Request for Proposal
Website Redesign

RFP Deadline
Thursday, January 4, 2018
4:30pm (PST)

Shasta-Tehama-Trinity Joint Community College District
P.O. Box 496006
11555 Old Oregon Trail
Redding, California 96049-6006
Shasta-Tehama-Trinity Joint Community College District
P.O. Box 496006
11555 Old Oregon Trail
Redding, California 96049-6006
Attn: James Crandall

Shasta-Tehama-Trinity Joint Community College District
Request for Proposal
For: Website – Shasta-Tehama-Trinity Joint Community College District
Date: November 20, 2017
Project #: 18-005
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Introduction

Shasta-Tehama-Trinity Joint Community College District ("Shasta College") is looking for a creative digital partner that will redesign and produce the new Shasta College website (shastacollege.edu). The website will primarily serve as a resource to students, faculty and staff, and the community at large. The website must be usable and accessible to all users and follow best practices in product strategy, design, and development. The ideal and preferred partner leads with a vision, is full of ideas, and appreciates learning and growth.

The purpose of this document is to share useful and helpful information. The details as we understand them now are meant to inform vendor responses or proposal preparations. It is a starting point for a project plan that may evolve as opportunities present themselves.

Project Details

- Proposal Deadline: January 4, 2018
- Project Start Date: Early 2018
- Website Launch: Spring 2019

College Background

Organization Information

- Shasta-Tehama-Trinity Joint Community College District is located at 11555 Old Oregon Trail, Redding, CA 96003
- Number of Employees: 600
- Number of Students: 9,446*

*Fall 2016 Shasta College Student Enrollment by Age Group (2016 Shasta College Fact Book)

<table>
<thead>
<tr>
<th>19 or Younger</th>
<th>20-24</th>
<th>25-29</th>
<th>30-34</th>
<th>35-39</th>
<th>40-49</th>
<th>50 and Older</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.1%</td>
<td>22.8%</td>
<td>11.1%</td>
<td>7.2%</td>
<td>4.9%</td>
<td>5.9%</td>
<td>6.1%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

About Us

Shasta College is a comprehensive community college with campuses in Shasta, Tehama, and Trinity Counties. Students can take courses to transfer to a four-year institution, complete a career/technical program, or take a class for personal enrichment. Shasta College is also part of the California Community College system. Learn more about Shasta College at shastacollege.edu.

Vision

Shasta College is a nationally recognized model community college engaging its communities through innovation in student learning and growth.

Mission Statement

Shasta College provides a diverse student population with open access to undergraduate educational programs and learning opportunities, thereby contributing to the social, cultural, creative, intellectual, and economic development of our communities. The District offers general education, transfer and
career-technical programs, and basic skills education. Shasta College provides opportunities for students to develop critical thinking, effective communication, quantitative reasoning, information competency, community and global awareness, self-efficacy, and workplace skills. Comprehensive student services programs and community partnerships support student learning and personal development.

Values

Student Learning and Growth
Create an academic and cultural environment that provides, promotes and enhances opportunities for student learning and growth.

Quality Staffing
Attract, retain and develop an exceptional group of diverse employees who support student learning and growth.

Fiscal Integrity
Ensure the fiscal integrity of the District to fulfill its mission.

Community Connection
Foster the community’s awareness, excitement and appreciation of Shasta College, its students and its programs.

Positive Campus Climate
Cultivate and embrace an environment that enhances student and employee well-being.

Institutional Goals
1. Shasta-Tehama-Trinity Joint Community College District will use innovative best practices in instruction and student services for transfer, career technical, and basic skills students to increase the rate at which students complete degrees, certificates, and transfer requirements.

2. Shasta-Tehama-Trinity Joint Community College District will use technology and other innovations to provide students with improved access to instruction and student services across the District’s large geographic area.

3. Shasta-Tehama-Trinity Joint Community College District will increase students’ academic and career success through civic and community engagement with educational institutions, businesses and organizations.

4. Shasta-Tehama-Trinity Joint Community College District will institutionalize effective planning practices through the implementation, assessment, and periodic revision of integrated planning processes that are transparent and participatory and that link the allocation of resources to planning priorities.

