January 31, 2001

You are invited to submit your proposal for Web Site Development Services for The Evergreen State College, Olympia, Washington in accordance with the enclosed specifications entitled: THE EVERGREEN STATE COLLEGE, WEB SITE DEVELOPMENT SERVICES-PROPOSAL #Q670.

RETURN PROPOSAL
BY MAIL OR
IN PERSON TO: Kathleen M. Haskett, Purchasing Manager
The Evergreen State College – L1125
2700 Evergreen Parkway NW
Olympia, WA 98505

PROPOSALS MUST BE RECEIVED BY 3:00PM, MARCH 2, 2001. NO PROPOSAL RECEIVED AFTER THIS TIME WILL BE CONSIDERED AND WILL BE RETURNED UNOPENED. THE EVERGREEN STATE COLLEGE CANNOT BE HELD RESPONSIBLE FOR ANY PROPOSAL RECEIVED AFTER THE APPOINTED TIME.

MANDATORY PRE-PROPOSAL CONFERENCE

A Mandatory Proposal Conference is scheduled for FEBRUARY 13, 2001 beginning at 1:30 PM and ending at 5:00 PM in Room LIB3112 (The Board Room), which is located on The Evergreen State College Campus in the Library Building, third floor.

ATTENDANCE AT THIS MANDATORY PROPOSER'S CONFERENCE IS A PREREQUISITE TO SUBMITTING A PROPOSAL.

All questions concerning this proposal as indicated within the attached documents should be directed to:

Administrative: Kathleen M. Haskett
Tel. (360) 867-6356
E-mail: haskettk@evergreen.edu (Preferred method)

Technical: Debra Johnson
Tel. (360) 867-6236
E-mail: johnsode@evergreen.edu (Preferred method)
THE EVERGREEN STATE COLLEGE

REQUEST FOR PROPOSAL
AND SPECIFICATIONS FOR

WEB SITE DEVELOPMENT SERVICES
REQUEST FOR PROPOSAL #Q670

THE EVERGREEN STATE COLLEGE
OLYMPIA, WASHINGTON

PURCHASING DEPARTMENT
JANUARY 2001
ARTICLE 1
THE EVERGREEN STATE COLLEGE & REPRESENTATIVE

1.1 The “College” and “Evergreen” shall be interpreted to mean The Evergreen State College.

1.2 The representative for The Evergreen State College shall be Kathleen M. Haskett, Purchasing Manager.

1.3 Any and all communication with The Evergreen State College shall be accomplished through the Purchasing Office or as otherwise stated in this Request for Proposal. Any Vendors that deviate from this requirement are subject to disqualification.

ARTICLE 2
RIGHT TO ACCEPT AND REJECT PROPOSALS

2.1 The Evergreen State College reserves the right to waive any irregularities, reject any or all proposals, and modify or negotiate any and all proposals received in conjunction with this Request for Proposal.

2.2 This Request for Proposal in no manner obligates the College to an eventual contract for any items described, implied, or which may be proposed, until confirmed by written agreement and may be terminated by the College without penalty or obligation at any time prior the signing of a contract.

ARTICLE 3
PROPOSAL SUBMISSION PROCEDURES

3.1 Proposals are to include all information as stated in Article 3 of the General Requirements.

3.2 Expenses for developing and presenting proposals shall be the entire responsibility of the Vendor and shall not be chargeable to the College.

3.3 An original and four (4) copies of the proposal shall be submitted to the Purchasing Office, clearly marked on the outside of the package with Vendors name and address; and REQUEST FOR PROPOSAL #Q670, WEB SITE DEVELOPMENT SERVICES.

3.4 PROPOSALS WILL BE RECEIVED UNTIL 3:00 P.M., MARCH 2, 2001, IN THE PURCHASING OFFICE OF THE EVERGREEN STATE COLLEGE, ROOM L1125, 2700 EVERGREEN PARKWAY NW, OLYMPIA, WA. TELEGRAMS, FAX, AND/OR PHONE PROPOSALS ARE NOT ACCEPTABLE.
3.5 Proposals received after the time and date for receipt of proposals will be returned unopened. The Vendor shall assume full responsibility for timely delivery of the Proposal at the designated location for receipt of Proposals.

3.6 The College will clarify or correct any questions by the issuance of an Addendum to all Vendors recorded in The Evergreen State College Purchasing Office as having in their possession a set of Proposal Documents.

ARTICLE 4

ADDENDA

4.1 Any explanations of proposals shall be issued in the form of a written addendum.

4.2 All addenda issued during the proposal time shall become part of the official document. A copy of the addendum shall be sent to all Vendors. No verbal statements by the College or the Vendor shall be considered authoritative.

ARTICLE 5

WITHDRAWAL OF PROPOSALS

5.1 A proposal may not be modified, withdrawn or canceled by the Vendor for a period of ninety (90) days following the time and date designated for the receipt of Proposals, and Vendor so agrees in submitting his/her Proposal.

