

## **Request for Proposal Website Project**

Avoca School District 37 is issuing a Request for Proposal to redesign the district's website and support district personnel as related to the website. The following are details about the proposed schedule:

1. Request for Proposal distributed: Wednesday, September 20, 2017
2. Deadline for submission of Proposal: Wednesday, October 11, 2017 at 2:00 p.m. CST to [haugebee@avoca37.org](mailto:haugebee@avoca37.org)
3. Interviews and demonstrations with Finalists: Weeks of October 16 and October 23, 2017
4. Projects Commencement: Upon Board Approval

### **Website Design and Support**

It is understood that this is not a competitive bid, but rather a proposal to perform website design and provide website support services.

Selection of a website designer is exclusively the province of the Board of Education for the district. The Board reserves the right to select on the basis of written information, demonstration and/or interview.

Should you have any questions or require further information, please contact the following: Beth Haugeberg, District Technology Coordinator, at [haugebee@avoca37.org](mailto:haugebee@avoca37.org) or (847) 251-3587 ext. 160.

### **Who We Are**

Avoca School District 37 is a high-performing suburban school district serving portions of four distinct villages: Glenview, Northfield, Wilmette and Winnetka, IL. A pre-kindergarten-8th grade elementary school district, Avoca's student population has grown by 13% over the last six years, currently serving approximately 750 students in 2 schools. Approximately 40 different languages are spoken among Avoca families. The school district is located on the North Shore suburbs of Chicago, and has a reputation of offering students a challenging academic environment and opportunities to get involved in a wide array of extracurricular activities.

Our teachers are preparing Avoca students to successfully compete in 2025 and beyond. We utilize 21st Century instructional practices to ensure our students are academically confident and ready to navigate a rapidly-changing, technology-rich, global economy.

### **Our Challenge**

We are one of six districts feeding into the high performing New Trier Township High Schools, and by far the most diverse. Although we do not have the wealth of resources of our neighboring districts, our expectation is that our web-presence should reflect the excellence that we demand out of our educational program.

### **Project Scope**

The school district is interested in creating a website that is dynamic, intuitive, easy to navigate, and reflects the quality of the district to staff, parents, students, and the community at large.

### **Agreement**

Selected vendor will enter into a written agreement with the school district.

## Website Redesign

### FUNCTIONAL REQUIREMENTS

Visitors of our website should be able to:

- Find information easily either by browsing or site-specific searching
- Jump back and forth between buildings from any page
- Access user-centric portals and district technologies from any page
- Search and filter through data-driven items (e.g. search for a staff member by last name)
- Contact staff members using multiple customizable contact forms that carbon copies the sender (e.g. contact a staff member, technical support)
- Report issues on the website via a form
- Submit requests to user-centric, data-driven items (e.g. submit a daily announcement for approval)
- Determine residency via a search form
- Access interactive calendar that gives event and details
- Submit online registration forms and respond to surveys.
- Browse and scroll for information on a responsively designed site
- Import calendars to personal calendar using export/import features (e.g. iCal)

Authorized users should be able to do everything a visitor can do PLUS:

- Login to a management console
- Broadcast announcements across pages allowing for automatic and definable start and end dates
- Upload documents with or without file size limitations (e.g. boundary maps, forms, policies, etc.)
- Upload media files with or without file size limitations (e.g. videos, audio files, etc)
- Alter page content via a GUI (including but not limited to pictures, links, text, etc.)
- Embed social media feeds into the website
- Provide a 'Share' widget for major social platforms (Twitter, Facebook, LinkedIn, Insta, etc.)
- Create RSS feeds
- Update data-driven information, preferably via simple forms (e.g. staff listings, announcements, etc.)
- Allow for optional workflows to approve items before they are displayed on the website
- Allow for a preview option before publishing the page

Administrators of the site should be able to do everything an authorized user can do PLUS:

- Manage site easily, keeping in mind that we do not have a dedicated Web Content Manager in the district
- Manage page templates and styling
- Manage access and permissions for authorized users on both a broad and granular level (e.g. assign permission to specific pages or data-driven forms)
- View action history of any authorized user for troubleshooting purposes
- View error logs on the site
- Manage pages / subsites (including copying / moving pages)
- Manage page navigation
- Ability to manage JQuery and other plugins
- Ability to manage page code / javascript
- Ability to access basic analytics

## **NON-FUNCTIONAL REQUIREMENTS**

- Creative, out-of-the-box, graphic design that exceeds current K-12 and ADA website design standards
- The website should be able to be administered on all devices, mobile or otherwise
- The website should be viewable on all devices, mobile, or otherwise
- Compatible with all modern browsers, mobile or otherwise
- Follows ADA accessibility requirements and best practices
- Administration of software needs to be scalable and easy to maintain across district
- Authorized user interface needs to be easy and should not require knowledge of code
- Continued, enterprise-level support after project completion
- Enterprise-level support after project completion required including updates and training for administrators
- Hosting will be off-site, please include hosting fees in proposal
- Ability to have data-driven information and quality analytics rather than just static content required
- Use of data-driven information (in a centralized database, updated via forms) in addition to just static content to improve interactivity

## **Requirements for Submission**

- Submissions should be no more than five pages and tendered electronically.
- Submissions should clearly describe details of each deliverable
- Provide a cost for each project deliverable in addition to hourly rates of those associates involved in the project. The district reserves the right to modify the Scope of Services
- Provide 2-3 relevant samples of previous website redesign project work.