Request for Proposal

Website Redesign Project

RFP NO. B0008230

Due: 10:30 A.M. CST on Friday, January 18, 2019
Vendor Response/Quotation Page

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<tr>
<th>Item</th>
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Comments: Responses must be returned before 10:30 a.m. on 1/18/2019, in a sealed envelope with #B0008230 clearly marked on the outside.

NOTE: AUM WILL BE CLOSED 12/20/18 through 1/2/2019.
Packages/RFP responses will not be accepted during this time.

Specification questions should be directed to Keri Burnett, phone #334-244-3643
On site review: January 7, 2019 between 10:00am - 12:00p.m.
Bid Term: Estimated 9 months for implementation; with the option of up to two (2) years for support services
Performance Bond: Alabama law requires a performance bond on all bids for services costing $7,500.00 or more. Therefore, if the total amount of this bid is $7,500.00 or more, the successful bidder must provide a performance bond equal to 10% of bid within 10 days of being awarded the bid. The bond can be from a reputable insurance or bonding company, a cashiers check, or a money order. No cash, personal checks, or business checks will be accepted. The bond/check must be received in the Procurement Department before a purchase order can be processed for this bid. The bond from the successful bidder will be kept on file until satisfactory completion of the bid contract. Checks will be deposited and upon satisfactory completion of the bid contract, a refund check will be issued.

Auburn University
WE PROPOSE TO FURNISH THESE ITEMS AT PRICES LISTED OPPOSITE EACH, AND GUARANTEE THAT IF THE ORDER IS PLACED WITH US WE WILL FURNISH THESE GOODS IN ACCORDANCE WITH YOUR SPECIFICATIONS SHOWN ABOVE UNLESS OTHERWISE INDICATED. IN SUBMITTING THIS BID WE STATE THAT AGREEMENT OR COLLUSION DOES NOT EXIST AMONG BIDDERS OR PROSPECTIVE BIDDERS INRESTRAINT OF FREEDOM OF COMPETITION BY AGREEMENT TO BID AT A FIXED PRICE OR TO REFRAIN FROM BIDDING
Bid ID - B0008230
Issue Date - 12/12/2018
Description - AUM Website Redesign Project
Name - Lori Nielsen
Phone - 334-244-3225

Return Original Bid To
Via Mail
Auburn University Montgomery
Procurement and Payment Services
P.O. Box 244023
Montgomery, AL 36124

Via Courier
7430 East Drive
Library Tower 9th FL, RM 921
Montgomery, AL 36117

This bid will be opened at 10:30 am on 01/18/2019
at Rm 910, Library Tower, Montgomery, Al 36117.

After 10:00 AM on 01/18/2019 bids must be hand delivered to Rm 921, Library Tower, Montgomery, Al 36117.

1. Pursuit to the provisions of the State of Alabama Competitive Bid Law rules and regulations adopted there under sealed bids will be received on the
items noted herein by Procurement and Business Services of Auburn University, until the date and time stated above.
Bid number and opening date must be clearly marked on the outside of all bid packages.

2. Interested bidders should review Auburn University’s Standard Terms and Conditions located at "http://www.auburn.edu/business_office/terms" for
additional information prior to responding to the RFB/RFP.

3. All bids are to be “F.O.B. Destination - Freight Prepaid and Allowed.”

4. A.U. policy requires disclosure of certain information consistent with Ala. Law 2001-955, Sec. 4(a) (1) (2) & (3). By submitting your bid, or proposal,
you affirm, under oath, that no relationships exist as in the referenced law. If relationships do exist, and the award amount is above $5000,
the awardee will be required to submit a more detailed form regarding these relations. No award will be made to anyone refusing to disclose the
required information. This form is located at: http://www.ago.state.al.us/Page-Vendor-Disclosure-Statement-Information-and-Instructions

5. Alabama law (section 41-4-116, code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the
vendor, contractor, and all of its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting, and remitting
Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama. BY SUBMITTING THIS BID, THE BIDDER IS
HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ACT NO. 2006-557 they are not barred from bidding or entering into a contract
pursuant to 41-4-116, and acknowledges that the awarding authority may declare the contract void if the certification is false.

6. Bidder certifies that neither it, nor any of its employees who will provide or perform services under this contract have been debarred, suspended or
declared ineligible as defined in the Federal Acquisition Regulation (FAR 48 C.F.R. Ch 1 Subpart 9.4). Bidder will immediately notify the University if the
Bidder or any of its employees who will provide or perform services under this contract is placed on the Consolidated List of Debarred, Suspended, and
Ineligible Bidders.

