Office of Administration and Finance
Berkshire Community College
1350 West Street
Pittsfield, MA 01201

REQUEST FOR PROPOSALS

Berkshire Community College Web Redesign and Content Management System

ISSUE DATE:
Monday, February 25, 2013

PROPOSALS MUST BE RECEIVED BY:
Thursday, March 28, 2013
2:00 PM EST

DELIVER PROPOSALS TO:
Berkshire Community College
Business Office
Attn: William Mannix
1350 West Street
Pittsfield, MA 01201

Table of Contents

Purpose....3
Timeline....3
Contact Information....3
Inquires....4
Bidder's Conference....4
General information....4
Submission of Bid....5
Proposal Preparation....5
Preparation Costs....5
Confidentiality....6
Evaluation Criteria....6
Project Goals....6
Design Requirements....7
System Operations and Technical Features....7
About Berkshire Community College....8
Current situation....8
Additional Websites....8
Audience....8
Objective....9
Vendor Questionnaire....10
Technology Architecture....10
System Requirements....10
Technology Infrastructure....11
Scalability....11
Technology Upgrades....11
Creating Content....11
Content Lifecycle....12
Managing Content assets....12
Managing Site....13
Content Storage and Re-use....13
Search....14
Content Syndication and Co-branding....14
Publishing and Replication....14
Application Integration....14
System Administration....15
Hosting Services....15
Tracking and Reporting....15
Site Implementation....15
Product Support and Training....16
Vendor Information....17
Checklist of Forms....18

Purpose

Berkshire Community College (BCC), an agency of the Commonwealth of Massachusetts, seeks proposals for a redesign of the institution's website which must include a web content management system (CMS). The design will extend BCC's brand through creative, compelling, engaging, and consistent page designs. The CMS will enable college faculty and staff to create, edit, and publish content on the BCC website.

Vendors will be expected to provide software, system implementation, ongoing support and maintenance, and site hosting.

Timeline

RFP Issue Date: Monday, 2/25/2013
Submit questions specific to the RFP by: Wednesday, 3/20/2013

Responses to questions will be given within one business day.

Proposals due by: Thursday, 3/28/2013 at 2:00 PM EST at the desk of William Mannix, Business Office, Berkshire Community College

Short list finalist notification by: Monday, 4/22/2013
Short list finalist demos begin week of: 5/6/2013

Finalists' demonstration visit week of: 6/10/2013
Proposal award date: Monday, 7/1/2013

Project to be complete by: Monday, 9/1/2014

Dates may be revised due to unforeseen circumstances. Every effort will be made to inform respondents of changes to the timeline. Please note that the finalists will be required to participate in a one day on-site demonstration to a BCC user group for final evaluation.

Contact Information

This Request for Proposal (RFP) has also been distributed electronically using the Commonwealth Procurement Access and Solicitation System (*Comm-PASS* system, http://www.comm-pass.com). The project title is **Berkshire Community College Web Redevelopment – Content Management System and Project# BCC 13-04**. Correspondence to BCC should include project number as well as the title. Interested parties are advised to check the "last change" field on the summary page of this RFP on *Comm-PASS* to ensure that they have the most recent information. If you are having trouble viewing or downloading any of the files on *Comm-PASS*, please contact the *Comm-PASS* help desk at comm-pass@state.ma.us .

Information submitted in response to this RFP is subject to the Massachusetts Public Records Law, M.G.L., Chapter 66, Section 10, and to Chapter 4, Section 7, Subsection 26. Any statements in submitted information that are inconsistent with these statutes shall be disregarded. The Commonwealth makes no guarantee that any services will be purchased from any contract resulting from this RFP.

Inquiries

Questions about this proposal or *Comm-PASS* procedures should be submitted to:

William Mannix
Director of Procurement
Berkshire Community College
1350 West Street
Pittsfield, MA 01201
(413) 236-3036
Email: wmannix@berkshirecc.edu

Bidders' Conference

In lieu of a Bidders' Conference, any questions concerning the specifications must be emailed to wmannix@berkshirecc.edu by Wednesday, March 20, 2013 – no phone calls. All questions will receive an email response within one business day.