Project Background
The existing website needs to be redesigned and restructured for a positive user experience. Some visual branding and identity guidelines do exist for the college’s print materials, and the website is
expected to incorporate any visual design elements (e.g., school logo, colors) that the vendor sees as appropriate for the proposed digital product. All website solutions are welcomed for any required functionality or features. The ideal web platform solution is an open source software, but all proposed software or platforms will be considered for evaluation. The existing Shasta College website (shastacollege.edu) is built on Microsoft SharePoint (.NET).

State of the Existing Website
The current site has over 6,455 known website URLs; approximately 4,000 are web pages, 2,500 are document assets (e.g., PDFs), and 300 are duplicate/repeating links. The desired outcome is to minimize the size of the website. Please see the Preliminary Research page for more information regarding the state of the website and other data and analytics.

The following are known audiences for the site and what the site needs to do for each; however, this is not an exhaustive list and more research is required. The list includes, but is not limited to:

Website Visitors

- Students
  - To get to the log ins of various campus applications (current students)
  - To find out what’s happening on campus
  - To figure out how to apply, register, or enroll
  - To learn what courses are required for degrees and certificates

- Faculty
  - To share instructor and course information
  - To provide information about academic programs

- Staff
  - To get specific documents and paperwork
  - To find out information related to Human Resources

- Community Members
  - To learn what classes are available to the public
  - To find events or workshops open to the general public

Website Content Editors

The goal is to have the majority of the website content managed by the campus’ Information Technology (IT) web team. However, there will be a few exceptions for other web content editors based on the need. Other web content editors will need limited permission or access to specific website sections for content updates. The existing website has 139 permission groups with a varied number of content editors within the aforementioned groups.

Challenges with the Existing Website

- Navigation is a challenge to website visitors
- Design is inconsistent (i.e., varied typography and page layouts within sections)
- Enrollment steps need to be clearer
• Financial Aid section is overloaded with information
• Superfluous writing or copy throughout website
• Degree or certificate requirements is confusing or outdated
• No tool or calendar to plan / organize what semester classes look like
• Content regarding the multiple campuses repeats information
• Staff profiles display various info depending on department webpages
• Search bar pulls old documents and outdated information
• CMS is difficult for content editors/admins/back-end users
• Poor organization of document resources and files
• Underutilized survey / request / online forms (i.e., not being completed or filled out)

Resources Available for Project
• SharePoint Analytics
• Google Analytics
• Shasta College Web Content Coordinator

Shasta College Internal Project Team
It is understood that this is a lively, exciting project that requires active participation and strong investment between the vendor and Shasta College. The following are a few of our key players:

James Crandall, Website Project Sponsor / Owner
Director of Information Technology, Shasta College

James is the project sponsor / owner and decision maker. His judgement is critical when technical questions arise. He will answer the tough questions, but his day-to-day involvement is minimal. James is consulted if you have project-related questions about technical, finance, legal, or security.

Susan Saephanh, Website Project Manager / Lead
Web Content Coordinator, Shasta College

Think of Susan as the product owner, producer, or project manager for the client side. This means she is dedicated to, engaged with, and involved in this project. She will collaborate with the selected vendor and assume the roles and responsibilities needed to keep the project moving forward.

Representatives, Website Project Committee
The project committee is made up of representatives from various areas of the organization. They exist to provide input in internal decision making, but are not decision makers. The committee is not directly involved with the chosen vendor, but may be invited to participate on an as needed basis.
Preliminary Research

Date Range: 10/1/2016 – 9/30/2017
Prepared on October 5, 2017

State of the Website
- Total webpages: 6455+ (~4000 links, ~2500 assets)
- Duplicate Links: 304+
- Blank Pages: 29
- Pages Not Found: 41
- Broken Links: 23 (not incl. external)
- Other Website (External Links): 915 (incl. duplicates) / 51 (broken)
- PDF: 2392
- Microsoft Word: 124
- Power Point: 3
- Unauthorized / Authentication Required: 11

Google Analytics
- Sessions 1,751,381
- Total Users 498,063
- Page Views 4,916,428