7. Section 9 of Act 2011-535, the new Alabama Immigration Law, requires that a certification of Compliance Form and corresponding copy of the vendor one page
E-Verify Company Profile Document (or MOU) be on file for certain vendors to whom contracts are awarded by the Auburn University system (including AU, AUM,
ACES and AAES units). Before a contract can be awarded or a purchase order issued for these goods/services, the vendor will be required to complete this
certification process on-line via the AU Vendor Center (www.vendor.auburnuniversity.net). For more information about the E-Verify process, check one of the

Company Name: ____________________________ Phone: ____________________________
Address: ____________________________ Fax: ____________________________
City: ____________________________ Other: ____________________________
State: ____________________________ Email: ____________________________
Zip Code: ____________________________ Website: ____________________________

Bids may not be faxed directly to the University in response to this Request for Quotation.
Bids must be signed in ink or it will not be considered.

Signature: ____________________________ Date: ____________________________

All bids submitted shall be in compliance with the conditions set forth herein. The bid procedures followed by this office will be in
accordance with these conditions. All interested bidders are urged to read and understand these conditions prior to submitting a bid.
1. General Information

1.1. Introduction

Auburn University at Montgomery in Montgomery, Alabama, has initiated a Request for Proposal (RFP) to identify an agency or company to plan, execute, and deliver a complete redesign of the college’s website (http://www.aum.edu). Auburn University at Montgomery (AUM) would prefer an agency or company that has demonstrated experience in building and managing website projects for higher education, and has expertise with best practices regarding successful implementation of brand messaging and website design, development, and deployment with full accessibility for disabled users.

The purpose of this RFP is 1) to provide information and details regarding the scope of the projects requested and 2) to provide proposal guidelines, requirements, and evaluation criteria against which proposals will be evaluated.

1.2 Background Information

AUM Mission:
The mission of Auburn University at Montgomery is to provide quality and diverse educational opportunities at the undergraduate and graduate levels through use of traditional and electronic delivery systems, and to foster and support an environment conducive to teaching, research, scholarship, and collaboration with government agencies, our community, and other educational institutions.

AUM Identity:
Auburn University at Montgomery is an accredited comprehensive, public university with a diverse student population that includes a blend of traditional and non-traditional learners awarded degrees in a variety of disciplines from its programs. Our personalized and caring learning environment offers academically strong undergraduate and graduate programs designed and taught by faculty who are active researchers in their fields and who play a vital role in each student’s success. We stand apart from our peers as an institution with an applied emphasis, having a history of producing leaders prepared to make a positive impact in their chosen fields. As a critical partner in our community, we provide expertise that enhances economic development and the quality of life for individuals in the region and beyond. These partnerships strengthen not only our community, but our students and faculty as well.

AUM Vision:
Auburn University at Montgomery will be a university that...

- Is known for its commitment to developing dynamic and applied academic and research programs.
- Is a student’s first choice in a variety of programs of distinction.
- Embraces and builds an international presence at home and abroad, increasingly known for its ability to prepare students to thrive in a global community.
- Graduates students who become engaged alumni with a life-long interest in and personal connection to AUM.
- Is recognized as an integral community partner and a resource for the enrichment and economic development of the Southeast region and beyond.

**AUM Core Values:**
Auburn University at Montgomery values and promotes:

- A Student-Centered Experience
- Citizenship & Community Engagement
- Excellence as Our Standard
- Commitment to Constant Improvement
- Diversity of People & Perspective with a Culture of Inclusiveness
- Lifelong Learning
- Environment of Collaboration

**Student Dynamics:**
AUM saw a significant rise in student enrollment by almost 1,000 students in the last two years. The growth can be attributed to: increased scholarship resources; increased marketing efforts in the greater Montgomery area; AUM Admissions high school and community college recruiting efforts; a commitment to student diversity; increased facility offerings including two new housing developments and wellness center featuring state-of-the-art accommodations.

**AUM Colleges and Support Networks:**
AUM consists of five colleges including the College of Sciences, College of Liberal Arts and Social Sciences, College of Business, College of Nursing and Health Science and College of Education. In addition to five colleges, AUM students are supported by a number of active offices and units such as: the Career Development Center, Center for Disability Services, Center for Diversity and Inclusion, Global Education Center, Student Affairs, Warhawk Academic Success Center, University Honors Program, Study Abroad and Instructional Support Center.

AUM features a robust community outreach program including English as a Second Language, Law Enforcement Training, ACT Test Prep Courses and the Osher Lifelong Learning Institute (OLLI). OLLI features personal enrichment classes ranging from photography to Spanish language.