5.2 Prior to the time and date designated for Receipt of Proposals, Proposals submitted early may be modified or withdrawn only by notice to the College’s Purchasing Manager. Such notice shall be in writing or by telegram, over the signature of the Vendor and must be received prior to date and time set for Receipt of Proposals.

ARTICLE 6

EQUAL OPPORTUNITY EMPLOYER

6.1 All Vendors shall execute their work in accordance with the Equal Employment Opportunity practices of the College, WHEREAS, The Evergreen State College is an Equal Opportunity/Affirmative Action Employer. It is the policy of the College to afford equal employment opportunity regardless race, color, religion, creed, national origin, gender, sexual orientation, marital status, age, disability, or status as a disabled veteran or a Vietnam veteran.

ARTICLE 7

EVERGREEN “NO SMOKING” REGULATIONS

7.1 Vendor shall comply with The Evergreen State College regulations that prohibits smoking throughout all College facilities.
ARTICLE 8

INDEMNIFICATION AND INSURANCE

8.1 The Vendor awarded a contract shall be responsible to the College for the acts and omissions of all his/her employees and all Subcontractors, their agents and employees, and all other persons performing any of the work under a contract with the Vendor.

8.2 The Vendor awarded a contract shall continuously maintain adequate protection of all of his/her work from damage and shall protect the College’s property from damage or loss arising in connection with this Contract, and make good any such damage, injury or loss from whatever cause. Vendor shall, at all times during the term of a contract at its cost and expense, buy and maintain commercial general liability (CGL) insurance and if necessary, commercial umbrella insurance with a limit of not less than $1,000,000 per each occurrence; $2,000,000 aggregate; $2,000,000 products-completed operation aggregate.
ARTICLE 1

GENERAL

1.1 This Request for Proposal (RFP) contains requests for specific information. Vendors however, in responding to this RFP, are encouraged to provide any additional information they believe relevant.

1.2 Vendors are encouraged to examine all sections of this RFP carefully. Clause headings appearing in the RFP have been inserted for convenience and ready reference. They do not purport to define, limit or extend the scope of intent of the respective clauses.

ARTICLE 2

VARIATIONS

2.1 In those cases where mandatory requirements are stated, material failure to meet those requirements could result in disqualification of the Vendor’s response. Any deviation or exception from RFP specifications must be clearly identified by the Vendor in its proposal, specifically under the category, “Alternate Proposals”.

ARTICLE 3

PROPOSAL FORMAT

3.1 An original and four (4) copies of proposals are to be submitted in booklet or notebook form with appropriate indexes. The original document must have an original signature (not copied).

ARTICLE 4

THE CONTRACT DOCUMENTS

4.1 The final contract documents will consist of at least, the Request For Proposal (RFP), Vendor’s response to the RFP, an Agreement written by The Evergreen State College and a College Purchase Order.

ARTICLE 5

PROPOSAL EVALUATIONS

5.1 Proposals will be evaluated on the basis of the Vendor’s ability to meet the needs and desires of the College as outlined in this RFP, as well as service, delivery and price.

5.2 The College will determine the successful Vendor. College representatives will conduct the evaluation process.
5.3 The College reserves the rights to reject any and all proposals, wholly or in part, waive any irregularities in bidding, and to make awards which, in the opinion of the College, are in its best interest. The College does not herein limit the methods or factors to be used for evaluation.

5.4 The College reserves the right to enter into private negotiations with the selected Vendor(s), for further scrutiny, even though these negotiations may result in changes to the College’s specifications and/or to the Vendor(s) equipment, price quotations, service agreement, etc.

5.5 The Evergreen State College reserves the right to award contracts to more than one vendor in order to meet the needs of the College.

5.6 Submission of a proposal in response to this request is your acknowledgment that subjective criteria will be used in the evaluation of all proposals.

ARTICLE 6 MISC. REQUIREMENTS

6.1 Unless otherwise directed, all non-College personnel working on the campus of The Evergreen State College will use available parking lots. All parking will be at the Vendor’s expense.

6.2 All Vendor personnel must have a pictured company ID while on The Evergreen State College property.

6.3 All on-campus Vendor work must be completed Monday through Friday 8:00 a.m. to 5:00 p.m., excluding College holidays unless otherwise agreed to in writing by both the College and the Vendor.

ARTICLE 7 TERMINATION

7.1 The College shall have the right to terminate the contract with the Vendor without penalty pursuant to thirty- (30) days written notice of termination to the Vendor under the following circumstances:

7.2 Default of Vendor - It shall be considered a default whenever the Vendor shall:

7.2.1 Disregard or violate material provisions of the contract documents or College instructions, or fail to execute the work according to the agreed schedule of completion and/or time of completion specified, including extensions thereof or fail to reach agreed upon performance results.

7.2.2 Declare bankruptcy, become insolvent, or assign company assets for the benefit of creditors.
7.3 Lack of Funds of the College - Lack of funds shall be construed to mean when the College in the judgment of its Chief Financial Officer determines that it cannot continue the funding of its contract services, without undue hardship to the College.

