



To: Prospective Supplier

**From: Kip Smalligan, Sr Strategic Sourcing Specialist, Procurement Services
Ph 616/331-3211, Fax 616/331-3287, smalligk@gvsu.edu**

Date: January 27, 2015

**Subject: Request for Proposal #215-26
Web Development for Student to Steward Website**

Grand Valley State University is accepting proposals for web development of a new website that educates teachers on how to develop service learning projects for students. Please reference the attached specifications/objectives.

A mandatory pre-bid conference call will be held on Wednesday February 4, 2015 at 2:00 pm EST to further explain the objectives and concepts of the website and to allow for questions. **It is mandatory that suppliers wishing to submit a proposal participate in the conference call.** Toll free conference call phone number is 866/348-0258 (US and Canada). Conference Code is 6163313211.

If you desire to submit a proposal, please do so no later than **5:00 p.m. on Friday February 20, 2015 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Drive, Allendale, MI 49401-9403.** Your proposal must be received by this date and time. No telephone, e-mail, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Questions regarding this RFP should be directed to Kip Smalligan at the above contact information.

GVSU RFP #215-26: Web Development for Student to Steward Website: Instructions

1. Proposals must be received no later than 5:00 p.m. on Friday February 20, 2015 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Drive, Allendale, MI 49401-9403. Your proposal must be received by this date and time. No telephone, e-mail, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

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2. Project Schedule
Mandatory Pre-bid Conference Call: February 4, 2015 (Wednesday) at 2:00 pm EST
RFP Proposals Due February 20, 2015 (Friday) at 5:00 pm
RFP Awarded By: March 6, 2015 (Friday)
Preliminary walkthrough (low or high fidelity): April 30, 2015 (Monday)
Pilot test/demonstration: May 20, 2015 (Wednesday)
3. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice also will be posted on the Bid Opportunities page of the GVSU Procurement Services website at <http://gvsu.edu/purchasing/bid-opportunities--35.htm>. Each supplier should acknowledge receipt of addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
4. Evaluation Criteria
 - Demonstrated capability to manage project and address long term maintenance.
 - Understanding of GVSU project goals and vision.
 - Cost value.
5. GVSU's preference is a supplier based in Michigan for convenience and cost of meeting. However we will consider out of state suppliers.
6. GVSU reserves the right to reject any or all proposals.
7. Grand Valley State University is Michigan state sales tax exempt. Our exemption certificate is available online at www.gvsu.edu/purchasing (see Popular Pages links)
7. Before sealing the envelope, check that:
 - The proposal is signed
 - Any addenda received are acknowledged
 - RFP number is on your mailing envelope or package.
8. Acceptance of awarded proposal will be made by GVSU purchase order.

**GVSU RFP #215-26: Web Development for Student to Steward Website:
Supplier Capabilities/Competency and Cost Information**

1. State your credentials and experience and how it differentiates you from others.
2. GVSU wishes to work with a developer that is part of a “full service” firm. State your company organization chart and the staff who would be assigned to this work. Would you be subcontracting any of this work? If so with who?
3. Describe the typical long term maintenance that one might expect to need on this website. State your capability to support the website on a long term basis.
4. Provide four client references (names, contact information) for web development projects comparable to GVSU’s. Describe the scope of the project. If you have references from other colleges and universities (preferably in Michigan) please include those.
5. State the number of hours you estimate to complete this.
6. State your rate. Include all costs in your proposal
7. State if a payment schedule is required.
8. State your hourly rate for work not covered in your proposal.

**GVSU RFP #215-26: Web Development for Student to Steward Website:
Description of Services**

The Center for Educational Partnerships at GVSU in the College of Education seeks to secure web development services for developing a website to be used as an educational resource for teachers and students to learn how to create service learning projects. The project is entitled Students 2 Steward or “S2S.” The site will initially be used by teachers to go through levels of learning, understanding and application of the service learning process.

Based on discussions with the awarded developer/team, we will hone the final service learning web application, but below outlines the preliminary design thinking, components, and functionality:

2. Basic website structure with home page with menu tabs, and information sections including FAQs, Who We Are, What We Do, Contact Us, Definition of Service Learning, etc. Additional, subsequent pages within the site would likely have these sections noted at the bottom of the page