AUM offers more than 60 clubs and organizations including fraternities and sororities, curriculum-related clubs, honors societies, religious and spiritual associations and special interests clubs. Each organization is represented well at AUM and provides opportunities for members to make new friends, develop new skills and abilities, work as a team and become entrenched in the AUM student experience.
AUM Athletics:
Auburn University at Montgomery moves into NCAA Division II status beginning with the 2019-20 season featuring athletic programs in seven sports including Baseball, Basketball (Men’s and Women’s), Cross Country (Men’s and Women’s), Soccer (Men’s and Women’s), Softball, Tennis (Men’s and Women’s) and Volleyball. Each sport is represented well with 12 national titles between them in the NAIA.

The team will compete in the Gulf South Conference. The athletics teams are supported by Cheerleading Squad, Dance Team and mascot, Curtiss the Warhawk.

AUM Alumni:
AUM strives to provide our students with a solid academic foundation, and our graduates consistently build on the college’s long tradition of excellence. AUM alumni are world-class business men and women, dedicated armed services commanders, Professors, Nurse Practitioners, and inventors. They are teachers and problem solvers. Our alumni enrich communities, serve others, and improve quality of life using compassion, honesty, and integrity.

The AUM Alumni story should be foremost in our website design to increase awareness of the success of AUM students and the breadth of work they are accomplishing.

1.3 Contract Duration
The duration of the contract is for a period of nine (9) months from contract award date with an estimated beginning of March 1st, 2019.

AUM reserves the right to extend this contract for an additional periods as needed for support services for a period of two (2) years. This contract may be terminated by either party upon providing sixty (60) days written notice of intent to terminate the contract. The notice of termination shall be sent to the Director, Office of University Marketing, PO Box 244023, Montgomery, AL 36124.

1.4 Proposal Deadline
Proposals must be submitted no later than the Proposal Deadline time and date, which is detailed in Attachment A, Calendar of Events. A PROPOSER must respond to the RFP and any exhibits, attachments, or amendments. A PROPOSER's failure to submit a Proposal as required before the deadline may result in the Proposal being considered non-responsive and may cause the Proposal to be disqualified. The PROPOSER assumes the risk of the method of dispatch chosen. AUM assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual Proposal receipt by AUM. Proposals delivered by facsimile transmission will not be accepted. Proposals must be submitted in the proper format as outlined in Section 4, Form of Proposal.

1.5 Proposer Questions
PROPOSERs with questions requiring clarification or interpretation of any section within this RFP shall submit questions by e-mail to:

aum.rfp@aum.edu

Submitted questions and requests for clarification must:

• cite the subject RFP name,
• list the section number in question, and
• list the RFP page number.

AUM must receive these requests via e-mail by the deadline specified in Attachment A, Calendar of Events.

AUM will review and provide an official written answer to all questions received on the RFP per Addendum to this RFP (section 1.7)

1.6 AUM Site Visit
PROPOSERS will have the opportunity to request a visit to the AUM campus prior to submitting their proposal. A site visit can be scheduled on January 7th, 2019, during the hours of 10:00 a.m. to noon. Contact the RFP Coordinator at aum.rfp@aum.edu to schedule a tour. Factual information shall not be exchanged and no interpretations of the RFP documents shall be made. Such information includes responses to PROPOSER questions regarding reference to specific RFP sections, details and or other notes. PROPOSERS may submit formal questions as described in Section 1.5 Proposer Questions.

1.7 Addendum
As a result of the questions received or due to other circumstances, AUM may modify or change the RFP. In the event the RFP is modified, the modifications will be posted as a formal addendum and added to the RFP website and the PROPOSER will be responsible to check for all posted changes. If the changes are major and extensive, AUM may, at its discretion, withdraw this RFP and may or may not issue a replacement. Failure to incorporate addendums in the submitted response may result in the Proposal being considered non-responsive and may result in disqualification.

1.8 Data and Factual Information
Any data or factual information provided by AUM will be deemed for informational purposes only, and if a PROPOSER relies on said factual information it should either: (1) independently verify the information, or (2) obtain AUM’s written consent to rely thereon.

1.9 Rescission of Award
Should an award be made by AUM, and prior to execution of a contract/Professional Services Agreement, subsequent information indicates that such award is not in the best
interests of AUM, or the parties are unable to come to agreement on the contract terms, AUM reserves the right to rescind said award and either award to another PROPOSER candidate or reject all proposals.