7.4 Termination of contract services will be rendered if it is construed by the College to be in its best interests for serving its students, faculty, and staff.

7.5 Repeated delivery delays/problems could result in a 30-day cancellation notice from The Evergreen State College.

**ARTICLE 8**

**SEVERABILITY**

8.1 Vendor agrees that, in the event of a dispute, Laws of the State of Washington will prevail.

8.2 It is understood and agreed that if any part, term, or provision of this Agreement is by the courts held to be illegal or in conflict with any law of the state where made, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the particular part, term, or provision held to be invalid.

**ARTICLE 9**

**CONTRACTS AND AGREEMENTS**

9.1 Vendor must include copies of all applicable contracts and agreements that would be required for completion of purchase or installment purchase arrangements, including all financing, warranty agreements, and software maintenance and license agreements.

9.2 All vendor contracts and agreements must meet the College’s Assistant Attorney General’s approval before becoming part of an official agreement.

**ARTICLE 10**

**PERFORMANCE GUARANTEE**

10.1 Before initiating any work, the vendor(s) awarded a contract shall furnish the College with a performance guarantee in the amount of $25,000 or 10% of the total price of the contract, which ever is greater.
PROPOSAL CERTIFICATION FORM

The undersigned, duly authorized to represent the person, firms and corporations joining and participating in the submission of this Proposal states that the Proposal contained herein is complete and is in strict compliance with the requirements of the subject Request for Proposal dated JANUARY 2001 except as noted in the “Alternate Proposal” section of the Proposal.

Any notice required under the Agreement shall be personally delivered or mailed by first class or certified mail, with proper postage, prepaid, to the Subject Vendor at the following address:

Company
Name: _______________________________________________________________

Address: ______________________________________________________________

_____________________________________________________________________

Attention: ____________________________________________________________

Submitted by:

Name of Company: _____________________________________________________

Signature: ____________________________________________________________

Typed Name: __________________________________________________________

Title: _________________________________________________________________

Date: _________________________________________________________________
Non-Collusion Affidavit

being first duly sworn, deposes and

(Authorized Officer)
says that he/she is

(Owner, Partner, President, etc.)
of

(Company Name)

making the foregoing proposal; that such proposal is genuine and not collusive or sham; that said offeror has not colluded, conspired, connived, or agreed, directly or indirectly, with any offeror or person, to put in a sham proposal or that such other person shall refrain from proposing, and has not in any manner, directly or indirectly sought by agreement or collusion, communication or conference, with any person, to fix the proposal price of this proposal or another offeror’s, or to fix any overhead, profit or cost element of said proposal price, or of that of any other offeror, or to secure any advantage against The Evergreen State College or any person or persons interested in the proposed contract; and that all statements contained in said proposal are true, further, that such offeror has not, directly or indirectly submitted this proposal, or the contents thereof, or divulged information or data relative thereto to any association or to any member of agent thereof.

________________________________________
Authorized Officer’s Signature

Sworn and subscribed this _______________ day of ______________________________

Vendor Name

________________________________________
Authorized Signature  (Witness)
SCOPE OF SERVICES AND SPECIFICATIONS

Summary

SCOPE OF SERVICES
The Evergreen State College (Evergreen) seeks proposals for suppliers to provide research, evaluation of the current site, Web consultation, admissions marketing consultation, strategic planning, site design, page construction, training and testing that would lead to the development and deployment of a comprehensive next-generation Web site for Evergreen.

The current site (www.evergreen.edu) provides a wide variety of content to many user groups. Evergreen believes the site can be reworked to present a more unified, more dynamic and more compelling presence to prospective students and external publics while also providing easier access to information for Evergreen students and employees.

In addition, Evergreen is currently converting to the Banner/SCT student information system and seeks to integrate Banner/SCT’s Web-mediated functions into its site.

The scope of this RFP is a complete redesign of the top-level pages of the Evergreen’s Web site; redesign of those portions of the site targeted to prospective students and their influences; and the creation of templates for the redesign of the remainder of the site in a manner consistent with the top-level pages and recruitment areas. Evergreen may then opt to purchase any part of the implementation of those designs.

Primary Project Goal — The goal of this project is to make the Evergreen Web site one of the leading and most distinctive college Web sites in the United States—a site that clearly communicates the Evergreen message of educational innovation, collaborative learning and interdisciplinary study.

To achieve its goal, Evergreen expects the supplier to provide training to the staff to allow employees to maintain the site and expand portions as needed. To support this effort, Evergreen will provide consulting staff with knowledge of the College mission and culture. The successful vendor will be required to work with Evergreen staff to conceptualize and formulate the designs of the Evergreen Web site.

Supporting Goals — The updated Web site should also support Evergreen faculty, staff, students and others in the Evergreen community by providing communication, information, and other tools to improve campus-wide activities.

