



**INDIANA UNIVERSITY**

**PURCHASING DEPARTMENT**

**Request for Proposal**

For

Web Site Redesign  
Indiana University Kokomo

Final Response due no later than  
**3:00 PM (Eastern Time) on October 9, 2007**

Issued by:

Jennifer Foutty  
Director of Purchasing Operations  
Indiana University  
400 East Seventh Street, Room 416  
Bloomington, Indiana 47405  
Fax: 812.855.7839  
Issued: September 20, 2007

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**Section A: Table of Contents**

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**Section B: Purpose**

Indiana University (IU) is requesting proposals from firms interested in providing a web redesign for the Kokomo campus, as specified herein. The intent of this Request for Proposal (RFP) and the ensuing process is to provide companies with the information, requirements, and specifications necessary for the preparation of a professional and comprehensive proposal. Specific terms and conditions are outlined.

Selection of the successful company (Contractor) will be based upon a variety of factors such as vendor background and qualifications, quality of reference sites and references, vendor process, and price.

As used within this RFP, “Participant” shall refer to those companies receiving and responding to this RFP. “Contractor” shall refer to the successful Participant of the process. “University” shall refer to Indiana University.

**Section C: Background**

IU Kokomo is a public university that is part of the multiple campus setting, an educational institution with a student enrollment of more than 3000 undergraduate and graduate students. A faculty and staff of approximately 200 support the educational mission of this institution. IU Kokomo is widely respected as one of the region’s most comprehensive institutions with several academic programs and offerings. Central to this institution is a faculty of some 130 teachers and scholars, and a quality student body. The quality of the university faculty has been demonstrated through higher accreditation efforts and highly recognized programs for the region, meeting the demands of the 11 counties it serves.

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**Section D: Proposal Instructions and Conditions**

- D1 All questions and inquiries regarding this document should be submitted via email to the Director of Purchasing Operations, Jennifer Foutty, at [jfoutty@indiana.edu](mailto:jfoutty@indiana.edu). EXCEPT FOR CASES AUTHORIZED IN WRITING BY JENNIFER FOUTTY, DURING THE DURATION OF THIS RFP PROCESS, THROUGH SELECTION AND NOTIFICATION, ANY COMMUNICATION BY PARTICIPANTS WITH INDIANA UNIVERSITY STAFF OTHER THAN JENNIFER FOUTTY MAY RESULT IN IMMEDIATE REJECTION OF THAT PARTICIPANT. Questions regarding this RFP should be submitted as they occur. Questions asked after the deadline shown in the schedule in Section E will not be answered
- D2 The proposal (response) should include one (1) signed original on paper and three (3) hard copies. The copies should be stapled only (no bindings). The response should also include one (1) e-mailed, electronic version in Microsoft Word format or .pdf format. The e-mailed version must be received by the due date/time stated in Section E. The signed original and copies must be received in the Purchasing Department no later than 1 business day after the due date/time. A legally authorized representative(s) of the participant must sign the proposal. Proposals should be addressed as follows:
- Jennifer Foutty  
Director of Purchasing Operations  
Indiana University  
400 East Seventh Street, Room 416  
Bloomington, IN 47405  
[jfoutty@indiana.edu](mailto:jfoutty@indiana.edu)
- D3 Office hours for receipt of proposals are: Monday through Friday, 8:00 am-12:00 noon and 1:00-5:00 pm Eastern Time.
- D4 The University reserves the right to reject any or all proposals and, in particular any proposals not containing complete data requested. The University reserves the right to waive any irregularity in any proposal received. Proposal should be submitted initially on the participant's most favorable terms.
- D5 The University will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request. All proposals submitted become the property of the University; they will not be returned and may be subject to the Freedom of Information Act.
- D6 Participants may withdraw their proposals prior to the closing time. Proposals received after the time set for receipt will not be considered. The proposal constitutes an offer by the participant, which shall remain open and irrevocable for a period of 90 days.
- D7 After the RFP closing time, proposals will be opened and reviewed at the convenience of the University Director of Purchasing Operations. There is no public opening.