1.10 Proposal Clarifications and Discussions
AUM reserves the right to request clarifications with any or all PROPOSERs if they are necessary to properly clarify compliance with the requirements of this RFP. AUM will not be liable for any costs associated with such clarifications. The purpose of any such clarifications will be to ensure full understanding of the Proposal. Clarifications will be limited to specific sections of the Proposal identified by AUM. If clarifications are requested, the PROPOSER shall put such clarifications in writing within the specified time frame.
2. Instructions to Proposers

2.1 Proposals should be addressed and delivered to:
Auburn University at Montgomery
Procurement and Payment Services
7430 East Drive
Library Tower 9th FL, RM 921
Montgomery, AL 36117

Proposals must be delivered on or before the time and date set for closing. Proposals should be in a sealed envelope marked:
Company Name
RFP Number
Date and Time Proposal is Due

2.2 AUM reserves the sole and exclusive right to reject or accept any or all proposals and to waive any informality in a proposal. The best interest of AUM shall be considered as the number one determining factor in selecting or not selecting a PROPOSER.

2.3 No department, school, or office at AUM has the authority to solicit official proposals other than Procurement and Payment Services. All solicitation is performed under the direct supervision of the Director of Procurement and Payment Services and in complete accordance with AUM policies and procedures.

2.4 AUM reserves the right to conduct discussions with PROPOSERs, and to accept revisions of proposals, and to negotiate price changes. AUM will make reasonable efforts to protect proprietary information but all records are subject to State of Alabama open records laws.

2.5 PROPOSERs submitting proposals which meet the selection criteria and which are deemed to be the most advantageous to AUM may be requested to give an oral presentation to a selection committee. Procurement and Payment Services will schedule the presentations if necessary.

2.6 AUM is committed to the development of Small Business and Small Disadvantaged business (SB & SDB) suppliers. If subcontracting is necessary, PROPOSER will make every effort to use SB & SDB in the performance of this contract. Reporting will be required throughout the duration of the contract indicating the extent of SB & SDB participation.

2.7 The successful PROPOSER shall indemnify, defend, and hold harmless AUM, its officers, agents, and employees from any claims, damages, and actions of any kind or nature arising from or caused by the use of any materials, goods, equipment, or services furnished by the PROPOSER, provided that such liability does not attribute to the sole negligence of the University.
2.8 The successful PROPOSER will have to attest to the following: “By signing this contract, the contracting parties affirm, for the duration of the agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the state of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom.”

2.9 The PROPOSER must read and comply with all instructions, specifications, General Terms and Conditions, and Bid Conditions.

2.10 By submitting a proposal, the PROPOSER agrees that AUM may copy the proposal for purposes of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting a proposal, the PROPOSER consents to such copying and warrants that such copying will not violate the rights of any third party.
3. **Functional Requirements**

3.1. **General Qualifications and Experience**

As a part of the response to the RFP, the PROPOSER must provide the following information:

3.1.1 A statement as to whether or not the PROPOSER unequivocally understands the general information presented in all Sections and agrees with all requirements/conditions listed in the RFP. Any and all exceptions to mandatory requirements of the RFP must be defined in Tab 5, Proposer Exceptions;

3.1.2 A statement as to whether or not the PROPOSER’s Resource(s) to be assigned has been convicted of, pled guilty to, or pled nolo contendere to any felony; and if so, an explanation providing relevant details;

3.1.3 A statement as to whether or not the PROPOSER is current on all taxes (federal, state, local) including, but not limited to, taxes on income, sales, property, etc.;

3.1.4 An acknowledge and comply statement that the PROPOSER understands that AUM reserves the right to review and approve any additions or removals of Subcontractors, although such approval will not be unreasonably withheld.

3.1.5 A brief description of the PROPOSER’S expertise procuring a contract the size and scope described in the RFP.

3.2. **Project Expectations**

3.2.1 Website Usage Expectations
Websites serve as the front door to any institution of higher learning, we realize that prospective students are considering college websites when making their decision on where to attend university. As a result, it is incumbent upon AUM to showcase our college in a way that is both accurate and appealing. This is particularly important in terms of high school, transfer and international students. Because AUM is considered a metropolitan college it may not be top of mind for a post-high school journey. However, once on campus many prospective students are surprised by the opportunities and benefits granted to them at AUM. Our primary audiences are:

- Prospective Students (High School, Transfer, Military, Graduate, etc)
- Current Students
- Faculty, Administration and Staff

3.2.2 Website Platform Consolidation
Several years ago, the AUM website was redesigned and rebuilt using a Drupal platform for the marketing pages and SiteFinity for the individual colleges. As the website is currently broken up into separate parts on multiple platforms, there is difficulty identifying what audiences are reading and where they are getting information. The
colleges have their sites with information updated by them; while the institution has a site with information updated by it. The information in both areas is not the same. To resolve this, all information should be updated, available on one platform and updated on a regular basis.

