



## Re-development of Michigan’s Online Course Catalog at micourses.org

Request for Proposal Number 08072019

(Responses are due Wednesday, August 21, 2019 at Noon, Eastern Daylight Time)

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### Important Dates

Date	Item
Wednesday, August 7, 2019	RFP is posted to the <i>Michigan Virtual</i> website
Tuesday, August 13, 2019	Vendor questions are submitted by email only to <i>Michigan Virtual</i>
Thursday, August 15, 2019	<i>Michigan Virtual</i> responses to Vendor questions are posted on michiganvirtual.org along with the original RFP
Wednesday, August 21, 2019	Written Proposals due to <i>Michigan Virtual</i>
Friday, August 23, 2019	<i>Michigan Virtual</i> reserves the right to interview Vendors to facilitate the selection of the desired vendor, if needed
Monday, August 26, 2019	Award notification to Vendors
Friday, August 30, 2019	Kickoff meeting with selected Vendor
Monday, September 30, 2019	Launch of redesigned, ADA and WCAG 2.0 Level AA compliant site, and invoice submitted to <i>Michigan Virtual</i>

### I. INTRODUCTION

The purpose of this Request for Proposal (RFP) is to select a partner-vendor that has extensive experience in building ADA-compliant websites to re-develop Michigan’s Online Course Catalog (located at micourses.org) to replace the existing system with the same catalog functionality, and that demonstrates all the technical standards of WCAG 2.0, Level AA and WAI-ARIA conformance for not-for-profit organizations.

By releasing this RFP, Michigan Virtual makes no guarantee of any awards of work to any respondents now or in the future.

## II. BACKGROUND OF MICHIGAN VIRTUAL

*Michigan Virtual* is a 501(c)(3) organization located in Lansing, Michigan, and was established by the State of Michigan in 1998 to expand the use of learning technologies with a focus to serve Michigan's K-12 community with quality online instructional services.

Today, *Michigan Virtual* offers online courses to students and professional development services to educators. Annual revenues are between \$12 million and \$14 million. *Michigan Virtual* is funded through state and federal grants as well as tuition revenue. Annual expenses are approximately \$14 million with a September 30<sup>th</sup> fiscal year-end. *Michigan Virtual* employs over 200 people in one location. Additional information is available on our website [michiganvirtual.org](http://michiganvirtual.org).

About Michigan's Online Course Catalog

*Michigan Virtual* operates Michigan's Online Course Catalog, located at [micourses.org](http://micourses.org). The catalog is populated with course titles and syllabi submitted by local school districts, intermediate school districts, and *Michigan Virtual*. Course syllabi include information such as course descriptions, course outlines, price and more.

Michigan's Online Course Catalog allows visitors to search through online course offerings without needing to register for an account. Two different search scopes are provided:

### 1. **Local District Catalog Search**

This search functionality is used to browse the available online course titles from a specific district as well as titles from other providers that the district highlighted for their students.

### 2. **Statewide Catalog Search**

This search functionality is used to browse the online course titles available to students attending any qualifying Michigan public school.

The site is intended to be a general source of information for parents, students, and schools to provide them with the information needed to make enrollment decisions. Enrollment in online courses does not occur through the website. Instead, each course syllabus includes the contact information for enrolling in the online course, as well as a link to the corresponding provider's website.

The front page of the Michigan's Online Course Catalog is built in Dot Net Nuke, while the catalog functionality is a custom build utilizing the ASP.NET framework.

## III. DESCRIPTION OF THE REQUEST

The purpose of this RFP is to select a qualified, experienced vendor who will develop an ADA and WCAG 2.0 Level AA compliant version of our statewide course catalog to replace the existing system with the same catalog functionality, but that demonstrates all of the technical standards of (WCAG) 2.0/2.1, Level AA and WAI-ARIA conformance for not-for-profit organizations.

As much of the work to launch a redesign site as possible must be completed before September 30, 2019. Once a vendor is selected, active collaboration with the Vendor will begin. For example, wireframe and brand guides will be provided for direction.

Our required deliverables include but may not be limited to the following:

- Technical Audit to assess specific deliverables that will achieve the goals of the new web-based system, a part of which will be evaluating the current micourses.org in a tool such as SiteImprove. We expect the work to be guided by the results of that analysis.
- A plan that enumerates major milestones to create the new ADA-compliant version of the Michigan's Online Course Catalog which:
  - Creates a new Michigan's Online Course Catalog landing page which will allow users to click on "Login", "New User" or "New Vendor" links and pass through to the existing "Login", "New User" or "New Vendor" processes.
  - Allows site visitors to search the catalog and view course syllabi and registration details, with the ability to distinguish district-only course offerings from statewide course offerings.
  - Utilizes a subset of the Michigan's Online Course Catalog data that will be stored in flat files. These flat files will contain the data for the public search and be updated by Michigan Virtual on a defined schedule.
- A timeline for achieving the major milestones, paying particular attention to what can be completed by September 30, 2019 as a set of Phase 1 work. The remainder of the work, Phase 2, will likely be completed after September 30, 2019.
- Development guidelines:
  - An updated design that complies with WCAG 2.0 Level AA standards, including search functionality
  - A modern, simple design that maintains the easy, basic navigation of a catalog listing site
  - Administrative functionality is excluded from the work (course management and authorized user management functionalities).
  - Utilize database of approved/visible courses for searching/filtering, including functionality that supports scripting from a database to ensure visibility of selected courses.
  - Developed using open-source platforms/technologies (WordPress, Laravel, React, GraphQL, etc.) that is easy to modify. Our organization's main websites (michiganvirtual.org, mvlri.org) run on WordPress and are hosted through WPENGINE; WordPress would be our preferred solution, although we are open to other options.
  - Maintain front page functionality of outreach (Important Links, News, Explore and 21f Resources)
  - Allow visitors to forward their interest in registering a student into a course by creating a form to email the child's name and the course syllabi/course registration information to an email address.
- A training to ensure identified *Michigan Virtual* staff are prepared to update the new site, upload and remove content, address user questions, and post outreach materials. Include Final Documentation of the new site.

#### **IV. PROPOSAL CONTENT AND FORMAT**

In order to simplify the evaluation process and obtain maximum comparability, *Michigan Virtual* requires that all responses to the RFP be organized in the manner and format described below. Any relevant supplemental information should be included as attachments.

*Michigan Virtual* is not subject to FOIA. Contents of proposals submitted are confidential and will not be disclosed to any parties outside of *Michigan Virtual*.

## 1. Business Information

- a. Describe your business including legal business name, year the business was organized, legal status (corporation, partnership, sole proprietorship, etc.) state of corporation, approximate number of staff in your firm and if you plan to subcontract any of this work.
  - b. Provide a brief narrative (no more than one page) that outlines the firm's strengths and distinguishing skills or capabilities. Include key staff members who will serve on this team including, their credentials, related skill sets, billing rate and level of participation, along with contact information.
2. **Proposal.** Your proposal must include the following as they relate to the Deliverables and how those will create the identified Results over time.
- a. Define how your firm will meet all stated meet Deliverables noted above.
  - b. Electronic examples of similar websites that your company has designed that demonstrates the ADA-compliant features and functionality that we are seeking in this RFP.
  - c. Outline what, if any, code styling standards that your work meets (PSR-1, PRS-2).
3. **Fees**
- a. Line-item fees for all services and deliverables, and an overall proposal total.
  - b. Explanation of your firm's billing procedures, including rates.
4. **Implementation Plan.** Provide a draft plan, including timeline and responsible party for implementing your proposal. Identify planned meetings, asset sharing practices, approval processes.
5. **Client References.** Provide the names and contact information for a minimum of three similar clients with brief case histories of your work for them.
6. **Nondisclosure Agreement (NDA).** All firms wishing to submit a response to this RFP are encouraged to sign and submit Michigan Virtual's Nondisclosure Agreement (NDA) along with their proposal in response to this RFP. A copy of the NDA is posted with this RFP on the Michigan Virtual website.

## V. SELECTION CRITERIA

The following factors will be considered by *Michigan Virtual* in making the Award.

- Understanding of and ability to meet our goals and objectives
- Firm and personnel qualifications and experience, with weight given to experience of account team
- Ability of proposal to be executed by the stated timeline
- Preference given to Michigan-based businesses
- Fit between Vendor's experience and capabilities, and *Michigan Virtual's* deliverable needs
- Effectiveness of planned implementation approach
- Quality of references
- Value delivered in proportion to fees proposed
- Completeness of the proposal

*Michigan Virtual* reserves the right to make the Award to the Vendor of its choosing, reflective of our understanding of needs, the audiences served and results desired rather than solely based on pricing or other combinations of factors. Further, this RFP does not obligate *Michigan Virtual* to award any contract. We reserve the right to cancel the RFP at our discretion.

## VI. RFP QUESTIONS, DUE DATES, CONTACT

Here are key dates to be aware of for this RFP process.

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Please direct all correspondence and questions related to this RFP and the required elements as indicated below.

1. Emailed questions are due by Noon, Tuesday, August 13, 2019.
2. Responses to submitted questions will be posted on the website along with the original RFP.
3. One (1) electronic copy of your proposal sent by email to the contact below, and one (1) printed and signed hard copy of your proposal no later than Noon, Tuesday, August 20, 2019. Please note that the submission of the emailed materials will be the measure of on-time delivery rather than the arrival of the printed materials.

*Michigan Virtual* reserves the right to not consider late or incomplete proposals. Amendments to proposals will be included in our review only when they are received by the above deadline.

The single point of contact for RFP #08072019:

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