General Information

This RFP contains instructions governing the response to be submitted and the material to be included, a description of the services to be provided, and other requirements which must be met by interested parties to be eligible for consideration. All proposals submitted in response to this RFP are subject to all terms and conditions contained in this RFP.

Interested parties must submit a complete and responsive proposal to this RFP by the deadline and received no later than 2:00 PM EST at the desk of William Mannix, Berkshire Community College, Business Office, 1350 West Street, Pittsfield, MA 01201, in order to be considered. Incomplete proposals and proposals not prepared in accordance with this RFP will be rejected.

BCC is not responsible for delays occasioned by the U.S. Postal Service, or any other means of delivery employed by the Respondent. Similarly, **BCC is not responsible for, and will not open, any proposal responses that are received later than the deadline date, time and location as put forth in this RFP**. Late proposals will be retained in the RFP file, unopened.

Finalists will be required to conduct an onsite user test demonstration. This hands-on process will simulate the average user's day to day interaction with the website and CMS and test the intuitiveness of the system. Each participant will be asked to evaluate the website design and a CMS.

Submission of bid

Proposals, including completed *Vendor Questionnaire*, must be submitted in hard copy format. Please include an *electronic* version on CD also.

Delivery Methods: Delivery may be in person, by U.S. Mail, or overnight courier, to:

William Mannix
Director of Procurement
Berkshire Community College
1350 West Street
Pittsfield MA 01201

Deadline: Proposals must be received by William Mannix on or before Thursday, March 28, 2013, 2:00 PM. EST. No late proposals will be considered.

Proposal Preparation

Bidders are expected to submit the following with their proposal:

1. Executive summary
2. Table of contents
3. Pricing cost/pricing matrix
4. Project budget
5. Completed checklist of forms (see page 17)
6. ALL required forms and documents, signed in ink, and notarized, if required
7. Completed Vendor Questionnaire
8. Two complete hard copies of the proposal (i.e., one original, one copy)
9. An electronic copy in generally-used format on CD/DVD
10. Proposals should be simply prepared providing clear description of capabilities
11. Terms and conditions
12. References and supporting material
13. Please include full contact information
14. Please submit URLs for at least three references. Additional supporting materials may be added in appendix here

Preparation Costs

All preparation and presentation costs incurred by vendors in responding to this proposal request are the sole responsibility of the vendor. All documentation submitted to BCC as part of a response to this proposal becomes the property of BCC.

Confidentiality

The college reserves the right to review the content of vendor responses with internal or external persons for the purposes of vendor selection.

Evaluation Criteria

All responsive proposals will be evaluated by the RFP Review Committee and the Web Team. Evaluation will be based on the vendor's ability to meet Berkshire Community College's requirements. Proposal will be evaluated on the following criteria:

Compliance with submission of required forms	Pass/Fail
Total price including purchase price, training, maintenance costs, and site hosting	Up to 25 points
Value with respect to the responsiveness of the RFP, and quality of product and services offered	Up to 20 points
The general reputation of the firm and installed base	Up to 20 points
Relevant experience in providing comparable services on projects of similar size and scope	Up to 20 points
Product implementation and support, including migration and training	Up to 10 points
Responder provides prompt payment discount	Up to 5 points
Total Possible Points	**100**

Project Goals

The subsequent pages will identify priorities needs for BCC's new site as well as questions that the vendor should answer in the bid. In addition to the criteria above, the overarching priorities for a new site include:

1. Recreate and greatly enhance the college's existing website to provide a resourceful, informative, user friendly environment that supports easy access to the college's services, departments, business opportunities and is homogeneously accessible via mobile devices. The general website design and elements will include accessibility, usability, appeal, functionality and ease of incorporating future features.
2. Develop a cost-effective, easy to use, interactive, and architecturally sound website that is flexible enough to support the college's Internet needs for a minimum of ten years.
3. Complete design and coding for the design of the home page of the website to be integrated into a CMS using templates.
4. Create a standardized format and enhanced graphical look for all pages, establishing a unified theme throughout the college's website.
5. Complete design and coding for the design of a template to be used on interior pages of the site, to include CSS styles for fonts, colors, headings to at least H6 level, data tables, links, navigational elements, search elements, lists and up to 10 additional elements to be agreed upon later.
6. Includes programming of actual functionality on the site as well as support in the content migration of BCC's current site to the new site.