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- D8 The University reserves the right to accept the proposal that appears to be in the best interests of Indiana University and to negotiate a contract with that participant using the proposal submitted as a basis.
- D9 Any information released either verbally or in writing prior to the issuance of this request shall be deemed preliminary and not binding upon the University in any manner.
- D10 If requested, participants must submit audited financial statements for the past two (2) years (or equivalent data) in order to demonstrate financial capability to provide the required services.
- D11 Participants may be invited to come to Indiana University to provide a presentation about their submission at their own expense.
- D12 The University will not enter into any agreement or execute any contract or affix signature to any document from a participant whose terms, written or verbal, require the University to waive all conditions or requirements negotiated, provided for in this document, our purchase order, or by mutual consent. Any document containing a clause or clauses that serve to supersede all other documents attached to this transaction may be rejected.
- D13 Notwithstanding any other provision of this Request for Proposal, the University expressly reserves the right to:
1. Conduct discussions with any or all participants for the purpose of clarification of proposals;
  2. Waive, or decline to waive, any insignificant defect or informality in any proposal or proposal procedures;
  3. Accept, reject, or negotiate the terms of any proposal, or any parts thereof, for the purpose of obtaining the best and final offer;
  4. Reissue a Request for Proposal;
  5. Select the finalist(s) based on the University's analysis and evaluation of proposals submitted. The University reserves the right to request presentations of proposals if the University feels further information is appropriate to the decision-making process.
  6. Negotiate with any or all of the participant's representatives for the purpose of obtaining best and final offers.

- D14 The University reserves the right to use any and all concepts presented in any reply to obtain the most beneficial and effective path to achieving the desired goals. Selection or rejection of submittals shall not affect this right.
- D15 By virtue of submittal, the participant is attesting that all requirements, terms, and conditions in Section G have been read and understood. Unless the responding participant expressly and specifically provides otherwise in its written proposal, the proposal received in response to this Request for Proposal shall automatically be deemed to include the responding participant's agreement to all terms and conditions of the RFP.

**Section E: Schedule of Events**

Following is the detailed schedule of events for this RFP. The University reserves the right to modify the below schedule.

	ACTIVITY	DATE
E1	Request for Proposal issued.	September 20, 2007
E2	Participants' questions concerning the proposal must be received no later than 3:00 pm Eastern Time, in accordance with Section D1. An email response or status of response will be provided within 24 hours. If the information is related to substantive content of the RFP, then clarifications will be sent to all known participants of the RFP.	October 2, 2007
E3	Proposals due by 5:00 pm Eastern Time, in accordance with Section D2.	October 9, 2007

**Section F: Statement of Needs**

IU Kokomo seeks to a qualified partner to support a comprehensive redesign of the IU Kokomo Web site. Understanding that our Web site is commonly the first view various audiences have of IU Kokomo, it is imperative that the University provide a user-friendly and positive experience for visitors to our site.

Ultimately, we believe our Web site can become a more effective tool to increase awareness, help us attract more and brighter students, faculty and staff, attract more media attention, help us better interact with alumni, and help drive more donations to the institution.

A successful redesign will accomplish the above goals by addressing the following (vendor proposals should stress these specifications):

- Focus on a defined set of priority audiences
- Provide an appealing design
- Provide easy and intuitive navigation (three layers deep – after homepage)

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- Focus on communicating the IU Kokomo brand (tell our story with everything we do)
  - Provide an engaging and interactive experience
  - Meet federal 508 requirements
  - Drive traffic to the site through visibility in today's dominant search engines (SEO)
  - Encourage action— after the IU Kokomo brand is communicated, it is essential that visitors take action. Visitors should be led to visit, apply, make payments, donate, etc.

