD well anymore. There is one primary District landing page, which provides access to six key categories: Our District, Schools, Students, Parents, Staff, and School Board. Each key category contains secondary landing pages (i.e. a landing page for each school).

Proposal Requirements

- Overview of vendor
- How vendor will meet the district objectives
- Explanation of the proposed platform/CMS
- Outline of website design and development strategy



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- Proposed website timeline from kickoff to launch
- Details about the project team
- Recent design and development examples in education
- References
- Key differentiators about the vendor
- Competitive pricing.
- Terms and conditions
- All rights to website design, modules and content become the property of MCSD.
- All costs must be listed and priced as detailed individual line items.

Please note if the following functionalities are available in the proposal, along with a brief description. If there is a cost associated with the functionality, include it as an individual line item:

- Website hosting
- Project maintenance and upgrades
- Estimated planning and design timeline
- Dedicated project manager
- Custom design of the website
- Branding (i.e. District logo(s), color palate, email signature, District letterhead, business cards, social media backgrounds, social media post templates, branding style guide)
- Slideshow, Video display/streaming, and Downloadable documents
- Homepage and secondary landing page(s) video and photos
- Photo galleries
- Rotating images
- Site migration
- Staging
- Help Desk
- Professional development for webmaster and content editors
- Marketing support
- Support for content strategy
- Calendar
- Email/Text alerts
- Social media integration without coding
- Mobile App
- Push Notifications for mobile users
- Poll/Surveys
- Integrated e-Newsletter tool



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- Drag and drop editing
- Cloud-based hosting
- Redundancy and remote zone failovers
- Unlimited file storage
- Unlimited users
- Backups
- Page history/Editor Tracking
- Translation into multiple languages
- Emergency alert banner
- Performs well on major browsers (Chrome, Firefox, Safari, IE/Edge)
- 301 redirects of old URLs
- Granular user permissions
- Group permissions
- Approval workflows
- Bulk import of users
- LDAP/AD integrations
- Multi-factor authentication
- Google Apps Integration
- Optimized with SEO best practices
- Ability to achieve and support ADA compliance
- Detailed documentation outlining what is covered with support
- Analytics Integrations (i.e. Google Analytics, Google Search Console)
- Customer service interaction
- Security - SSL

Vendor Acknowledgement:	
Vendor Name:	Printed Name:
Address:	Authorized Signature:
Phone Number:	Title:
Fax Number:	Email Address:
Website URL:	Date:



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Vendor Requirements

- Vendors must be an authorized reseller of the products that they propose.
- Vendors must list the certifications that they possess that are relevant to the products or work they propose.
- Vendors may be asked to provide references related to product installation, financial stability, support services and/or understanding of educational computing needs.

Selection Criteria

1. Alternatives, variations and exceptions must be clearly stated.
2. The district reserves the right to consider proposals based on their relative merit, risk and value to our school district.
3. The district reserves the right to negotiate with any vendor. The successful vendors may be asked to participate in negotiations and be asked to make revisions to their proposals based on these negotiations.
4. The district reserves the right to cancel in part or in full, this RFP if it is in the best interest of our students.
5. This RFP does not commit us to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for services or equipment.
6. Where the quantity purchased affects the price per unit, the vendor is to indicate the price break points in relation to the number of units.
7. The vendor's proposal will indicate the product's availability and a delivery timetable.
8. All bids must be itemized and include the per unit and total extended cost of items. Any and all delivery, shipping, and insurance charges must also be listed.
9. In submitting a bid, each vendor represents that they have read and understand these requirements.