Project Phases — The project will consist of five phases:

- Phase I — Assessment & Planning
- Phase II — Prototyping
- Phase III — Detailed Design
- Phase IV — Construction, Programming & Testing
- Phase V — Implementation (Training, Maintenance Turnover).
STAGE

Phase I — Assessment & Planning

- **Needs Analysis** (propose a strategy for research and consultation with campus community)
- **Requirements Document** (propose a format)
- **Site Audit** describing the strengths and weaknesses of the current Web site relative to Requirements Document (propose a format)

Phase II — Prototyping

- **Creative Treatment**, story boards, site maps, color palettes, navigation systems, design principles for three to five prototype options (propose formats)
- **Technical/Implementation Specifications** for the support of each option (propose Format)

Phase III — Detailed Design

- **Detailed Design Specifications** on the option chosen. (Propose format)

Phase IV — Construction, Programming & Testing

- **Finished Site** with all templates, source code and test documentation (Propose Format)
- **Technical Documentation** (Propose Format)
- **User Acceptance and BETA Test Plan** (Propose Format)

Phase V — Implementation

- **Maintenance Training and Documentation** (Propose Format)
- **Cut-over / Beta Test Plan** (Propose Format)

SPECIFICATIONS: PHASE I – ASSESSMENT & PLANNING
1. **Needs Analysis** — The vendor will submit as part of this proposal a plan for conducting the Needs Analysis for the definition of Requirements for the new Web Site. This plan should include the groups of people that will be consulted and an expectation for the time/contribution from Evergreen staff during this phase of the project.

2. **Requirements Document** — The vendor will compile a Requirements Document, in a format to be proposed by the vendor in this proposal and refined after acceptance of the proposal, for the next-generation Evergreen Web site. Evergreen anticipates that in the preparation of the Requirements Document the vendor will consider issues such as (partial list):

   - current research and best practices concerning the use of Web technologies in admissions marketing;
   - ADA compliance and conformance with guidelines of W3C’s Web Accessibility Initiative;
   - identification of target audiences and their information needs;
   - additional content areas;
   - browser and platform compatibility standards;
   - internal site search capabilities;
   - mechanisms for detailed monitoring of site usage;
   - which areas require static content and which require dynamically generated pages;
   - appropriate use, if any, of Intranet capabilities;
   - personalization and customization;
   - multiple sites, tailored home pages or portals;
   - “look and feel” and its relationship to Evergreen’s graphic identity and existing family of print publications;
   - role of Flash, streaming video and audio and other technologies;
   - end-to-end content management and support for print-on-demand technology;
   - integration of Banner/SCT information system and other databases if appropriate;
   - prioritization of Evergreen pages on external search engines.

3. **Site Audit** — The successful vendor will be required to review and provide a critical assessment of Evergreen’s current Web site and recommend changes based on the Requirements Document. The review shall also include basic recommendations for interim modifications to the existing site to comply with the new overall strategy. A format must be proposed for this deliverable in this proposal. The format will be refined as mutually agreed upon after acceptance of the proposal.

4. **Time Frame** — Evergreen anticipates that Phase I will take four to five weeks.

5. **Pricing** — Vendors will submit a firm price for completion of Phase I of this project.
SPECIFICATIONS: PHASE II – PROTOTYPING

1. **Prototypes** — The successful vendor will provide storyboards, creative treatment, site maps, color palettes and navigation tools for three (3) to five (5) prototypes as a means of meeting the requirements identified in Phase I. Evergreen will select from these alternatives for ongoing work.

   The successful vendor shall work with designated individuals and groups to combine research, knowledge of the college’s needs, and Web site technology to create a site strategy and navigational structure that best meets the needs of the overall college. Although the final strategy and design will be highly influenced by Evergreen, the successful vendor will be expected to bring ideas, recommendations, experience and applicable information to the table for discussion. The successful vendor will work with Evergreen to provide a Web site structure that will bring Evergreen’s Web site to the forefront of higher education Web design and technology.

   A format must be proposed for this deliverable in the proposal. Each prototype alternative must have a detailed cost attached at the time of the submission of the proposal. The college retains the right to seek other bids for the implementation of the prototype.

2. **Technical/Implementation Specifications** — The vendor will provide hardware, software and implementation specifications for infrastructure and technical skills required by each of the prototypes. The vendor must also provide recommendations regarding a site-specific content search engine to be used at Evergreen. A format must be proposed for this deliverable in the proposal. The most efficient and up-to-date methods of Web page creation and information transference must be used. Please include in your proposal the Web authoring software and other tools you would prefer to use on this project. The college retains the right of final approval on all Web tools that are to be used.

   Evergreen will be responsible for upgrading to meet the specifications of the option chosen outside the scope of this request for proposal.

3. **Time Frame** — Evergreen anticipates that Phase II will take 2-3 weeks

4. **Pricing** — Vendors will submit a firm price for completion of Phase II.
SPECIFICATIONS: PHASE III — DETAILED DESIGN

1. **Detailed Design** — The successful vendor will provide detailed design specifications for the development of those portions of the prototypes agreed upon by the vendor and Evergreen. The vendor will propose a format for this deliverable in this proposal. The detailed design specifications will be approved by Evergreen before proceeding with Phase IV.