3. Functionality that would allow participants to use the site in either a 1) a liner fashion or 2) a non-linear fashion (see attachment S2S F.I.E.R.C.E diagram). This functionality would be determined based on answering a question, such as “How would you prefer to learn about the service learning process? ____ LINEAR MODEL ____ NON-LINEAR MODEL (User choice would then determine the visual depiction of the modules/application on-screen.)
4. Service learning tutorial component (colored circles – INNER CIRCLE) which leads users through the steps necessary to complete a service learning project:
 - a. Tutorial of approximately six (6) modules (steps). The proposed theme is F.I.E.R.C.E. based on the words: Find, Ideas, Empathy, Reflect, Communities, Energy. (see S2S Planning document for the word FIND)
 - b. Each module will contain learning components which may include but not be limited to: a module description, how-to, ideas, videos, links and other content developed by teachers and students.
5. Professional development component (yellow circle – OUTER CIRCLE)
 - a. Upon completion of a module, users will be able to answer questions in some type of quiz format based on the learning within that module. Once a module is successfully completed, the user has the option to fill in prompts which in turn complete a “service learning project funding application.”
 - b. The user can navigate back and forth to previous steps and modify their input.
6. Service Learning Project funding application (green circle – OUTER PERIMETER)
 - a. Tutorial and associated prompts may ask the user if the service learning project needs funding, and if so, may request for additional details.
 - b. At the end, all of the input is saved and a details page is created for the project
 - c. Functionality in this area would also include some type of community forum/social connection/ideas & information sharing page(s), etc.
7. Planning
Initial discussions, estimation, site design, planning and storyboards. The initial planning/consultation meetings should not be quoted as billable.
8. Development
 - Basic website structure
 - Service learning tutorial component
 - Online professional development component
 - Service learning project funding application and associated community interaction

9. Design

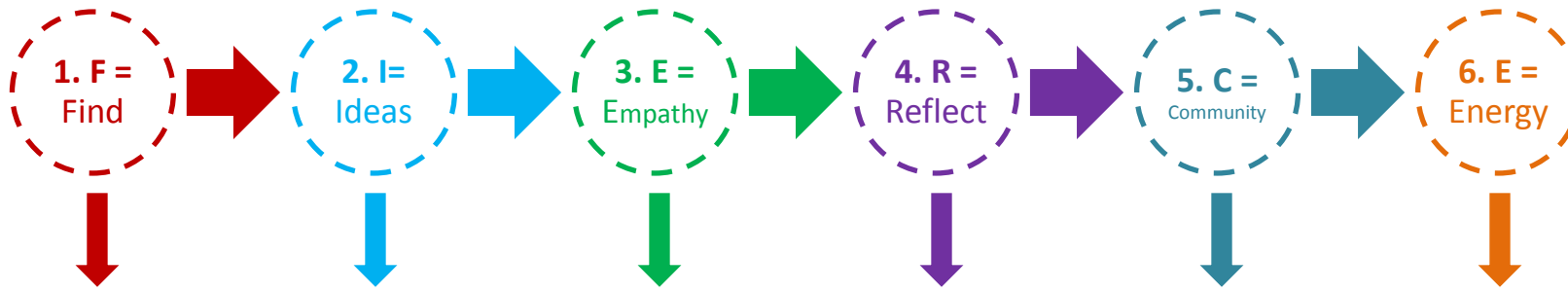
Design services are not requested with this bid. Separate funds have been allocated for web design. If web developer has a designer(s) with whom they prefer to work, that information can be shared with GVSU contact (Susan Loughrin).

10. Timeline

- Bids requested by: February 20, 2015 (Friday)
- Preliminary walkthrough (low or high fidelity): April 13, 2015 (Monday)
- Pilot test/demonstration: May 20, 2015 (Wednesday)