### **Indiana University Kokomo Brand**

IU Kokomo has a number of points of pride that differentiate it from other colleges and universities. These points of pride are summarized in our tagline: “Knowledge That Works.” They include:

- The quality and prestige of an Indiana University degree
- The value that results from being a state-supported university
- The quality of the faculty measured by the fact that more than 80% of the full-time faculty members have a Ph.D. or terminal degree in their field
- Though part of the large comprehensive Indiana University System, IU Kokomo prides itself on its small size, personal attention, and the close learning relationship faculty members have with their students.
- The success of the IU Kokomo students and graduates
- Our regional focus (students and employers)
- Our flexible approach to accommodate busy schedules (evening and weekend classes, online and distance learning opportunities, and more)

### **Primary Audiences (in priority rank)**

#### Traditional prospective students:

IU Kokomo's goals are to support the recruiting process by:

*Providing Information: Support the IU Kokomo brand*

- Summary of majors and degree programs
- Promote IU Kokomo's academic reputation
- Profiles of students in each major (with supporting action photos and blogs)
- Quality of the faculty in each department (profiles that go beyond just professional credentials)
- Course listings for each major with course descriptions
- Show why IU Kokomo is a good fit
- List careers and starting salaries of recent graduates
- Profile recent graduate with action photos of them doing their jobs
- List prominent employers who have hire graduates from each program (include employer testimonials where necessary)
- Show internship opportunities by program
- Outline costs, scholarships, financial aid

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- Detail admissions requirements, process, and dates
  - Facts about the previous incoming class
  - Social life in campus (clubs and things to do)
  - Local community attractions
  - Maps of campus and the area

*Actions:*

- Complete an online application
- Pay and complete the application process online
- Check application status
- Schedule a campus visit
- Take a virtual tour
- Register to visit
- Contact the admissions office
- Use the cost and financial aid estimator
- Enter existing admissions information in the admittance audit tool

Transfer students:

Same as for traditional prospective students plus:

- Show whom to contact regarding transfer credits
- Access degree audit

Parents of prospective students:

*Information and actions: Supporting the IU Kokomo brand*

Same as for traditional prospective students plus:

- Campus safety and security
- Testimonials from other parents
- Support services (health, food options, advising, counseling, career services, tutoring, etc.)

Non-traditional prospective students and graduate students:

*Information and action:*

Same as for transfer students

Guidance counselors:

*Information and action:*

Same as for traditional prospective students plus:

- References
- Transcripts
- How to request information

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- How to inquire about scheduling a campus visit
  - Allow counselors to submit transcripts
  - Allow counselors to submit references

### Community:

#### *Information: Supporting IU Kokomo brand*

- IU Kokomo's regional focus and impact
- Employer testimonials
- Internship opportunities
- Employment opportunities
- Maps and virtual tours
- Partnerships
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#### *Actions:*

- Link to Placement Office and contacts
- Link to PR Office and contacts
- Link to Advancement Office and contacts
- Link to Human Resources Office and contacts

### Donors and alumni

#### *Information: Supporting the IU Kokomo brand*

- View campus news and events
- View alumni news and events
- Learn about fundraising campaigns reasons for giving, benefits to donors
- Learn how contributions are benefiting students, employers, the community, and the region
- Learn how to become involved in alumni and school events
- View profiles of existing students and alumni that have benefited from the generosity of current and past donors
- Learn about special projects
- Access directories

#### *Actions:*

- Read online magazines
- Donate online
- Request a transcript
- Access directories
- Connect with alumni
- Connect with faculty

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- Update personal contact information
  - Network with other alumni
  - Upload photos, notes, updates

## **Design**

The selected partner will develop three general design concepts from which the IU Kokomo team will evaluate and select. The design options should range from a very traditional look to a very edgy look.

Regardless of the degree of edginess, the design must support IU Kokomo's brand and help tell our story.