Website Visitors
- Returning Visitor (72.9%)
- New Visitor (27.1%)

Browser Type
- Chrome (52%)
- Safari (20%)
- IE (13 %)
- Firefox (9%)
- Microsoft Edge (5%)

Devices
- Desktop (69.60%)
- Mobile (26.67%)
- Tablet (3.73%)

Mobile Devices
- iPhone (47%)
- iPad (7%)
- (not set) (35%)
- Samsung Galaxy (5.5%)
- xBox One (<1%)

Mobile Devices Branding
- Apple (55%)
- Samsung (24.5%)
- LG (6%)
- (not set) (3%)
- Motorola (2.5%)
- Microsoft (2%)
- ZTE (1.5%)
- HTC (1%)
- Amazon (<1%)
- Google (<1%)

Operating System (System)
- Windows (60%)
- iOS (17%)
- Android (13%)
- Macintosh (8%)
- Chrome OS (2%)

Top 10 Pages (Google Analytics)
1. [Homepage](#)
2. [SC Online](#)
3. [College Catalogs](#)
4. [Faculty and Staff Resources](#)
5. [Degrees and Certificates](#)
6. [Contact Us](#)
7. [Library](#)
8. [Financial Aid](#)
9. [Library](#)
10. [Employment](#)

Top 10 Pages (SharePoint Analytics)
1. [SC Online](#)
2. [Faculty and Staff Resources](#)
3. [Search](#)
4. [College Catalogs](#)
5. [Degrees and Certificates](#)
6. [Financial Aid](#)
7. [Register Today](#)
8. [Employment](#)
9. [Library](#)
10. [Shasta College Online Application](#)

Top Searches (SharePoint Analytics)
1. Staff
2. Transcript
3. Police
4. Transcripts
5. EOPS
6. Majors
7. Map
8. Nursing
9. Canvas
10. Campus Map
Project Goals

To make shastacollege.edu an innovative, creative, and original leader in website experiences for higher education institutions. To tell authentic and true stories revealing the heart of the campus. It must also align with our vision that “Shasta College is a nationally recognized model community college engaging its communities through innovation in student learning and growth.”

Project Objectives

The new website needs to be Section 508 compliant as well as meet or exceed current web standards. It needs to adhere to best practices in the industry regarding content, design, and development, and ultimately provide a positive digital experience.

The following is a list of objectives that includes, but is not limited to:

- Section 508 Compliance
- WCAG 2.0 Level AA Conformance
- Meets readability and plain language standards
- Search pulls relevant information
- Directory is dynamic
- Events calendar or section is interactive
- Enrollment steps are clearly defined
- Mobile-friendly and responsive for all size devices and screens
- Ability to integrate with the college’s Student Information System

Key Performance Indicators

If the project goals and objectives are successful, it is desired to be reflected by:

- Increase web engagement and traffic
- Increase student enrollment
- Decrease number of inactive students
- Increase attendance to fine art performances or shows and athletic events
- Increase college campus tour requests
- Decrease telephone calls to Student Life
- Increase overall student engagement
- Increase community participation
- Increase completion of degrees, certificates, and transfer requirements
- Improve access to instruction and student services
- Increase students’ civic and community engagement
Project Scope

The scope of work as it stands requires an overhaul of the existing website. The need is a full and complete redesign from discovery (research) to launch. This means that the project requires everything that is necessary for the delivery of a website that looks good and functions well. These are a few things we expect to see addressed in the vendor response: visual design, interaction, technology, development (front-end and back-end), information architecture, user experience, content strategy, content development (e.g., copy, photography, and/or video production), content migration/uploading, and more.

Functionality Requirements

The minimum viable product will include the following features:

- Content Management System (CMS)
- Backend Database
- Contact Form (custom code or third-party application)
- Multimedia Integration (graphics, photography, video, etc.)
- Scheduling/Appointment Software (embed/link out to legacy software)
- Events Calendar
- Directory
- Short URLs

It is also encouraged that vendors review the existing website to see what other functionality or features are needed or may be useful for our website visitors. Please plan for any other proposed web solutions and make note of it as a separate line item in the summary pricing or project cost.