3.2.3 Website Project Objectives
AUM’s main objectives for the services thought under this RFP are:
• To build a united college prospective student experience that crosses over college boundaries and provides information regarding program offerings.
• To utilize the website to generate enrollment-ready leads.
• To build credibility of AUM through its awards, accolades and student life.
• To build awareness of the programs available at AUM and the benefits of choosing a career in that program.

3.2.4 Defined Target Audiences
Defined Target Audiences are described in Addendum B.

3.2.5 Technical Requirements
• Offer an easy-to-use content management system (CMS).
• Create audience selector that allows prospects to navigate based on their interest.
• Be inspired by elements of the AUM style guide (Addendum C). The website should look and feel like the home of the AUM brand.
• Be visually appealing.
• Design for mobile first. Use responsive design for easy use on a variety of mobile and desktop devices. Provide the same experience in all mobile operating systems, including, but not limited to, iOS and Android.
• Enable easy coding access for our in-house multimedia specialists.
• Ensure compatibility with commonly used versions of the most popular web browsers, including but not limited to Internet Explorer/Microsoft Edge, Firefox, Safari and Google Chrome.
• Develop intuitive navigation system.
• Integrate chat functionality to provide live response to admissions questions.
• Designed using concise text and tone.
• Provide well-organized and logically presented content.
• Include a search option.
• Recruiter map showing recruiters by region.
• Fully searchable faculty and staff directory that is security enabled to prevent bot access and auto-populated with active directory information.
• Include a calendar with easy updates for news and events.
• Include space for video, audio, and live stream.
• Integrate with social media for dynamic feed to the site of the latest postings including Facebook, Instagram and Twitter.
• Develop Meta tags (title, description, keywords, alt tag, h1, h2, h3).
• Build ADA compliance. The website must meet Section 508 of the United States Workforce Rehabilitation Act of 1973 and Web Content Accessibility Guidelines 2.0
(WCAG) - Level A and AA (www.w3.org/TR/2008/REC-WCAG20-20081211/) and Auburn University’s Policy on Web Accessibility Standards (accessibility.auburn.edu/cm/webstandards).

- Address program pages for each program (information locations to be provided):
  - What is the outcome of the program
  - What skills are needed to be successful in that career
  - How AUM teaches the skills for the career
  - Why AUM should be the college of choice
- Import all applicable content from current site.
- Optimize content based on SEO best practices.
- Initiate a clear path to conversion/lead generation and/or Call to Action.
- Include fully functional blog capabilities including blog search.
- Include CAPTCHA security measures for forms.
- Add Social media share buttons, follow buttons, etc. with Instagram, Facebook, Twitter, YouTube, and LinkedIn.
- Integrate Contact Form submission into Ellucian CRM software.
- Maintain the Resources page for Staff and Student Portals.
- Update with new information or support as needed for an agreed upon timeframe.
- Set-up and configure Google Analytics and train for optimization and metric analysis.
- RSS Feed capabilities.
- Allow for multiple user levels, including only allowing certain users to have access to edit certain content, based on role and department.
- Provide a content workflow that will allow editors to make content, but will postpone publication until approved. Should include functionality where approver can see what content was changed since last published.

Website Templates:
A new home page template and a suite of second-tier template options must be available for implementation in the Management System. *The PROPOSER must work closely with the in-house multimedia specialist who must be able to modify the templates in the future.

3.2.6 Inquiry Forms
A lead form will need to be present and active on all pages. This form should feed into Ellucian, the CRM for the Admissions team. This lead form is designed to identify the prospects campus and program of interest. These programs are growing and will be updated on a regular basis. This form must require the above information along with telephone, email address and TCPA information.

3.2.7 RFP Proof of Service Expertise Performance
As a part of the response to the RFP, the PROPOSER must provide the following information:

- State your experience in producing website for higher education or multi-divisional business clients and their successful launch.
- Provide a brief description of your agency’s / company’s business model and project management process.

- Detail any web development hardware/software vendor partnerships.

- Provide a description as to how PROPOSER will achieve Technical Requirements listed in 3.2.5.

- Explain the website testing plan.

- Detail of available technical support.