## **Navigation**

IU Kokomo wishes to develop the new Web site with a navigation philosophy that stresses the following:

- Everything must be reachable within three clicks
- Consistent master navigation site-wide
- Template options that offer design flexibility while providing consistency of look and feel
- Search capability
- Intuitive to the user (e.g. we prefer "Become a Student" as opposed to Prospective Students")
- Eliminate "clutter"
- Built for non-linear traffic (assuming some visitors will enter the site from pages other than the homepage)

## **Functionality and Interactivity**

- Blogs (student, faculty, and alumni)
- Interactive forms (application, register for a visit, etc.)
- Online payments
- Virtual tour (see [University of Chicago's virtual tour](#))
- Videos ([Westminster College](#) or [Furman University—video guides](#) or extreme [dorm room makeover on Engage Furman](#))
- Cost and financial aid estimator
- Admittance tracker
- Integrated calendar (see [Transylvania University calendar](#), or [Duke University's calendar](#))
- Degree audit

## **Content**

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Content development may or may not be a component of the redesign effort. IU Kokomo may determine it is appropriate to support content development internally. However, we are interested in understanding your approach to content writing. Your description should address your approach to content development relative to brand, Web appropriateness, and cost. (Specific cost estimate request outlined below.)

### **Section 508 Compliance**

The new site should comply with all Section 508 compliance guidelines.

### **Search Engine Marketing (SEO)**

IU Kokomo realizes the importance of effective search engine optimization. As such, the new site should be built based on the latest SEO standards and principles in order to effectively drive more of the right traffic to the IU Kokomo site. As the site is being redesigned, consideration should be given to content relevance in an effort to boost organic rankings in Web searches on Google, Yahoo, Microsoft and other search platforms. The following should be addressed:

- Keyword analyses to determine which keywords and phrases are capable of driving the most effective traffic
- Inclusion of page title tags and meta data; also alt tags on photos
- Content optimization (ensuring key phrases are integrated often into site text)
- Submission to directories
- Consideration of inbound linking opportunities.

### **IU Kokomo's Technology and Server Platform Background**

Currently, the IU Kokomo web site is hosted on a Red Hat Enterprise Linux server residing on the Bloomington campus. It has been decided that the benefits of hosting the site on a server located in the Kokomo data center far outweigh the negatives. IU Kokomo has no restrictions regarding server platform at this time, except that the platform must be able to run in a virtual server environment.

Operating systems preferred are:

- RHEL
- Windows Server 2003

Databases preferred are:

- MySQL
- PostgreSQL
- Oracle,
- Microsoft SQL Server 2000

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Web server platforms preferred are:

- Apache
- Microsoft IIS 6.0

Development platforms are related to the choices above (Microsoft vs. RHEL).

IU Kokomo prefers a solution whereby administration (directory restrictions, etc) can be integrated through Active Directory/LDAP.

### **Systems Integration**

IU Kokomo has several online systems that will need linked or otherwise interfaced with the new IU Kokomo web site. IU's OneStart global portal, OnCourse course management system, and IUCAT library search are currently linked, but could be better integrated into the overall flow of the IU Kokomo web site. IU Kokomo has also identified the following systems that should be integrated into the overall flow of the new web site:

- Student Information System aka PeopleSoft
- Knowledge Base (library)
- Serial Solutions 360 Resource Manager (library)
- Serial Solutions 360 Search (library)
- Serial Solutions 360 Link (library)
- IU Global Event Calendar

### ***Section G: Terms and Conditions***

The following terms and conditions will become a part of an agreement that will be entered into by the Contractor and Indiana University.

**G1 Contract Term**

The contract will commence once a Contractor is chosen and an agreement is in place.

**G2 Applicable Law**

The Agreement shall be governed by the laws of the State of Indiana, and Contractor shall at all times comply with and observe all federal, state and local laws, ordinances, and regulations which are in effect during the period of the Agreement and which in any manner affect the work or its conduct.

**G3 Agreement Assignment**

No right or duty in whole or in part of the Contractor under the Agreement may be assigned or delegated, including by transfer of stock or ownership in Contractor, without the prior written consent of the University.

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G4 **Conflict of Interests**

Private and non-profit corporations are bound by state statute regarding conflicts of interest by employees in the conduct of state agreements. A completed non-collusion certificate must accompany the signing of the Agreement.

G5 **Agreement Termination**

Termination without Cause

Either party may terminate the Agreement by giving the other party 60-day written notice of termination. Written notice of termination must be given by certified letter.