RFP Schedule

Vendors will be required to adhere to the following timeline. Any changes to the timeline will be communicated via an addendum (sent by email/posted to our website).

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
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<tbody>
<tr>
<td>November 20, 2017</td>
<td>RFP Released</td>
</tr>
<tr>
<td>November 20, 2017 – November 27, 2017</td>
<td>Advertisement</td>
</tr>
<tr>
<td>November 20, 2017 – December 4, 2017</td>
<td>Submission of vendor questions due by 4:30 pm (PST)</td>
</tr>
<tr>
<td>December 12, 2017</td>
<td>Responses to vendor questions distributed</td>
</tr>
<tr>
<td>January 4, 2018</td>
<td>RFP responses due 4:30pm (PST)</td>
</tr>
<tr>
<td>January 8, 2018</td>
<td>Selection of vendor/Project award</td>
</tr>
<tr>
<td>January 8, 2018</td>
<td>Submission to the Board of Trustees for January 17, 2018 Meeting</td>
</tr>
<tr>
<td>January 17, 2018</td>
<td>Board of Trustees Review</td>
</tr>
<tr>
<td></td>
<td>Project Kickoff: Planning begins</td>
</tr>
</tbody>
</table>
Contact Information

Any questions regarding this document must be submitted via e-mail to James Crandall at jcrandall@shastacollege.edu. Your question(s) and our response(s) will be forwarded to all participating vendors in a timely fashion (based on the timeline/schedule above). Any changes to project scope or deadline will be communicated via an addendum (e-mailed to your address of record).

Conditions

- Vendors are responsible for all costs associated with the preparation and delivery of their proposals.
- Vendors are responsible for all costs associated with travel for bidder conferences and on-site demonstrations.
- Questions regarding this document are due by 4:30 p.m. (PST) December 4, 2017, via e-mail to jcrandall@shastacollege.edu. All RFP vendor questions sent via email must have the following subject line: “Website RFP Questions, Vendor Name”. (Replace the “Vendor Name” with your company name). Shasta College is not responsible for any network issues that may delay your email. Responses will be compiled and distributed to all vendors via e-mail on December 12, 2017.
- Any vendor response or proposal materials that need to be mailed can be addressed to:

  James Crandall  
  Director of Information Technology  
  Attn: Peggy Himbert  
  SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT  
  11555 Old Oregon Trail, Redding, CA  96003 Building 100, Room 148  
  Tel: 530-242-7989

- The District reserves the right to reject any proposal received after the deadline: Thursday, January 4, 2018 at 4:30pm (PST).
- Proposals must be completed according to the instructions provided in this section and throughout this document. Incomplete proposals may be disqualified.
- Vendors should provide their standard terms and conditions, software maintenance agreements and related contractual documents related to this proposal where indicated.
- Summary pricing should be presented in the response or proposal. This should include all options/suggestions and pricing associated with this project.
- All reasonable steps will be taken to ensure the privacy of vendors. Vendors will mark any confidential or proprietary information as such in their proposals. Proposals will be circulated among the evaluation committee only. Unsuccessful proposals will be destroyed pending award to the successful vendor(s).
Evaluation Criteria

Proposals received by the stated deadline will be evaluated based in no particular order on the following:

- The proposed solution’s ability to meet or exceed the general and specific requirements that have been detailed in this document
- Whether the vendor demonstrates capabilities to meet or exceed design and development standards
- The proposed solution’s ability to integrate non-programmatically with existing business applications
- The vendor’s ability to provide an affirmative and comprehensive response to each of the requirements in this document
- The vendor’s ability to fulfill functionality requirements and build or propose solutions to any or all website features
- Other functionality that is not included in the scope of work, but the vendor presents as a solution to project goals and challenges
- Total project cost and summary pricing
- Projected timeline to website launch
- Vendor experience in providing similar solutions
- Compliance with delivery requirements as specified in this document
- Third-party integrations including: embedding, linking out, or feeding data, with existing campus applications
- Originality and creativity of the proposal
Proposal Requirements

In addition to acknowledging the requirements stated throughout this document, vendor responses must address the following information:

1. Executive Summary
2. Vendor Profile
   a. Company Overview
   b. Creative Philosophy
   c. Project Plan
   d. Technical Requirements
   e. Finance and Legal
   f. Patents and Proprietary Solutions
   g. Partnerships
   h. Industry Leadership and Recognition
   i. General Software Functionality
   j. Integrated Workflow
   k. Support Ease of Use
   l. On-Site Visits
   m. Software
   n. Product Training and Product Support
   o. Hardware
3. Appendices
   a. Appendix 1: Contracts
      i. Exhibit A: Vendor’s Standard Terms and Conditions
      ii. Exhibit B: Vendor’s Software Maintenance and Support Contract
   b. Appendix 2: Additional Materials

Submission Guidelines

- Written proposals may include additional resources such as digital presentations and media.
- Proposals and any additional materials must be received by 4:30pm (PST), January 4, 2018.
- Proposals may be emailed to James Crandall at jcrandall@shastacollege.edu with the subject line: “Website RFP Response, Vendor Name”. (Replace the “Vendor Name” with your company name.)
- Proposals may be transmitted electronically via secure FTP upon request.

Proposals may be mailed to:
James Crandall
Director of Information Technology
Attn: Peggy Himbert
SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT
11555 Old Oregon Trail, Redding, CA  96003 Building 100, Room 148
Tel: 530-242-7989
Executive Summary

Include the following information in your executive summary:

- Summarize your understanding of our business requirements
- Detail your understanding of our environment, our current website challenges, and how the proposed solution will resolve these challenges
- Tell us why you want to work with us
- Provide summary pricing for the proposed software licenses, professional services, technical services (training, maintenance, and support), and applicable hardware components
- Provide links to your agency website, any online portfolios (e.g., Dribbble, Behance, Vimeo), and/or social media (Facebook, Instagram, Twitter, LinkedIn, etc.)
- In addition, provide a minimum of three (3) references – including at least one higher education institution if applicable – currently using a website produced by your business. Please note the reference’s website URL and its launch date.

Vendor Profile

Company Overview
The selected Vendor will have an excellent record of accomplishment with their clients and is required to operate profitably based on sound business practices. Describe your professional services and position in the website design sector.

Creative Philosophy
It is expected that the selected Vendor highly regards creativity in all that they do whether it’s visual design or coding or project managing. Therefore, we’d like to understand what inspires your team as they engage in the creative process. Tell us why you do what you do. This response can include your mission and vision statements or values. The ideal response will either elaborate on what is already stated on your agency website or give us new insight into your thought process.

Project Plan
Provide a narrative or supporting documentation describing the project methodology and other important aspects of the redesign process. Please include a high-level list and/or brief description of project phases or tasks. Define any assumptions or constraints based on your understanding of our requirements. This must give us an idea of what to expect for the project workflow including but not limited to design, development, and content.

In addition, please address the following:

- Project Management Tools – List of tools used to track / document the project or used for feedback, approvals, decisions, or communication
- Project Team – Provide a brief of the project team (if known) or project leadership. Please include: Name, Title/Role, and Short Bio. Include subcontractors if applicable.
• Project Costs – Include detailed budget and if applicable separate lines items for Video Production, Photography, Copywriting, Copyediting, Hosting, Migration, etc. Please provide a brief overview or description of the listed items.
• Content Management System – Describe the recommended CMS solution
• Deliverables – Outline the products or services that will be delivered
• Functionality List – Detailed list of website functionality and features
• Milestones – List of events or activities marking significant project phases
• Schedule – Provide the suggested project schedule that shows how much time is needed for each major step or phase of the project and/or specific calendar dates (if known).
• Assets – Describe ownership of photography and video. If your proposal identifies original photography or video as valuable content, please explain the need and benefits and specify whether it’s included in the overall project budget (i.e., Are photography and video considered a part of design or content?) or if it is a separate line item. Otherwise, please list all licenses and estimated pricing
• User Training – Briefly address support for user training and help documents such as a How-To guide, CMS Manual, or Website Style Guide
• Third-Party Integration or APIs – Clearly identify any reliance on tools required to integrate local data with an active website. Outline additional costs for these tools
• Project Delays – Describe how roadblocks will be handled and its impact on the project budget and timeline
• Payment – Please note any preferences regarding invoicing and payments
• Warranty – Provide information about warranties including length of time and what is covered or supported. Shasta College strongly desires the minimum of a 90-day warranty
• Browser Agnostic – Describe how the website will be developed and tested to work across all major browsers (e.g., Chrome, IE, Safari, Firefox, etc.)
• Ongoing Maintenance – Identify any need for ongoing maintenance that would require vendor support and an annual contract