- Define how the PROPOSER proactively monitors network for errors, link breakage, inquiry form submission success and page load time efficiencies.

- Explain how the PROPOSER provides proactive notifications to designated university personnel in the event of any disruption of service.

- Provide a sample of monthly reporting and recommendations for improvement.

3.3 Service Level Agreement
The PROPOSER to be awarded this RFP must provide service levels acceptable to AUM. The following service levels are desired and/or required. Detail a post-launch maintenance plan to include but not limited to:

- A monthly maintenance agreement for 20 hours per month. This time may include but will not be limited to programming, SEO, edits and testing of the site.

- Weekly performance conference calls to discuss timeline adherence, next steps, testing options and general consultation and guidance on the web site.

- Website functionality monitoring to ensure proper working order and upgrade where necessary. Some plugins may become outdated and no longer work with the newest version of your website software. Plugins may need upgrading to accommodate the newer version, or become obsolete with the improvements in the website software.

- Maintenance of Meta Tags and Page Descriptions for accuracy.

- Provide security and protection against hackers for gaining access to site.

As a part of the response to the RFP, the PROPOSER must provide the following information a description to the information bullet list above.
3.4 References

The PROPOSER must provide three (3) references similar in size and scope to the services described in the RFP. AUM may contact these references to verify PROPOSER’s ability to perform the services sought under this RFP. The PROPOSER should notify listed references prior to the submission of the proposal that representatives from AUM may directly contact the references. For each reference, the PROPOSER must provide:

- References name, address, email, and telephone number;
- A description of the project/services provided
- A description of the roles and responsibilities of the PROPOSER;
- The time period of the project and/or contract must be stated in the form of "from-to" dates (e.g., "Jan. 17 – Mar. 18"). Do not state this as a length of time (e.g., "two (2) years"), without start and end dates.

3.5 Cost Proposal and Timeline

Expected budget for this project is a range between $70,000 and $150,000. Detail where budget expenses will be allocated and how the PROPOSER will meet the timeline of 9 months. Including, but not limited to implementation cost, software, software maintenance agreements and service support following implementation.
4. **Form of Proposal**

AUM discourages lengthy and costly proposals. Proposals shall be prepared simply and economically and provide a straightforward, concise description of the PROPOSER’s capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

4.1 **Proposal Format**

- PROPOSERs must submit one (1) signed original hardcopy Proposal and one (1) softcopy CD/DVD or USB flash drive of the entire Proposal to AUM in a sealed package and clearly marked:

  **“Request for Proposal AUM Marketing - Do Not Open”**

The softcopy CD/DVD or USB flash drive version of the Proposal must contain the following:

- One (1) complete copy of the Proposal in searchable Adobe Acrobat PDF format
- One (1) complete copy of the Proposal in Microsoft Word 2007 or later format

The original hardcopy Proposal must contain the original manual signature of the authorized person signing the Proposal.

- Failure to include the original response, softcopy CD/DVD or USB flash drive of the entire Proposal, and all signed copies may result in the Proposal being considered non-responsive and may result in disqualification.

- Original proposal must be on 8 ½ x 11 paper, using binding tabs that will facilitate the distribution and evaluation of the proposals.

- The original hard copy response must be in a standard size 3 ring binder or binders, tabbed and numbered.

- If there is any information or required submittals which due to size or binding cannot be incorporated following the proper tab, the offeror must provide information following the numbered tab, telling the evaluators where the information can be found in the response.

- No telephone, facsimile or telegraphic proposals will be considered. Proposals received after the time for closing will not be considered.

- AUM will not accept any amendments, revisions, or alterations to proposals after the deadline for Proposal submittal unless such is formally requested, in writing, by AUM.

- PROPOSERs may withdraw a submitted Proposal at any time. To withdraw a Proposal, the PROPOSER must submit a written request, signed by a
representative authorized to sign the resulting contract, to AUM. After withdrawing a previously submitted Proposal, the PROPOSER may submit another Proposal at any time up to the deadline for submitting Proposals.

4.2 **Tabular / Paginated Format**

- Tab 1: Completed and signed Vendor Response/Quotation Page.
- Tab 2: Contact name(s) and title(s) of the individual(s) responsible for the PROPOSER’s Proposal and negotiation during this RFP process.
- Tab 3: General Qualifications and Experience response to Section 3.1
- Tab 4: Service Expertise Performance response to Section 3.2.7
- Tab 5: Service Level Agreement response to Section 3.3
- Tab 6: References response to Section 3.4
- Tab 7: Cost Proposal & Expected Timeline.
- Tab 8: Vendor Disclosure Form.