Termination for Cause

Should either party breach any material terms or provisions of the Agreement, the non-breaching party shall promptly serve the breaching party with written notice setting forth the alleged breach. Unless the breaching party, within ten (10) working days of the receipt of the notice, has corrected or has taken reasonable steps toward correcting the alleged breach, the non-breaching party may terminate the Agreement by giving thirty (30) days written notice to the breaching party of its intention to terminate the Agreement. Certified letter must give written notice of termination.

The University may cancel the Agreement for breach, as determined by the University, of any material terms or provisions, including but not limited to insufficient insurance coverage or service unsatisfactory to the University. This may also include any cessation or diminution of service including but not limited to failure to maintain adequate personnel whether arising from labor disputes, or otherwise, any substantial change in ownership or proprietorship of the Contractor which, in the opinion of the University, is not in its best interest. Certified letter must give written notice of termination.

G6 **Notices**

With the exception of notice of termination, which must be made by certified mail, any written notice called for in the Agreement may be given by personal delivery, first class mail, overnight delivery service or facsimile transmission. Notices given by personal delivery will be effective on delivery; by overnight service, on the next business day; by first class mail, five business days after mailing; and by facsimile, when an answer back is received.

G7 **Non-Discrimination**

In connection with the performance of work under the Agreement, the Contractor agrees not to discriminate against any student, employee or applicant for employment because of age, race, religion, color, handicap, sex, sexual orientation, or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, lay-off or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor further agrees to take affirmative action to insure equal employment opportunities. If present on the campus, Contractor, including all employees

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and agents, shall agree to abide by, and comply with, all Indiana University, federal, state, and local policies, regulations, and laws that pertain to sexual harassment and non-discrimination. Contractor further agrees that employees and agents, while on University's premises, shall comply with and observe all applicable rules and regulations concerning conduct on the University's premises, which are imposed upon the University's employees and agents.

**G8 Excused Performance**

If, because of riots, war, public emergency or calamity, fire, flood, earthquake, act of God, government restriction, business operations at the University are interrupted or stopped, the performance of the Agreement, with the exception of money already due and owing, shall be suspended and excused to the extent commensurate with such interfering occurrence. The expiration date of the Agreement may be extended, by mutual written consent, for a period of time equal to the time that such default in performance is excused.

**G9 Independent Contractor Relationship**

It is mutually understood and agreed that an independent contractor relationship is hereby established and that employees of the Contractor are not employees of the University and that employees of the University are not employees of the Contractor.

**G10 Severability**

If any provision of the Agreement or its application to any party or circumstances shall be invalid or unenforceable to any extent, the remainder of the Agreement and the application of its provisions to other parties or circumstances shall not be affected and shall be enforced to the extent permitted by law.

**G11 No Waiver**

The failure of University to insist in any one or more instances upon the performance of any one or more of the provisions of the Agreement or to pursue any rights here under shall not be construed as a waiver of any such provisions or the relinquishment of any such rights.

**G12 Endorsement**

Unless specifically authorized in writing by the University Purchasing Department on a case by case basis, Contractor shall have no right to use, and shall not use, the name of Indiana University, its officials or employees, or the seal or marks of the University in advertising, publicity, or promotion; nor to express or imply any endorsement of Contractor's supplies or services.

**G13 Non-Performance**

In the event that Contractor fails to perform under the terms and provision of the agreement, the Contractor shall reimburse the University for any additional expense incurred by the University to have the work completed by a third party over and above what the University would have been required to pay Contractor had Contractor not failed to complete the work.

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**G14 Force Majeure**

Neither party shall be considered in breach of the agreement for failure to perform if such failure is caused by national or local calamity, acts of terrorism, the act or regulation of any public authority, labor difficulty or strike, war, epidemic, fire, storm, inclement weather or other act of God, or any other cause beyond the reasonable control of the non-performing party that renders that party's performance impossible.

**G15 Funding**

The University represents that, as of the date of the Agreement, funds sufficient to pay immediate financial obligations under the Agreement have been allocated and are available. However, University is a publicly funded entity and our ongoing financial obligations herein are subject to allocation of funds by parties not controlled by the University. In the event, through no action initiated by the University, the legislative body of the State of Indiana does not appropriate sufficient funds allowing for the continuation of the agreement for any fiscal year, whole or part, and there are no funds from other sources to continue, the Agreement may be terminated by University.

