



Request for Proposal RFP2025-01

AUGUST 2024

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UNIVERSITY OF NORTH ALABAMA

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Brandon Blaylock

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Calendar of Events

Issue Date	08/26/2024
Deadline for Written Questions	09/16/2024
Publication of Written Responses to the Questions	09/27/2024
Deadline for Proposals and Open Bids	11/01/2024 2:00 PM CDT
Anticipated Award Date	12/02/2024

Mailing Instructions

Do not place more than one bid in an envelope. Envelopes containing more than one bid may not be opened in time for a bid to be considered.

Envelopes containing bids must be sealed, marked and addressed as follows:

ADDRESSED TO:	(If via any postal service)	(If hand carry)
	University of North Alabama	University of North Alabama
	Purchasing Department - RFP 2025-01	Purchasing Department - RFP 2025-01
	UNA M/S 5025	601 Cramer Way, Room 17
	One Harrison Plaza	One Harrison Plaza
	Florence, AL 35632-0001	Florence, AL 35632-0001

Labeled:

BID FOR: Website Development Services

Bid No. 2025-01

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RFP No. 2025 -01 For: Website Development Services

CAUTION – The above mailing address line, UNA Box 5025, is the address for the University of North Alabama Central Mail Room and is not part of the physical address for the University of North Alabama Purchasing Department. Envelopes or packages addressed to this box number may not be received in the Purchasing Department by the specified bid due date and time. It is the bidder's responsibility to ensure that the bid is received in the Purchasing Department by the date and time specified; no assumptions should be made in regard to an extension due to unforeseen circumstances of any kind, no due date or time will change without advance written notice from the Procurement Office.

Bidders are strongly cautioned to mail or ship bids to allow ample time for receipt in the Purchasing Department, not the Central Mail Room nor Central Receiving. Overnight or next day delivery services may not be adequate. Since bids must be received in a sealed envelope, faxed or emailed bid copies cannot be accepted.



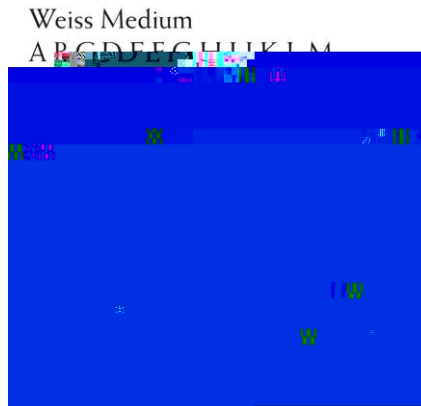
Introduction

The University of North Alabama (UNA or the University) is soliciting proposals for web development and design related services. These specialties may include, but are not limited to, planning, research, strategy, design, and website/digital development.

The selected proposer(s) will work with the Office of Enrollment Marketing and Digital Communication to achieve the University's goals for growth and enhancing the brand. The proposer(s) must have a successful record of assisting organizations achieve their goals through innovative, leading edge web development. The University of North Alabama is looking for a strategic partner or partners—sophisticated, highly integrated and engaged firms with strong subject matter expertise, and results-oriented background in web development.

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The "legacy" font of UNA that has been used for many years and is most associated with the brand because of its role in the logo.



Our workhorse. A sans-serif font that is sophisticated and modern in style.



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RFP No. 2025 -01 For: Website Development Services

1.

The first phase of the website overhaul requires the selected agency to undertake, in coordination with the Enrollment Marketing and Digital Communication Department, stakeholder interviews to gather insights and define specific project objectives, followed by an analysis of the current website's performance, user behavior, and competitive landscape. This phase ensures that all subsequent development aligns with strategic goals and user requirements, setting a solid foundation for the project.

- a. Account for all page types
- b. Selection of a CSS framework
- c. Wireframes
- d. Final Designs
- e. : Clickable, responsive HTML, CSS or interactive figma style prototype.

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- a. Selection and implementation of Content Management System
- b. Implementation of design in CMS
- c. : Functional CMS with design implemented, deployed to beta server

4.

- a. Migrate all relevant content from current production site to new beta site.
 - b. : Production ready website live at beta.una.edu
-
- a. Developer training on the new CMS contingent upon need and the selection of the CMS in the Strategy and Discovery phase.
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- a. : Live new site at una.edu

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Unless requested by the University, the University will not accept any addenda, revisions, or alterations to proposals after the due date.

Any submitted proposal shall remain valid for six (6) months after the due date.

4.

Proposals shall be considered non-responsive if they contain omissions, alterations of unacceptable conditions or limitations, or other irregularities of any kind. UNA may reject proposals considered non-responsive. UNA, in its sole discretion, reserves the right to overlook minor inconsistencies.



Requirements for RFP Awards

1.

The proposer(s) to whom the contract(s) is(are) awarded shall, within ten (10) days after prescribed documents are presented for signature, execute and deliver to UNA the contract in substantial form, and include those items added or deleted during negotiations. The proposer shall also provide satisfactory evidence of all required insurance coverage, bonds, and proof, satisfactory to UNA, of the authority of the person executing the contract on behalf of the proposer.

The above documents must be furnished, executed, and delivered before the contract will be executed by UNA. The contract will not be binding upon UNA until it has been executed by UNA and a copy of such fully executed contract is deliverable to the proposer. The contract shall be for a term of one year with an option for annual renewal for a period not to exceed a cumulative total of five additional years, at the sole discretion of UNA.

2.

The successful proposer(s) shall submit a proposed agreement(s), the scope and terms of the contract shall include the RFP, any amendments thereto, and the

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RFP

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Appendix A -

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2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally

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By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed \$10,000.00, is applied for knowingly providing incorrect or misleading information.0.00000912 0 612 792 reW*BT/F10 9.96 TF1

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