2. **Time Frame** — Evergreen anticipates that Phase III will take approximately 1-2 weeks

3. **Pricing** — The vendor will provide an estimate for the completion of Phase III. Hourly rates and all other expenses must be listed. Evergreen retains the right to seek other bids for this portion of the project.

SPECIFICATIONS: PHASE IV — CONSTRUCTION, PROGRAMMING & TESTING

1. **Programming & Testing** — The successful vendor will construct those portions of the next-generation site agreed upon by the vendor and Evergreen, include templates for section not built out by the vendor, complete with source code and documented testing. The successful vendor will propose the format for this deliverable in this proposal.

2. **Technical Documentation** — The successful vendor will provide supporting technical documentation for the site and source code. The vendor will propose a format for this documentation in this proposal.

3. **User Acceptance Test Plan** — The successful vendor will submit a format for the user acceptance test plan that will be used in the acceptance process of the completed site in this proposal.

4. **Time Frame** — Evergreen anticipates that this phase of the project will take approximately 4-5 weeks

5. **Pricing** — The vendor will provide an estimate for the completion of Phase IV. Hourly rates and all other expenses are required to be listed. The college retains the right to seek other bids for this portion of the project.
SPECIFICATIONS: PHASE V – IMPLEMENTATION

1. **Maintenance Training:** The vendor will be required to provide training to the Evergreen technical staff for the maintenance of the new site. The vendor will also provide maintenance documentation. Part of this proposal will be a suggested format for the documentation and an outline of a plan to complete this training, including number of people to be trained, format and duration of the training.

2. **Cutover/ Beta Test Plan** — The successful vendor will be responsible for submitting a complete cutover and Beta Test plan to move Evergreen from the old site to the new site. This proposal should include a proposed format for that plan.

3. **Time Frame** — Evergreen anticipates that this phase of the project will take approximately 1 to 2 weeks

4. **Pricing** — The vendor will provide an estimate for the completion of Phase V. Hourly rates and all other expenses are required to be listed. The college retains the right to seek other bids for this portion of the project.
GENERAL REQUIREMENTS

1. **Time Frame:** Evergreen anticipates that this project will take approximately six (6) months to complete. Please state if your firm can adhere to this time frame; breaking the project into tasks with anticipated completion times.

2. **Timeline:** Upon award, Evergreen and Contractor will agree on the project’s timeline. The timeline should clearly indicate development, aesthetic design, and user-interface stages, including user testing. Any plan developed must take into account long-term maintenance by Evergreen staff, as well as development costs. Unless otherwise specified, dates for project Phases will be determined mutually between Evergreen and the Contractor, and said dates shall be a material provision of the contract between the parties. The Contractor’s failure to meet mutually established deadlines shall be considered a material breach of the contract, unless such failure is caused by the intentional acts of the college. Evergreen’s proposed Timeline is attached to this RFP.

3. **Payment Schedule:** Evergreen will make payments only as completion of Phases (Phase I – Phase V) are achieved and will withhold 10% of each “Phase” invoice until the completion of the final Phase. Payment of final invoice on the final Phase will be made 30 days after Evergreen acceptance, i.e., following testing and successful implementation. The final payment will also include the 10% held back from each previous invoice. Evergreen is responsible for authorizing payment on each Phase.

4. **Evaluation of the Project:** Upon deciding upon a successful offeror, Evergreen will work with the successful offeror to formalize a process for evaluation of the project and determine the criteria for acceptance.

5. **Price:** Proposals should include all costs and descriptive information on the various components of this project. Proposals should also list any hardware or software requirements that are expected to be available at Evergreen. Proposals should include an hourly charge for services requested. The successful offeror shall be required to provide and receive approval of a written estimate including a “not to exceed” amount for Phase II & III of this project.

6. **Training:** As part of the entire project, the supplier will train assigned college personnel. Please include a separate section in your proposal on how, and at what stage in each phase this training will be accomplished, and how many Evergreen employees may be trained.

7. **Documentation:** Appropriate documentation is required to be provided at each phase of the project.

8. **Ownership:** Evergreen requires that any design ideas, concepts, custom scripts and graphic elements provided as a result of this project become the property of Evergreen and may be used by Evergreen at any time. Additionally, Evergreen may make subsequent change to the site at its discretion. All rights of ownership will reside with Evergreen. Any copyrightable subject matter or works will be considered Works for Hire. Evergreen may add a written
copyright notice to its site if it so chooses. The site will not name or identify in any way the vendor that developed it. The successful vendor will be asked to sign a Creative Rights Agreement. A copy of a Creative Rights Agreement is included for your review. Any requirements or questions concerning the Creative Rights Agreement should be included in your proposal.