**G16 Data Security**

Contractor shall treat all data that it receives from University, or is otherwise exposed to within University data systems, with the highest degree of confidentiality and in compliance with all applicable federal and state laws and regulations and University policies. Contractor shall employ commercial best practices for ensuring the security of all University electronic and paper data accessed, used, maintained, or disposed of in the course of Contractor's performance under this Agreement. Contractor shall only use such data for the purpose of fulfilling its duties under this Agreement and shall not further disclose such data to any third party without the prior written consent of Indiana University or as otherwise required by law. Upon termination or expiration of the contract, Contractor will either return or confirm the secure destruction of all University documents, records and data, at University's election.

Without limiting the foregoing, in the course of performing its duties under this Agreement Contractor may receive, or be exposed to, the following types of data: student education records; financial information as that term is defined in the Financial Modernization Act of 1999; protected health information as that term is defined in the Health Insurance Portability and Accountability Act; and various items of personal identifying information including but not limited to Social Security Numbers, credit card numbers, financial account numbers and corresponding security or access codes and passwords, drivers license numbers, and Indiana state identification card numbers. Contractor shall employ sufficient administrative, physical, and technical data security measures to meet the requirements under the specific federal and state laws and credit card industry standards applicable to those data, including but not limited to:

Student Education Records: The Family Education Rights and Privacy Act (FERPA), 20 USC 1232g et seq., and related regulations at 34 CFR Part 99;

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Financial Information including credit card and financial account numbers: The Financial Modernization Act of 1999, 15 USC 1681 et seq.; the Safeguards Rule at 16 CFR Part 314; and Indiana Code 4-1-11 and 24-4-9.

Protected Health Information: The Health Insurance Portability and Accountability Act (“HIPAA”), 42 USC 1320d-2 (note); implementing privacy and security regulations at 45 CFR Parts 160 and 164, and related agency guidance; and the terms of any Business Associate Agreement or LDS agreement between University and Contractor;

Social Security Numbers: Indiana Code 4-1-10, 4-1-11, and 24-4-9.

Drivers License Numbers: Indiana Code 4-1-11 and 24-4-9.

Credit Card Numbers: Indiana Code 4-1-11 and 24-4-9; the Payment Card Industry Data Security Standards.

Immediately upon becoming aware of a breach of the Contractor’s security that reasonably may have resulted in unauthorized access to University data, Contractor shall notify University and shall cooperate fully with University’s investigation of and response to the incident. Except as otherwise required by law, Contractor shall not provide notice of the incident directly to the persons whose data were involved, without prior written permission from University.

Contractor acknowledges and agrees that University is subject to Indiana’s Open Records law, I.C. 5-14-et seq., and that disclosure of some or all of confidential information provided pursuant to this Agreement, or the Agreement itself, may be compelled pursuant to that law. University agrees that, upon receipt of a request for confidential information made pursuant to the Indiana Open Records law, it shall a) promptly notify Contractor of the fact and content of the request, b) consult with Contractor regarding any legitimate basis on which it might resist or narrow its response to the request, and c) disclose only information that University, in the opinion of its legal counsel, is legally compelled to disclose.”

Notwithstanding any other provision of this agreement, Contractor shall reimburse the University in full for all costs, expenses, and liabilities of any kind whatever incurred by the University as a result of Contractor’s failure to comply with the above data confidentiality and security requirements. This obligation shall include defending, indemnifying, and holding the University harmless from any third party claims or causes of action of any kind arising from or relating to the Contractor’s use, maintenance, or handling of University data received in connection with its performance under this Agreement. These remedies shall be in addition to any other remedies provided within this Agreement or otherwise available under law.