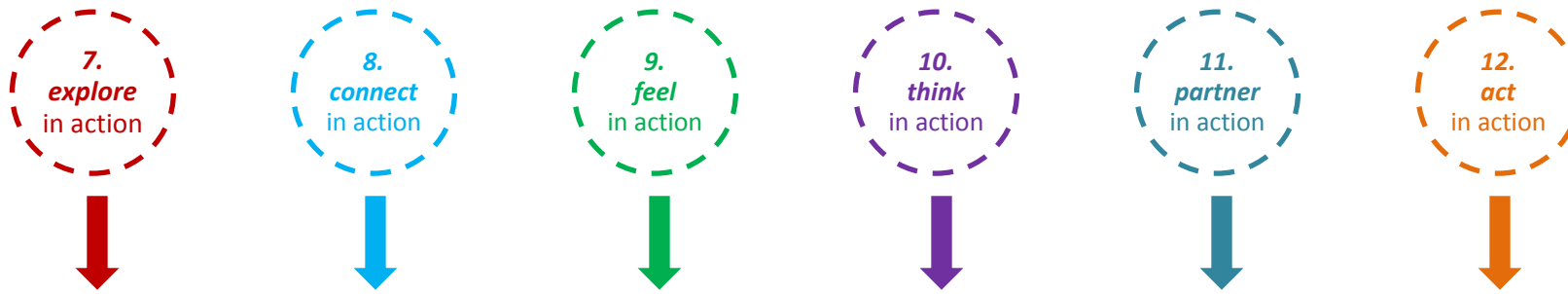
11. Notes

- a. There is a strong likelihood that we will want to link a completed application to an online crowd-funding source. One example we liked was www.ignitiondeck.com which might be included as a connection to the completed service learning project funding application. Because this site is a plug-in for Word Press, this might be something to consider in the final platform/delivery of the site. This does NOT preclude us from considering other crowd-funding sources (i.e. Kickstarter, Donor's Choice), but the sites must interface our final website functionality AND be aligned with educational structures and parameters.
- b. Hosting: Please provide line-item cost for annual hosting of the S2S site and what hosting sites/options are available.
- c. The URL for this site is: www.student2steward.com. This has already been secured by GVSU.
- d. Future funding for this project would potentially include additional section(s) related to: student service learning content, live-mapping capabilities, and some type of revenue-generating capability linked to service learning project funding. (i.e. a % of project funding would go back to GVSU for website maintenance and sustainability, as well as expansion).
- e. Video capabilities: We would like it to be a third-party route with the ability to embed the URL so that we could utilize sites such as YouTube, Vevo, Vimio, and similar.
- f. Project "Vision:" It is important to note that this project is educational in scope in both creation and end-user. Therefore, we place a high value on the understanding of our final product being a free service and resource for K-12 educators and students. Also, all interactions along the way are based in educational theory, ideology, experience, and practice.



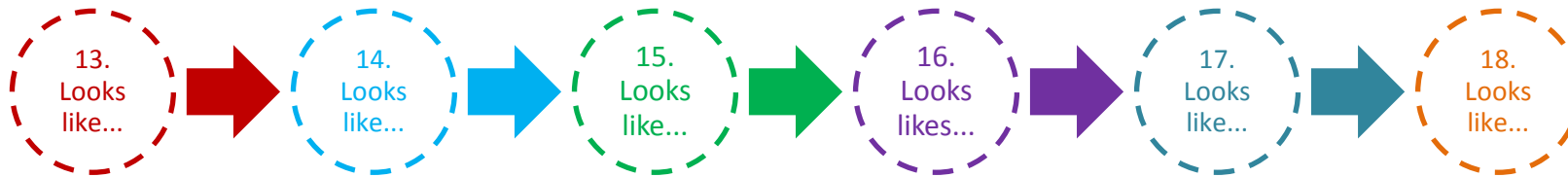
SHOW what you know (Inner Circle)

The modules in the **INNER CIRCLE** could include but are not limited to ... videos, audios, photos, visual maps, questionnaires, quizzes, survey, journaling, drawing, charts, and more.



PUT INTO ACTION what you know (Outer Circle)

The modules in the **OUTER CIRCLE** could include but are not limited to ... videos, audios, photos, visual maps, questionnaires, quizzes, survey, journaling, drawing, charts, and more.



APPLY what you know (Application Circle)