The college reserves the right to select the vendor it deems most appropriate for the project. The college reserves the right to waive stated requirements, negotiate further with vendors, discontinue the evaluation process, award based on the merits of a proposal and final demonstration, or choose not to award to any respondent.

Design Requirements

1. The navigation on the page for users must be clearly visible and intuitive and accessible to people with disabilities.
2. The design must have a clean and integrated appearance.
3. The design must translate easily into all pages as well as customized pages as needed.
4. The design must encourage visitors to move deeper into the site.

System Operations and Technical Features

1. The website must provide performance best practices by providing high-speed upload/download response times for low-end to high end computers that are used by the average citizen.
2. As per the Americans with Disabilities Act, the college must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do to the general public. All proposals must include the utilization of W3C Content Accessibility Guidelines when designing and developing the college's website.
3. The site must be designed to function effectively with the most recent common versions of software and hardware, which must be identified in your proposal including Microsoft Internet Explorer, Mozilla Firefox, Apple Safari, or another web browser compatible with these browsers and accessibly via mobile devices.
4. All documents, including maps and tables, should be available in a ‘printer friendly’ format without extensive graphics, to provide ease of viewing, printing, and downloading.

About BCC

Founded in 1960 in Pittsfield, Berkshire Community College (BCC) was the first community college established by the Commonwealth of Massachusetts. BCC is a two-year, public, institution offering 48 degree and certificate programs as well as community education, lifelong learning, and workforce development. The College serves approximately 3,500 credit students each academic year, as well as an additional 5,000 non-credit and workforce development participants.

Current Situation

The college presently hosts its website off-campus with a third party vendor. It contains 1,448 web pages within itself which includes 400 links to PDF pages and 551 staff profile pages. The college also hosts Ellucian Colleague servers, Official Payments for e-commerce, and DonorPerfect fundraising software.

The current site is managed centrally with one staff member making all changes to the site and its structure. It is our intent through the adoption of a content management system to appropriately manage BCC's web presence and decentralize using a permissions-based arrangement. Several faculty and staff are managing their own "pages" via the EduBlog platform. While these blogs fulfill a need to dispense information more easily, they are not held on the College's official webpage and do not present a professional and consistent look and feel. Ideally, these blog pages will be migrated into the new website and managed using the CMS.

Staff resources at BCC preclude the college from providing skill sets necessary to adequately support development, maintenance, and hosting of the CMS and web server(s).

Some college functional areas have external hosting arrangements with private vendors, which may or may not link to the college website.

Additional Websites and Systems (to be supported/included via the CMS):

- Social Media:
  www.youtube.com/user/berkshirecc
  www.facebook.com/berkshirecc.
  www.twitter.com/berkshirecc
- Bookstore – http://www.berkshirecc.edu/Book%20Store
- Library – http://www.berkshirecc.edu/Library
- Blogs – http://blogs.berkshirecc.edu/
- Moodle – Online learning management system
- Ad-Astra – web-based scheduling system for campus rooms and facilities
- WebAdvisor and MyBCC – web-based student information center
- School Dude – maintenance/work request software

Audience

BCC's new site should be designed and structured predominately for prospective credit-seeking students.

Secondary audiences include but are not limited to:

- Current students
- Administration, faculty, and staff (full-time, part-time, and contract)

- Grant and special program administrators and participants
- Business and industry
- Community partners and organizations
- Schools, colleges and universities
- Government agencies
- Event planners and promoters who seek to publicize college events and attract attendance/enrollment
- The external community (parents/families of students, alumni, donors, board members, and trustees), as well as news media, job seekers, library database users, and general public who rely on the BCC website as a source for college information.