**G17 Indemnification**

Contractor shall indemnify and save harmless The Trustees of Indiana University, its officers, agents and employees from any and all losses, costs, damages, liability and

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expenses (including costs of defense, settlement, and reasonable attorney's fees) in connection with claims or suits for damage to property and/or injury to persons, including death, alleged or claimed to have been caused, by or through the performance of the work or operations incidental to the work, by the Contractor, its agents or employees, or by its subcontractors of any tier, their agents or employees, whether through negligence or willful act; and Contractor shall at request of the University undertake to investigate and defend any and all such claims or suits against the University.

**G18 Insurance**

The minimum insurance requirements are identified in the following table:

<b>Insurance Requirements</b>	
<u>Worker's Compensation</u>	Statutory Coverage
<u>Employer's Liability</u>	\$1,000,000 each accident \$1,000,000 policy limit \$1,000,000 each employee
<u>General Liability</u> (including Contractual)	\$1,000,000 Combined Single Limit OR \$1,000,000 each occurrence of Bodily Injury AND \$1,000,000 each occurrence of Property Damage
<u>Automobile Liability</u> (including owned & non-owned)	\$1,000,000 Combined Single Limit OR \$1,000,000 each person Bodily Injury AND \$1,000,000 each occurrence Bodily Injury AND \$1,000,000 each occurrence Property Damage
<u>Fire Legal Liability</u> Only required if Contractor occupies IU property	\$1,000,000
<b><u>University as Additional Insured</u></b>	<p>The Contractor shall add "The Trustees of Indiana University, its officers, agents and employees" as an additional insured under the commercial general and automobile liability policies only.</p> <p>Because of the provisions of the ACORD 25 form, each type of liability insurance (general, automobile and employer's) must include a reference to a valid endorsement such as CG 20 33 07 04 as assurance that the additional insured requirement has been met. E.g., with respect to General Liability, under the policy number would appear the statement 'includes CG 20 33 07 04' or similar wording.</p>
Risk Mgt. Review 4/10/03, updated 11/20/03	

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## ***Section H. Proposal Response***

The participant's response to this proposal should include answers to the following series of questions. So that the RFP Team can easily follow the questions and responses, please assure that the question is stated immediately before the response. Any deviation from this format and sequence may result in the proposal being immediately rejected.

### **H1 COMPANY INFORMATION**

H1.1 The name, address, phone number, and email address for the duly authorized agent submitting the proposal.

H1.2 Documentation of any intent to use another company(ies) or private individual(s) as a subcontractor(s) for any part or the whole of the services offered in response to this RFP. Indiana University reserves the right to approve or reject any subcontracting agent or to reject proposals based on the use of subcontracted work.

H1.3 Completed Non-Collusive Certificate (attached as Appendix A).

H1.4 Discuss current supplier diversity participation by your company (attached as Appendix B).

### **H2 BACKGROUND AND EXPERIENCE**

H2.1 Describe your higher education marketing experience, including relevant Web site redesign experience.

H2.2 Provide a minimum of five URLs for higher education Web sites your firm has designed that are similar to the specifications of this RFP.

H2.3 Provide a minimum of three references of colleges or universities you have performed similar Web site redesigns for (include institution name, key contact information – name, title, phone number, and e-mail address).

H2.4 Clearly outline your process for a Web redesign, including steps and timelines.

H2.5 Include resumes of the key staff that will support the project.

H2.6 Identify the lead consultant from your firm who will be working on this project.

H2.7 Describe your quality control process.

H2.8 Describe your creative process (design and content).

H2.9 Submit an audited financial statement.

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H2.10 Summarize of any bankruptcy activities your firm has been involved with in the last 5 years (if any).

H2.11 Summarize of any pending or existing litigation in which your firm is a defendant (if any).