9. **Process Review:** Evergreen will require that the successful offeror be available as needed to review the progress of the project. Additionally, written status updates will be required weekly. Please include in your proposal your process for reviewing the progress of the project.

10. **References:** Include in your proposal a list of three (3) or more current academic/institutional customers for whom the offeror has provided similar services. The customers referenced should preferably be of a size equivalent to Evergreen. For each reference provided describe the project and the work performed, and provide the customers name, address, contact person’s name, telephone number, and web address. Also state the budget given for the project and whether or not your firm met or exceeded. Provide at least five (5) additional web addresses where your firm has been a consultant or designer.

11. **Organization & Project Personnel:** Describe your organization, including a joint venture or association. Provide the name of the firm’s owner(s) and/or principle officer(s), and state the date of incorporation (or partnership), current annual dollar volume, and number of employees. Provide the firm’s organizational chart and the most up to date financial balance sheet. Submit a full resume for each person who will be working on this project, including all relevant experience.

12. **Employee Conduct:** During the contract term TESC shall retain the right to require the supplier at any time to remove from College property any employee, agent, or representative of the supplier whose conduct, appearance, or performance is reasonably deemed by Evergreen to be unacceptable.

13. **Capacity & Capability:** Describe your firm’s approach to providing and managing the services described in this RFP. Detail your firm’s ability, depth of experience, and expertise as it relates to each phase of the project. Discuss how your firm will coordinate or provide services that may not be available in house. Provide information that demonstrates your firm’s capacity and capability to perform work, including any specialized services. Provide a summary of current work and a statement regarding ability to assign adequate staff and resources to meet project schedule. Provide a summary of your firm’s experience in training people. Describe how your firm proposes to handle training.

14. **Alternative Proposals:** Evergreen seeks to accommodate all the specifications and requirements detailed in this RFP, and preferences will be given to those proposals that most nearly address all such specifications and requirements. However, suggested viable alternatives that would benefit Evergreen will also be considered. Please cite and explain all exceptions to any specifications and requirements that are not met by your proposal. The acceptability of proposed services, equipment, staffing, and any alternatives will be determined solely by Evergreen. Proposals should include all related services, benefits, and enhancements that are available from the supplier. Any additional charges for these items must be specifically stated in the proposal.
15. **Evergreen Technology Environment**: The following technology environment specifications are provided to establish the technical environment currently provided at The Evergreen State College. Preferences will be given to proposals that will operate within this technical environment. However, as indicated in #13 of the General Requirements, suggested viable alternatives that would benefit Evergreen will also be considered.

The Evergreen State College currently hosts its web site ([http://www.evergreen.edu](http://www.evergreen.edu)) on a server supporting the following technologies:

- Windows NT 4.0 Server
- Microsoft Internet Information Server 4.0
- Microsoft Active Server Pages 2.0
- Active Perl 5.0

Evergreen's Internet connection is provided via 3 T1 circuits. These circuits operate as a resource shared by the entire campus.
CREATIVE RIGHTS AGREEMENT

THIS AGREEMENT is made this ___ day of ____________ by and between
THE EVERGREEN STATE COLLEGE and
VENDOR (Vendor)

WHEREAS, from time to time, The Evergreen State College may be desirous of having Vendor create or
develop advertising or marketing concepts or ideas, inventions, or other original works of art/authorship
(hereinafter referred to as "Works");

WHEREAS, from time to time, Vendor will be desirous of creating such Works for The Evergreen State
College;

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is
hereby acknowledged, The Evergreen State College and Vendor agree as follows:

1. Vendor hereby agrees that all right, title, and interest in any Works developed by Vendor for use by The
Evergreen State College including the rights to any trademarks, patents, or copyrights, shall vest in The
Evergreen State College. In addition, Vendor hereby agrees that all copyrightable Works developed by
Vendor for use by The Evergreen State College pursuant to this Agreement, or any subsequent Agreement,
shall be considered "works made for hire" under the Copyright Act.

2. In all cases, where any Works referenced herein do not qualify as "works made for hire" and with respect
to Works already provided by Vendor to The Evergreen State College, Vendor hereby assigns all right,
title, and interest including copyright to all such Works to The Evergreen State College. Vendor hereby
also agrees to execute any and all further documents necessary to record the assignment of rights to any
Works to The Evergreen State College.

3. Vendor warrants that all Works which it delivers to The Evergreen State College pursuant to this
Agreement shall be unencumbered by ownership claims from any third party and that all ownership rights
will transfer to The Evergreen State College.

4. Vendor agrees not to disclose any information, concepts, ideas, or other material whatsoever disclosed to it
by The Evergreen State College and all material provided to Vendor by The Evergreen State College will
be maintained by Vendor in complete confidence and be used solely for the purpose of creating Works for
the benefit of The Evergreen State College.

5. Nothing in this Agreement shall be construe as in any way requiring The Evergreen State College to use
the services of Vendor on any particular projects or requiring Vendor to perform services on any particular
project. Submission of a proposal in response to this request is your acknowledgment that
subjective criteria will be used in the evaluation of all proposals.