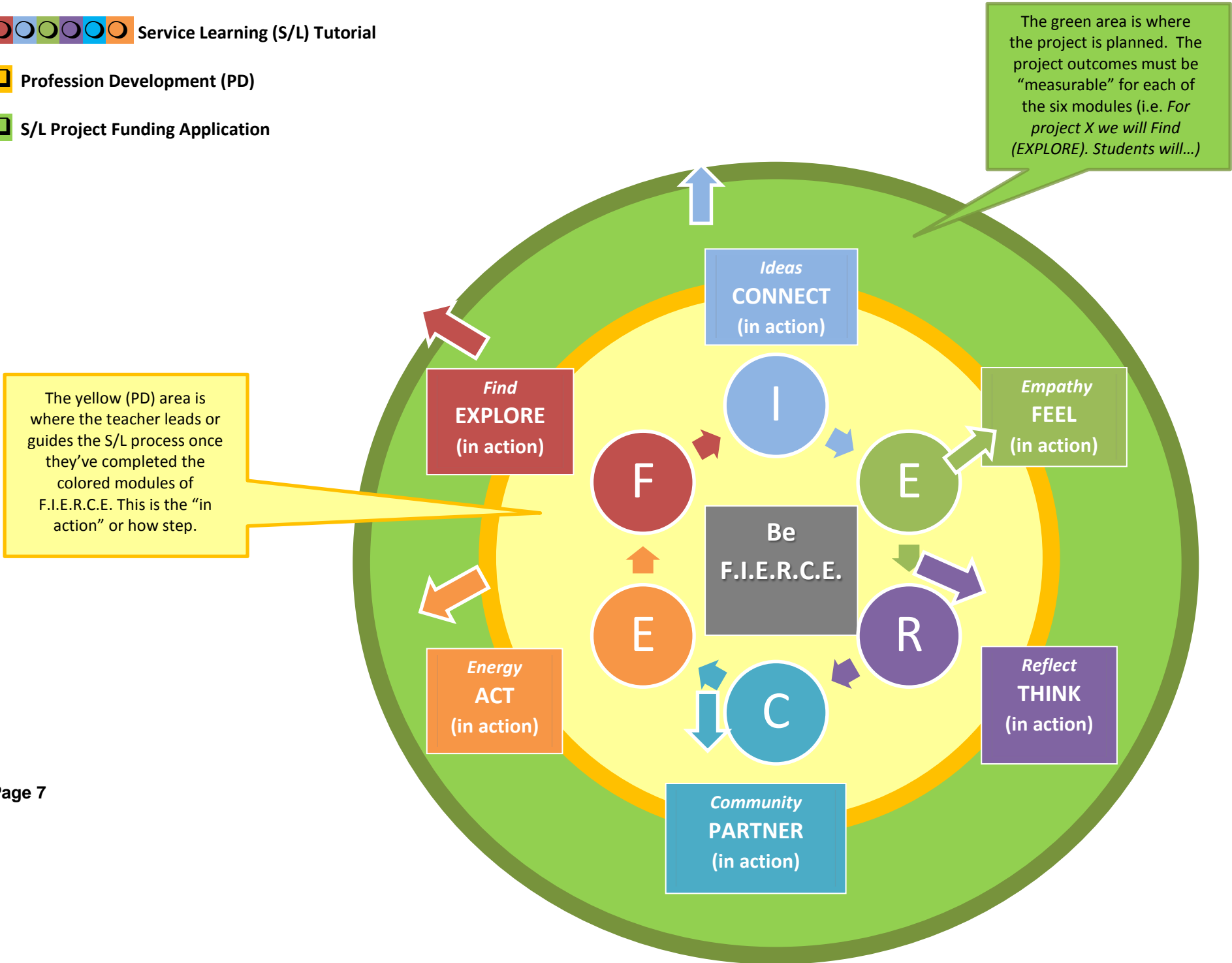
The modules in the **APPLICATION CIRCLE** are all parts which add up to the completed project application.

S2S F.I.E.R.C.E. Diagram

Service Learning (S/L) Tutorial

Profession Development (PD)

S/L Project Funding Application



Student to Steward Planning (F.I.E.R.C.E.)

INNER CIRCLE

F = FIND (what KNOWLEDGE do teachers need about this module/concept/idea...WHAT IS IT?)

What verb do we use? **EXPLORE**

Inner circle questions:

1. *What is an issue you are passionate about? What bothers you?*
2. *How do you find it?*
3. *How do students find it? What bothers them?*

Inner circle goals/ LEARNER objectives:

Key Words....Assessment (!)

Inner circle activities:

- Brainstorming
- “Connections” to others (i.e. family, school, peers, community)
- Little problem vs. big problem
- Problem → Implications → Solution
- What’s being done now??....
- Cause & Effect
- “I know someone who...”

Connections to the 8 tenets (How?):

- Meaningful service
- Youth voice
- Partnerships

OUTER CIRCLE

F = FIND (what ACTIONS will teachers take to implement in the classroom...HOW TO DO IT?)

Outer circle activities:

Outer circle examples for understanding:

- VIDEO: Teacher X doing a discussion or brainstorming task
- AUDIO: Teacher Y telling a story “This is how I did _____”
- Example: Sample of a successful, funded application, perhaps with information filled in and noted why it is a GOOD example of what a funded S/L project application looks like!

Outer circle RESOURCES for use:

(what are the curriculum connections?)

- List of student “starter” questions to get a project going
- Link to NYLC.org
- Tips for exploring ideas/issues/concerns/problems in a community, school, neighborhood
-

APPLICATION

F = FIND (what TASKS will be undertaken in the PROJECT APPLICATION to reflect this...WE WILL _____)

- Must be measurable
- The application needs to have a fill-in/Save/Save & Continue option

PROPOSAL FORM

Web Development for Student to Steward Website • RFP #215-26

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) _____

The undersigned further certifies that their company ____ IS or ____IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of _____
- An individual doing business as (DBA) _____

Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply):

- African-American
- Asian American
- Hispanic American
- Native American
- Multi-Racial
- Woman/Women
- ADA Disabled Person(s)

Supplier acknowledges receipt of the following addenda:

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

I. BASE PROPOSAL _____ ATTACH YOUR PROPOSAL _____ dollars

(\$ _____)

II. The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

Company Name

Address

City/State/Zip Code

Office Phone No.

Cellular Phone No.

Fax No.

Authorized Agent Signature

Name & Title

Witness Signature

Name

Tax Identification No.

Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

Authorized Agent Signature

Name & Title

Witness Signature

Name

Office Phone No.

Cellular Phone No.

Fax No.

38 1684280
GVSU Tax Identification No.

Date