### H3 PRICING

Understanding that a comprehensive redesign effort can be quite expensive and IU Kokomo will have resource constraints (human and financial), your proposal should provide pricing based as many à la carte options as possible. More specifically, your proposal should show pricing of the following elements:

- Discovery and architecture: Please consider that IU Kokomo has authored this RFP as a result of a very thorough Web site audit conducted by a reputable higher education marketing firm. The details of the audit will be made available to the selected vendor. The audit consisted of the following:
  - Results and recommendations from a number of staff interviews, and faculty and student
  - focus groups
  - Competitor site analysis
  - Existing IU Kokomo site analyses
  - Best practices review
  - Comprehensive list of recommendations
- Cost for developing graphic treatment and templates for:
  - Home page
  - Tier Two– three pages
    - Sectional pages (e.g. Admissions, Students, Faculty, Alumni, Community, etc.)
    - Department pages (e.g. Accounting, Education, Accelerated Evening College, etc.)
    - Other tier-two pages (e.g. Financial Aid, Library, Art Gallery, etc.)
  - Tier Three – three pages: Examples include:
    - New student orientation pages within Admissions
    - FAQ page within Office of the Bursar
    - Curriculum Lab within the Division of Education
  - Note: Quotes should include design options that allow departments flexibility in selecting from among six graphic treatments, so each department may present its material in a style best suited to the topic and audience, while maintaining consistent navigation elements, within the overall look and feel of the site.
- Creative design services
- Content development (please quote separately)
- Implementation and support

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- Pricing (à la carte) and implementation of the following elements. Keep in mind that some of these exist on the current site and will require updating while others are new:
    - Integrated calendaring system (revise current, new specs)
    - Virtual tour (new)
    - Integrated payment option with online application (new)
    - Financial aid estimator (new)
    - Degree audit (new)
    - Admittance audit tool (new)
    - Survey creation tool (new)
    - RSS option (new)
    - Easily accessible and understandable site wide statistics to monitor basic visitor patterns
    - Video (new)
    - Blogs (offered in Education area now; new to most other sections)
    - Photography (mix of existing and new)
    - Ensure these elements continue to function properly
      - Online giving
      - Site-wide search
      - People search
      - Online application

H4 SIGNATURE: the submission must be signed by a legally authorized agent of the firm.

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**APPENDIX A  
NON-COLLUSIVE CERTIFICATE**

By submission of this document, each person signing certifies, and in the case of a joint submittal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief:

1. The content of this request has been arrived at independently without collusion, consultation, communications, or agreement for the purpose of restricting competition as to any matter relating to service or cost with any other contractor(s) or with any competitor;
2. No attempt has been made or will be made by Contractor to include any other person, partnership or corporation to submit or not to submit a response for the purpose of restricting competition and;
3. No employee, agent or consultant of Indiana University has received or will receive any payment or any other form of compensation from Contractor as a result of award of an agreement or promise of award to Contractor.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

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**APPENDIX B  
SUPPLIER DIVERSITY INFORMATION**

Participants in this RFP are required to return Appendix B with the appropriate information provided.

This information is not applicable to my business, firm or corporation.

Indiana University encourages participants in this RFP to become involved in our Supplier Diversity Program.

The Supplier Diversity Program tracks businesses that qualify as Minority (MBE), Small Disadvantaged Business (SDB), Women-Owned Business Enterprises (WBE), HubZone, or Veteran Owned Business Enterprises.

To qualify as one of the above business classifications, your company must be at least 51% owned, controlled and actively managed by a person in one of the categories listed above. For more information, please go to this website:

[http://www.indiana.edu/~purchase/general\\_info.shtm](http://www.indiana.edu/~purchase/general_info.shtm)

State your company's status:

_____	Small Business	_____	WBE
_____	SDB	_____	HubZone
_____	MBE	_____	Historically Black College/University
_____	Service Disabled	_____	Veteran Owned
_____	Veteran Owned		

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**- PLEASE ATTACH CERTIFICATION WITH COMPLETED FORM -**

Does the Participant's business currently have a Supplier Diversity Program in place?  
Yes \_\_\_\_\_ No \_\_\_\_\_

If the Participant answered "yes", please provide the name and telephone number of the Participant's Program Coordinator \_\_\_\_\_

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**Identify any and all Second Tier Business Relationships or First Tier Business Relationships Supplier has with Minority, Women, and Disadvantaged Owned and operated businesses. (1st Tier is defined as -- Any supplier, regardless of type or size, which has a direct contract with Indiana University. 2nd Tier is defined as -- Any supplier, regardless of type or size, which is contracted through a 1st tier supplier to Indiana University.)**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_