Act 2001-955 requires an Alabama Disclosure Statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of $5,000. PROPOSERs shall go to the URL: [http://www.ago.state.al.us/Page-Vendor-Disclosure-Statement-Information-and-Instructions](http://www.ago.state.al.us/Page-Vendor-Disclosure-Statement-Information-and-Instructions) to download a copy of the Alabama Disclosure Statement.

The Alabama Disclosure Statement must be filled out in its entirety.
5. **Evaluation Criteria**

The objective of this process is to identify the most qualified firm that can meet the University’s objectives and provide attractive pricing. The University shall determine the award after evaluating each response and awarding points on the following basis:

- General Qualifications and Experience 5%
- Service Expertise Performance 35%
- Service Level Agreement 10%
- References 5%
- Cost Proposal 45%
6. AU General Terms and Conditions

1.0 – General Terms and Conditions
1.1 – These terms and conditions are hereby incorporated into this quote/bid and apply in like force to any subsequent contract order resulting from this bid quote/bid. Some conditions listed herein may not apply due to the nature of the product or service, or the manner in which it is procured.
1.2 – Whenever and wherever items of materials or equipment have been identified by describing a proprietary product, the identification is intended to be descriptive, but not restrictive, and is used to indicate the quality and characteristics of products that will be satisfactory to the University. Bids offering equal or alternate materials and equipment will be considered for award provided such items are clearly identified in the bids, and are determined by Auburn University to be of equal value in all material respects to the proprietary items specified. Unless the firm submitting the bid has clearly indicated in its bid that it is offering an “equal,” or “alternate” items the bid shall be considered as offering the items as specified in the invitation for bids/quotations.
If the firm submitting the bid plans to furnish an equal or alternate items, the brand name and identifying numbers and/or letters are to be inserted in the spaces provided or shall be otherwise clearly identified in the bid. The evaluation of the bids and the determination as to quality of the product offered shall be the responsibility of Auburn University. The bid award shall be based on the information furnished by the bidder or identified in the bid, as well as information reasonably available to the Procurement Services.
1.3 – The University will consider acceptable substitutes that meet, or exceed the quality of materials and workmanship of the items specified in the bid/quotation. Substitutions shall be of the same general design, size and style.
All proposed substitutes submitted must be accompanied by illustrations showing the design and style. Each illustration is to have on it, or attached to it, the item number of the specified piece to which it is an alternate. Sizes shall also be included.
All substitutes shall be listed in the spaces provided. Should additional space be required, the bidder shall use separate sheet of paper to list alternates. Any additional list should be prepared in like form to the bid document.
Auburn University will consider all proposed; however, it is not bound to any which, in the University’s opinion, is not in the University’s best interest.
1.4 – Any deviation from these general terms and conditions or exceptions taken shall be described fully and appended to the bid form on the bidder’s letterhead and over the signature of the person authorized to sign the bid form. Such appendages shall be considered part of the bidder’s bid form. In the absence of any statement of deviation or exception, the bid shall be accepted as being in strict compliance with all terms and conditions.
1.5 – There are no Federal or State laws that prohibit vendors from submitting bids/quotes lower than a price or bid given to the U. S. Government.
1.6 – The successful bidder may be required to furnish a monthly or quarterly summary of purchases made under the provision of the contract. The format and frequency of the report will be determined by the University.
1.7 – Auburn University reserves the right to require a performance bond from the successful bidder at the discretion of the University’s Procurement Professional. Unless specifically to the contrary in the bid documents, the cost of the bond shall be paid for entirely by the successful bidder. When required, the proper and timely submission of any performance and payment bonds is a material condition for award/performance of this order. Vendor is not authorized to proceed with work and/or deliveries unless all required bonds have been obtained, are acceptable to and received by the University.
1.8 – Failure of the successful bidder to adhere to delivery schedules as specified or to promptly replace rejected materials shall render the successful bidder liable for the difference between the “open market” and the quoted price where emergency purchases become necessary.
1.9 – Any and all items received under a resulting contract will be subject to inspection and testing to determine the quality and to ascertain that they meet specifications.
1.10 – Samples, when required, must be furnished free of expense after the opening of the bid and if not destroyed, will upon request, be returned at the bidder’s expense. Request for the return of samples must be made within ten days following the opening of bids/quotations, unless otherwise stated. Each individual sample must be labeled with the bidder’s name and item number.

1.11 – Deliveries shall be F.O.B. Auburn University (destination). Delivery by the successful bidder to the common carrier will not constitute delivery to the University.