**Technical Requirements**

There are currently no requirements for the type of platform, hosting or Content Management System (CMS). Familiarity with Amazon Web Services (AWS) and SQL are strongly desired.

In general, build a website that loads fast and uses less data. Properly optimized for all devices but especially mobile devices. It is expected that quality assurance will be performed or conducted.

• Testing is required for multiple browsers, multiple devices, and multiple operating software. Please explain what testing will be done.
• Please state the intended programming language for the web software development of this project. Provide a list of programming languages Vendor demonstrates proficiency or mastery in.

**Patents and Proprietary Solutions**

Does the Vendor hold any patents for the proposed website solution, or for related technologies? Provide detail. If a solution is commercial or proprietary, please demonstrate why or what reason vendor has to propose it. All solutions are welcomed, but a proven product is preferred.
Partnerships
List major industry, strategic and/or certified partnerships and the nature of each relationship. This includes any potential referrals such as partners for ongoing hosting/maintenance or servers.

Industry Leadership and Recognition
List awards or honors and publication features the Vendor or its products have earned. Please include any speaking engagements at industry events or tech conferences and links to any video or audio (or transcripts) that may be available.

General Software and Functionality
We require a website and content management system solution that provides functionality for website content updates. This means we expect the website to be mostly dynamic for content editing use. The solution must include integrated workflow software that provides easily implemented automation for any listed or future desired functionality and feature requirements.

It is also desired for the solution to include a built in approval system for publishing content (with this setting as an option that can be turned on or off). Please describe how the proposed solution meets these requirements. If this is not a possibility or feasible idea, then provide alternative solutions or recommendations.

Usability and Accessibility
Vendor must share their process for building in usability and accessibility. Please note that accessibility requirements must be built to the college’s specifications and is subject to the college’s interpretation of accessibility. Accessibility requirements will be subject to usability testing for functional accessibility by Shasta College.

Support Ease of Use
We require a solution that provides an intuitive user experience for both the website visitor and content editor. Please describe how the proposed solution supports this requirement.

On-Site Visits
Because we require a project workflow that limits time on site, there must be a clear purpose or set of goals for visits. Please explain the reason(s) for on-site visits and/or attach any applicable agendas or itineraries including the personnel to be expected.

Software
Please describe any software required as a part of the proposed solution. This should include the primary platform software required for the Content Management System (CMS) as well as any development tools and third-party software necessary to manage and maintain the CMS.

Product Training and Product Support
We require the chosen vendor to provide training to our website content editor(s). Please describe your user training process. Comprehensive training guides, how-to manuals, or help documents for website
use are also a required deliverable. When listing product training and product support deliverables, please note the format type (e.g., PDFs, hard copy, or Internet / web based).

Please also explain if product support is available by vendor or what the recommendation is post-launch. Ideally, the selected vendor will provide the following support: website maintenance, security and monitoring, software updates or upgrades, bug fixes, and new feature requests. Include service level agreements if applicable.

Hardware

Please list any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. The solution should also include hardware redundancy and/or disaster recovery recommendation.

Appendices

The “attachments” section of vendor proposals should include at minimum the following sections labeled as indicated.

Appendix 1: Contracts

Exhibit A: Vendor’s Standard Terms and Conditions
Vendors are to insert their standard terms and conditions.

Exhibit B: Vendor’s Software Maintenance and Support Contract
Insert the software maintenance and support contract including any applicable service level agreements.

Appendix 2: Additional Materials
List and attach any additional materials that would assist Shasta College in the evaluation of your proposal. This can include creative portfolios, software technical specifications, case studies, brochures, or data sheets.