Objective

Ease of Use

Berkshire Community College seeks to provide a user-friendly content management environment that is easily accessible to front-line staff and other content contributors with no knowledge of HTML. The interface for editing pages should resemble popular, user-friendly word processing applications. Users should be able to see their formatting changes on the screen as opposed to having to "check the code."

Improve Information Accuracy

The overall quality of the information is to be improved by eliminating inaccurate and redundant content. All pages should be accurate, up-to-date, and comprehensive.

Branding

The CMS should support the current brand and maintain BCC's image and style conventions.

Marketing

The CMS should facilitate the delivery of marketing material, including newsletters, email, etc.

Reduce Duplication of Information

Wherever possible, information should be stored once, and reused multiple times. Examples include profiles, events notices, content relevant to BCC's programs and services, and story headlines across an entire site.

Improve Customer Experience

The CMS should enhance the college's ability to provide an easy-to-use, full-featured, accessible environment for website visitors.

Workflow System

The CMS must provide a robust workflow mechanism. A good workflow system supports different levels of workflow complexity, for instance, a press release may require only an author and editor to review the page prior to publication, while an academic program page might require several people across multiple offices to review and approve the information prior to publication.

Multi-layered Authority

The CMS should support access rights with various permissions levels (e.g., groups/individuals that make changes and publish versus groups/individuals that can make changes that will need to be approved by the Website Manager prior to publishing).

Ability to Integrate/Syndicate Multimedia Assets

The system should support natively the use of video, images, and audio files in various formats.

Technical Support

The vendor should offer 24/7 technical support.

Mobile Accessibility

The site should be accessible to all mobile platforms using the most current navigation best practices.

Compatibility with Existing College Systems

Integrate content within MyBCC portal system and DonorPerfect fundraising system. Employ LDAP for authentication.

Standards Compliance Checking

The system should be able to enforce both XHTML compliance as well as Section 508/WAI Accessibility compliance. The live website site should be viewable on all current browsers, including but not limited to Internet Explorer 9x, Mozilla Firefox, and Safari. It should appear and function equally well on Windows and Mac platforms as well as mobile devices.

Vendor Questionnaire

Vendors must meet a minimum set of criteria to be considered for this project. Please respond only if you meet all of the following requirements. Vendor:

1. Has been in operation for at least three years
2. Has experience with higher education
3. Does all development, implementation, and design in-house, or with a design partner (no subcontractors)
4. Can provide references for successful prior projects with comparable scope
5. Can demonstrate outstanding budget, quality, and timeline control

When responding to the questionnaire, state whether the capability is an add-on and/or requires an additional cost. These items should be broken out as separate line items in the RFP submission.

Technology Architecture

System Requirements

1. Describe your technology architecture.
2. What client operating systems are supported?
3. What back-up/redundancy measures are in place?
4. Describe the internet connectivity bandwidth of the system hosting the service.

Technology Infrastructure

1. Describe the base data model for your product.
2. Outline the Open Standards (e.g. LDAP, XML, XSLT, etc) that are supported by your product. Describe how your product uses them.
3. Describe the future directions for your product. For example, if there are plans for new features, integration with other products or modules, a shift in technologies or the like, please describe them.
4. Identify proprietary and non-standard components of your product.

Scalability

1. Describe the performance characteristics of your product.
2. Describe the scalability of your product. What limits, if any, are there on the numbers of objects supported? On the number of users supported? What is the limiting factor in scaling your product to increasing numbers of objects and users?

Technology Upgrades

1. When is the next scheduled major release of your product? What is your maintenance release schedule?
2. Describe your release notification and delivery process.
3. How are customer feature requests incorporated into your product development process?
4. Provide a summary of known outstanding bugs associated with the current software version.