AGREED TO ON BEHALF OF:

(The Evergreen State College)

By:
Name:
Title:

AGREED TO ON BEHALF OF:

(Copy of contract)

By:
Name:
Title:

COPYRIGHT ASSIGNMENT

(Name and address of supplier) does hereby
assign to THE EVERGREEN STATE COLLEGE, whose principal place of business is at 2700 EVERGREEN
PARKWAY NW, OLYMPIA, WASHINGTON all rights, title, and interest including copyright to the works
identified as part of THE EVERGREEN STATE COLLEGE Web Page Project.
PROPOSAL FORMAT AND EVALUATION CRITERIA

Proposals shall be evaluated based upon the weighted criteria listed below. Vendors shall completely address each of the evaluation criteria in the order presented.

A. PHASE I — ASSESSMENT & PLANNING………………………..(40 Possible Points)
   • Plan for conducting Needs Analysis
   • Proposed format for Requirements Document.
   • Proposed format for Site Audit of the current web site.
   • Experience of personnel assigned to this project
   • All other documentation compiled for the General Requirements
   • References from customers of sites similar in size and complexity
   • Experience of vendor in higher education marketing
   • Firm fixed price for Phase I

B. PHASE II — PROTOTYPING……………………………………..(20 Possible Points)
   • Proposed format for the documentation of 3 to 5 prototype options
   • Proposed format for the submission of Technical and Implementation Specifications.
   • Graphical excellence of Web sites designed previously by vendor
   • Capabilities, expertise, and experience
   • Experience working with Web-mediated student information systems
   • Firm fixed price for Phase II

C. PHASE III — DETAILED DESIGN……………………………..(15 Possible Points)
   • Proposed format for Detailed Design Specifications
   • Capabilities, expertise, and experience
   • Not to exceed amount for Phase III

D. PHASE IV — CONSTRUCTION, PROGRAMMING & TESTING...(15 Possible Points)
   • Plan for programming and testing and proposed format for testing documentation.
   • Proposed format for technical documentation
   • Proposed plan and format for User Acceptance Testing.
   • Capabilities, expertise, and experience
   • Not to exceed amount for Phase IV

E. PHASE V — IMPLEMENTATION………………………………..(10 Possible Points)
   • Proposed Plan for Maintenance Training
   • Proposed Format for Maintenance Documentation
   • Proposed Format and General Cutover and Beta Test plan.
   • Capabilities, expertise, and experience
   • Firm fixed price for Phase V

TOTAL MAXIMUM…………………………………………………(100 Possible Points)
PROPOSAL RESPONSE SHEET

Please attach this sheet to your detailed proposal.

Proposal submitted by: __________________________________________________________

Federal Tax Identification Number or SS #: ________________________________________

PROPOSED COSTS:

Phase I – Research & Planning……….(Firm Fixed Price Amount)…….. $_____________

Phase II – Prototyping ……………….(Firm Fixed Price Amount)………$_____________

Phase III – Detailed Design ………….(Not to Exceed Amount)…………$_____________

Phase IV – Programming & Testing…. (Not to Exceed Amount)………….$_____________

Phase V – Implementation ………….(Not to Exceed Amount)…………$_____________

* Attach detailed cost projections for Not to Exceed amounts on Phase III and IV

TOTAL PROJECT COST…. (Not to Exceed Amount)…………$_____________

General References:

Company/Institution Contact Name Phone #
1) ___________________________________________ ______________________ _______________
2) ___________________________________________ ______________________ _______________
3) ___________________________________________ ______________________ _______________

Provide more detail on references in your proposal, including work performed.

List other web sites on which you have consulted: Is site Public or Intranet?

Web address: ____________________________ Public/Intranet
Web address: ____________________________ Public/Intranet
Web address: ____________________________ Public/Intranet
Web address: ____________________________ Public/Intranet
Web address: ____________________________ Public/Intranet