Creating Content

1. Describe how content is entered or submitted using your product.
2. Describe the necessary skill set to add content to your product.
3. Does your product make creating pages with the correct template and placement into the proper directory self-evident? Describe how.
4. Is there a WYSIWYG editing tool that is familiar to word-processor users?
5. Does your product allow users to edit and preview their content for multiple display formats, e.g., for a web browser, mobile device and kiosk?
6. Does your product have a built-in spell checker? Can custom dictionaries be added to the spell checker?
7. Does your product allow copy and pasting from Microsoft Word, Excel and other office productivity applications? Does your product offer the option of stripping-out Microsoft formatting?
8. Describe how your product accommodates various content types, such as: text, HTML, PDF, MS-Word, XML, graphics, audio, rich media, etc. in terms of storage & management, and types natively supported.
9. Can your product import content from HTML editors and recognize HTML formatting tags within text content type? Explain.
10. Does your product allow for direct editing of the HTML in the edit environment?
11. Does your product have a code validator for catching errors in HTML, XHTML, XML, etc.
12. Does your product provide any tools for creating and managing forms? Is this an added cost?
13. Does your product code in HTML5 to take advantage of mobile devices?
14. Can content be created or edited using a mobile device?

Content Lifecycle

1. How is access to content and functionality controlled or restricted through user permissions?
2. Is the functionality of your product role based? Does it allow for creation of any number of roles?
3. Does your product support workflow for editorial and approval processes? Describe.
4. Can the workflow be extended through scripted events or through the product API? Describe.
5. How are users notified of workflow assignments?
6. How do users track their tasks and assignments within the CMS?
7. How does your product support reviewers' comments or notes?
8. Does the product support content versioning and roll-back?
9. Does the product offer "red-lining" to view content changes and approve or reject previous drafts?
10. How does your product support management of the inbox and items in work queue?
11. Does your product support a workflow for out-of-date and expired content?
12. Can e-mail notification be automated for certain types of content that are nearing their expiration dates?
13. Does your product support multiple workflows based on content type? Parallel workflows? It is possible to create an ad-hoc workflow for specific content?
14. Can site administrators and editors search for pages that have not been updated in "x" number of days, weeks, months, or years?

Managing Content Assets

1. Does your system allow for associating metadata with content assets? Explain.
2. Describe how your product supports content indexing and cross-referencing through metadata, content keyword attributes or explicit content identifiers.
3. Can content classifications, such as metadata, keywords or explicit content identifiers be used to search for content, build content listings, build content navigations and optimize content for search engines?
4. Can metadata and meta-tags be defined and entered by content contributors?
5. How are images and other multimedia objects stored and managed in your system? Can users associate metadata with images and multimedia objects? Explain.
6. Does your product apply metadata to images and other multimedia objects when they are uploaded?
7. Does your system make uploading images, PDFs, MS Office docs, and media to the proper directories self-evident? Explain.
8. Are there easy-to-use methods to add directories and manage documents within them (adding, renaming, moving, deleting, archiving). Is this only available to administrators of the CMS?
9. Can your system automatically format images and other rich media based on pre-defined standards for resolution, size and number of copies?

Managing Site

1. Can menus and navigations be automatically generated based on directory content and rearranged to any order?
2. Does your product have the ability to export content elements from one page for use on another page or in another site?
3. Are links in the system maintained when content is moved?
4. Is there a utility or tool for checking and repairing broken internal and external links?
5. Does your system have protection against spammers and abuse?
6. Does your product include pre-built functionality for querying databases? If so, what databases are supported? Does this require additional cost or configuration?
7. Is there an easy way for non-technical content contributors to include database queries on their pages? If so, describe.
8. Does your product have the ability to import feeds from third party content providers? If so, what data feeds are supported? Is there an easy way for content contributors and site administrators to manage these feeds?
9. What other pre-build modules or functional components does your product ship with?
10. Does your product have the ability to easily import legacy web content (HTML)?
11. Does your product have the ability to easily import XML based content?
12. Is there is a way to set-up permanent, descriptive URLs (whether dynamically generated or static)?
13. Does your product have the ability to archive content in a separate data repository?
14. Can archived content that is no longer on the production Web site be searched and retrieved for display on the live website?

Content Storage and Re-Use

1. How is content stored in the system?
2. Does the system provide a clear separation of form and content? How is this done? Is content stored with any HTML or XHTML formatting?
3. Does the system support storage of content as XML data?
4. How is content re-used in the system? For instance, can content be updated in multiple places by modifying a single content instance?
5. Does the re-usable content require template coding? If so, is there a cost?
6. How is external data integrated into the system? Does it require template coding? If so, is there a cost?
7. How are web services integrated into the system?

Search

1. What search functionality does your product have for searching content on the published site? How is this implemented? Is there an additional cost?
2. Does your product integrate with any of the large-scale Internet search engines for searching content on the published site? If so, which do you recommend?
3. How does your product support or facilitate indexing or spidering of published content by Internet search engines such as Google, Yahoo, Bing, etc.?
4. What search capabilities are available for finding content within the CMS?
5. Does your product include or exclude content for search capability by various criteria?
6. Does your product provide search functionality for archived content?
7. Does your product include search engine optimization?

Content Syndication and Co-Branding

1. BCC intends to plan for future delivery of Web content in other formats, styles, and media. For example, we may want to provide for distribution of content by email, fax, print, phone, browser, mobile device, wireless, kiosk, ATM, Video Displays, etc. How does your product support this?
2. Is your product capable of supporting multiple page templates that take advantage of various browser capabilities to display content?
3. Is your product capable of automatically selecting the appropriate content format and stylesheet based on requesting device type or URL or cookie? If so, please explain.
4. Does your product support output to RSS? Explain.
5. Does your product support templates that let site visitors choose alternate style sheets, such as for large print, aural readers or print friendly versions?
6. Does your product allow site visitors to render any given page as a PDF document?
7. Is it easy to build sites that are compatible with U.S. Government Section 508 accessibility standards (ADA compliance)? Explain how this would be done with your system.
8. Is multi-lingual support built into your product? How are multi-lingual sites implemented in your system? How is multi-lingual content managed through the translation cycle?
9. Does your product include translation memory? Do you integrate with or provide any translation services?
10. Is your product capable of exporting content to be reused in other systems?
11. Does your product provide co-branded content?

Publishing and Replication

1. Describe your product's publishing and content replication capabilities.
2. Does your product support publishing multiple sub-sets of the same site? Multiple sites?
3. Does your product have the ability to set instances of a single piece of content to be scheduled to appear for different lengths of time in different places?
4. Can content be scheduled for publishing and/or expiration dates and times?
5. Does your product support content replication? If so, describe how it supports replication and provide an example of an implementation.
6. Can content be published into portals or into other Web sites? Explain.

Application Integration

BCC has central web-based systems that deliver business information to the community. They exist in the form of credit and non-credit course listings, student portal, administrative systems, fundraising and more. Additional functionality is envisioned by integrating these services and services of other external processes into or through the portal site. We must be able to integrate with or provide access to these services directly through the portal site.

1. Does your product have an open API?
2. Does your product integrate with other servers, applications, and tools (e.g. credit card authorization, email, PERL-based environments, etc)? Explain the process for doing so.
3. Does your product have the ability to easily import content from databases and administrative systems (e.g. Colleague, Donor Perfect, Moodle)? Explain the process. Is there an additional cost?

System Administration

1. Describe the process for site back-ups and restores. What redundant strategies for emergencies (e.g. when site is down, etc.) are supported?
2. Describe how accounts and privileges are created and managed for use within the CMS.
3. Can users be authenticated to an existing LDAP store? Which LDAP stores or user management systems are supported? Will you provide the programming services to connect to BCC's LDAP?
4. Can users access SharePoint web parts with single sign-on capabilities?
5. Describe the capabilities for accessing the system using secure methods, i.e., SSL or SFTP. Is secure remote access available for users outside the internal network? Explain.
6. What skill set and monthly work load is required for system administrators to manage modifications, permissions, and other system additions?
7. Describe system administrator reporting capabilities.
8. Does your product provide for automated archiving? Is so, describe how your product handles archiving of old/expired content and what tools or features you provide to manage content whose expiration date has passed?