END OF REQUEST FOR PROPOSAL
### Evergreen’s Proposed Web Site RFP #Q670 Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
<th>Phase</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>First Draft of RFP</td>
<td>Startup</td>
<td>Kathleen, Craig, Debbie</td>
</tr>
<tr>
<td>Jan 19</td>
<td>Feedback on RFP</td>
<td>Startup</td>
<td>RFP Review Committee</td>
</tr>
<tr>
<td>Jan 20</td>
<td>Create mailing list, other sources of publications</td>
<td>Startup</td>
<td>Kathleen, Craig</td>
</tr>
<tr>
<td>Jan 26th</td>
<td>Second and possible final Draft of RFP</td>
<td>Startup</td>
<td>Kathleen, Craig, Debbie</td>
</tr>
<tr>
<td>Jan 30th</td>
<td>RFP is released</td>
<td>Startup</td>
<td>Kathleen</td>
</tr>
<tr>
<td>FEB 13, 1:30 - 5:00 PM LIB 3112</td>
<td>Mandatory Bidder's Conference (Half Day)</td>
<td>Startup</td>
<td>Bidder’s Conference Committee</td>
</tr>
<tr>
<td>March 2</td>
<td>Proposals are due - 3:00 PM</td>
<td>Startup</td>
<td>Vendors</td>
</tr>
<tr>
<td>March 5-6</td>
<td>Decide Who will be invited to present proposals</td>
<td>Startup</td>
<td>Selection Committee</td>
</tr>
<tr>
<td>March 12, 14, 19 - Tentative at this time!</td>
<td>Vendor Presentation of Proposals</td>
<td>Startup</td>
<td>Selection Committee</td>
</tr>
<tr>
<td>March 22, 23</td>
<td>Presentation of recommendations to Sr Staff</td>
<td>Startup</td>
<td>Selection Committee and Sr Staff</td>
</tr>
<tr>
<td>March 30</td>
<td>Identify Vendor with the apparently most responsive proposal</td>
<td>Startup</td>
<td>Selection Committee</td>
</tr>
<tr>
<td>April 2-5</td>
<td>Vendor Negotiations</td>
<td>Startup</td>
<td>Project team and Vendor</td>
</tr>
<tr>
<td>April 6</td>
<td>Contract Award</td>
<td>Startup</td>
<td>Project team</td>
</tr>
<tr>
<td>April 9</td>
<td>Vendor meets with project teams to gather requirements</td>
<td>Phase 1</td>
<td>Vendor and Project Teams</td>
</tr>
<tr>
<td>May 18</td>
<td>Vendor Submits Requirements Deliverables</td>
<td>Phase 1</td>
<td>Vendor</td>
</tr>
<tr>
<td>May 21-May 31</td>
<td>Project Team works with vendor on refinement of Requirements</td>
<td>Phase 1</td>
<td>Vendor and Project Team</td>
</tr>
<tr>
<td>June 1-Aug 30</td>
<td>Banner Web for Admissions and Recruitment Implementation</td>
<td>Parallel Project</td>
<td>Banner Web for Admissions and Recruitment Project Team</td>
</tr>
<tr>
<td>June 1</td>
<td>Project Team Give Final Approval to Requirements.</td>
<td>Phase 1</td>
<td>Project Team</td>
</tr>
<tr>
<td>Date</td>
<td>Task Description</td>
<td>Phase</td>
<td>Responsible Party</td>
</tr>
<tr>
<td>--------------</td>
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<tr>
<td>June 1-18</td>
<td>Vendor Creates Design Prototype options based on requirements.</td>
<td>Phase 2</td>
<td>Vendor</td>
</tr>
<tr>
<td>June 18</td>
<td>Vendor submits Design Prototype options and hardware requirements for each.</td>
<td>Phase 2</td>
<td>Vendor</td>
</tr>
<tr>
<td>June 18-22</td>
<td>Design Prototypes reviewed</td>
<td>Phase 2</td>
<td>Project Team</td>
</tr>
<tr>
<td>June 22</td>
<td>Preferred Prototype chosen</td>
<td>Phase 2</td>
<td>Project Team</td>
</tr>
<tr>
<td>June 22- July 15</td>
<td>Acquire any needed hardware(if any) to support new web site.</td>
<td>Phase 2</td>
<td>David Metzler</td>
</tr>
<tr>
<td>June 25-29</td>
<td>Vendor submits final costs for design based on Prototype chosen</td>
<td>Phase 3</td>
<td>Vendor</td>
</tr>
<tr>
<td>July 2-6</td>
<td>Negotiations complete on portions of design to be purchased</td>
<td>Phase 3</td>
<td>Project Team and Vendor</td>
</tr>
<tr>
<td>July 9-20</td>
<td>Vendor Generates Detailed design specs for chosen prototype</td>
<td>Phase 3</td>
<td>Vendor</td>
</tr>
<tr>
<td>July 23</td>
<td>Evergreen Approved Detailed Design Specs</td>
<td>Phase 3</td>
<td>Project Team</td>
</tr>
<tr>
<td>July 23-Aug 10</td>
<td>Vendor codes and tests the new site</td>
<td>Phase 4</td>
<td>Vendor and Project Team</td>
</tr>
<tr>
<td>August 13-16</td>
<td>Vendor and Project Team conducts Final User Acceptance testing and Adjustments</td>
<td>Phase 4</td>
<td>Vendor and Project Team</td>
</tr>
<tr>
<td>Aug 17</td>
<td>Project Team signoff on site deliverable</td>
<td>Phase 4</td>
<td>Project Team</td>
</tr>
<tr>
<td>Aug 20-31</td>
<td>Vendor Trains Evergreen staff in maintenance of the new site - prepares a turnover plan.</td>
<td>Phase 5</td>
<td>Project team and Vendor</td>
</tr>
<tr>
<td>Sept 3</td>
<td>New Web site live with Banner Web for Recruitment/Admissions</td>
<td>Phase 5</td>
<td>Milestone</td>
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</tbody>
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