Hosting Services

1. Where do you offer Collocation or Hosting Services?
2. Is your hosting solution Managed or Unmanaged?
3. Is yout hosting solution a Dedicated or Shared Infrastructure?
4. Specify what operating system, application-support software, databases, etc.; you will be operating in your hosting environment.
5. Do you offer Service Level Agreements? If so, do you provide automated metrics so we can monitor performance relative to the SLA?

Tracking and Reporting

BCC needs to monitor usage of the site to assist in enhancing and refining its Web content offerings and insure that the system is properly sized and designed. Detailed tracking and reporting of web site traffic and usage will be necessary to ensure that the system is properly sized and to better understand visitors' behavior.

Describe the reporting and tracking capabilities of your product.

1. Does your product leverage 3rd-party tracking tools?
2. Does your product integrate with any of the major analysis tools? Explain.
3. Can your product export tracking data to be used in in-house systems? Explain

Site Implementation

1. If your product uses templates to place content, describe the steps in creating a template.
2. Describe the skill set needed to create or maintain these templates.
3. Describe how your product applies or enforces style restrictions and constraints on text or graphic contents.
4. Does your product support a staging or test server for development work? Please provide details.
5. Is there an option to preview content prior to staging?
6. Does your product allow the presentation of dynamic pages in conjunction with static pages created as HTML files external to the CMS? Explain how.

7. BCC may transition in stages to the CMS; does all content have to be in the CMS when launched?
8. Describe the support your product/company provides in the migrating of existing content.
9. Describe how you insure that the project is delivered on time, on budget and with the features we require.

Product Support and Training

1. Describe your standard product support offering and its cost.
2. What are the licensing implications of multiple instances of your product? Will one license cover the use of more than one instance (e.g., when the primary instance is off-line for maintenance)?
3. Describe your software maintenance contract, the warranty, and the maintenance service provided under the warranty. Provide the costs for the next three (3) years.
4. Are there any limitations to the number or type of technical support calls that a customer can make each year?
5. Do you provide 24/7 technical support? If so, is there an additional cost for this?
6. How are technical support issues escalated and resolved? Describe the typical resolution process.
7. Describe your training program. Include class schedule, length, and indicate whether training is offered at your site or at customer's site. Indicate whether or not any training materials are provided.
8. Describe the different roles and skill sets required to support the product.
9. Describe the professional services offered to facilitate installation and customization? What are the rates for such services?

Vendor Information

Company Information

Please provide the following information about your company.

1. Short history of the company
2. Description of the company's products and services
3. Years in business

Technology Information

1. What is the origin of the core technology offering covered by this RFP? If the technology was acquired from a third party, provide a complete history of previous technology owners and code changes or integration that has taken place since acquiring the technology.
2. Length of time the product you are bidding has been available for licensing by your company.
3. What programming languages are used to develop the technology covered by this RFP?
4. List all third party applications used in the technology offering covered by this RFP. Are there external costs to them?

Vendor Experience and References

The successful vendor must demonstrate proven ability to successfully perform tasks, and to complete and deliver web site features, as described in this RFP. BCC will determine vendor's stability, adequacy of resources, staffing, products and experience on the basis of bidder's proposal and on checks of references provided by bidder.

1. Please provide at least five customer references, with contact information, for relevant projects.
2. Provide at least three site references (provide URLs) showcasing the use of your product.
3. Describe your client base, their services, and if it includes other schools similar to BCC.
4. Please provide your company's commitment to addressing service, standards, creativity and reliability.
5. Vendor qualifications.

BERKSHIRE COMMUNITY COLLEGE
1350 West Street
Pittsfield, MA 01201

Request for Proposal - CHECKLIST OF FORMS

REQUIRED FORMS (to be completed and submitted with bid response)

- [ ] Commonwealth Terms and Conditions
- [ ] Commonwealth of Massachusetts Contractor Authorized Signatory Listing (notarized)
- [ ] Northern Ireland Notice and Certification

FORMS REQUIRED, IF CONTRACT IS **AWARDED**

- [ ] Commonwealth of Massachusetts – Standard Contract Form
- [ ] Executive Order 504 Contractor Certification Form

Submitted by: _____
Company Name (please print)

_____ _____
Signature Date Submitted