1.12 – Successful bidder must agree to replace, free of charge, all defective items delivered under contract. All transportation charges covering return and replacement of items is to be done by the successful bidder.

1.13 – Payment for any item delivered may be withheld until all items and conditions have been complied with in full.

1.14 – It is agreed and understood that the bidders may attend the bid opening and may inspect the bid tabulation. However, no information will be given out as to opinion concerning the ultimate outcome while consideration of the award is in progress. Information regarding disposition will be available after an award is made and upon request.

1.15 – The successful bidder shall maintain, or have available for his own use, an inventory sufficient to make delivery within the time specified in this bid/quote, provided that no default shall occur to deliver in less than the number of days stated in this bid/quote from the date of receipt of notice to ship/deliver.

1.16 – Auburn University is not necessarily bound to accept the lowest bid if that bid is contrary to the best interest of the University. In making an award, intangible factors such as the service capability, integrity, facilities, equipment, reputation and past performance of the firm submitting the bid may be weighed. When other factors are clearly stated in the bid document, they will also be used in determining an award.

In the case of a tie for low cost, the Procurement Official may use the following: If one of the bidders has an existing contract and performance on an existing contract is satisfactory, this bidder gets the award.

Conversely, if performance on an existing contract is documented as not satisfactory, award goes to the other tie bidder. If one tie bidder is local, preference may be given to that bidder.

1.17 – All additional charges such as shipping, installation, insurance or other cost must be fully itemized with the bid/quote. Charges not specified at the time of the bid/quote will not be honored.

1.18 – It is mutually agreed by and between Auburn University and the bidder that the University’s acceptance of the bidder’s offer by the issuance of a Purchase Order shall create a contract between the two parties. Any exceptions taken by the bidder, which are not included in the Purchase Order, will not be a part of the contract. Therefore, in the event of a conflict between the terms and conditions of this bid/quote and information submitted by a bidder, the terms and conditions of this bid/quote and resulting Purchase Order will govern.

1.19 – The successful bidder must provide service manuals with full documentation and schematics when applicable and appropriate.

1.20 – The apparent silence of this specification and any supplemental specifications as to any details, or the omission from it of a detailed description concerning any point shall be regarded as meaning that the best commercial practices are to prevail, and that only materials of first quality and correct type, size, and design are to be used. All workmanship is to be first quality. All interpretations of this specification shall be made on the basis of this statement.

1.21 – Should it become necessary in order to evaluate a bidder’s qualifications, the University may require the bidder to furnish information as indicated below:

1. Financi al resources
2. Person nel resources
3. Executive or key person resumes
4. Evidence of ability to meet delivery schedule
5. Ability to meet specification quality requirements
6. Availability of production capacity

1.22 – In the event that the successful bidder fails to make delivery of acceptable goods on or before the agreed delivery date and the University expends unreasonable time, effort, telephone calls and correspondence, the University will bill the supplier at a reasonable cost for such and deduct it from the applicable invoice.
1.23 – Any Purchase Order/contract resulting from this bid/quotation can be cancelled without penalty if any of the following conditions exist:
   a. Breach of contract
   b. The vendor fails to furnish a satisfactory performance bond within the time specified when such a bond is required.
   c. Failure of the vendor to make delivery within the time specified.
   d. In the event material, supplies or equipment furnished does not meet specifications.
   e. Where the contract was obtained by fraud, collusion, conspiracy or any other unlawful means.
The Purchase Order/contract may also be cancelled by convenience by any party. The effective date of cancellation shall be thirty days of written notice of intent by one of the parties. The vendor will, however, will be required to honor all orders that were prepared and dated prior to the date of cancellation, if required to do so by the University.
1.24 – The University reserves the right to award as many term contracts for the supply of any class or type of commodity as may be to the best interest of the University.
1.25 – This section will apply when items in the bid/quotation are requested to be on a “furnish and install” basis. The successful bidder will have the complete responsibility for the items or system until it is in place and working. Any special installation preparation and requirement will be submitted to the University after the receipt of a purchase order. All transportation and cooperation arrangements will be responsibility of the successful bidder. The delivery of equipment will be coordinated so that items will be delivered directly to the installation site. This will minimize the risk of damage and avoid double handling by University personnel.
1.26 – Any alleged oral agreement made by a bidder or contractor, with any university department or employee will be disregarded.
1.27 – Prompt payment discounts ("cash discounts") will not be considered in determining the lowest bidder.
1.28 – Successful bidder may be required to furnish policies or certificates of insurance, with Auburn University, its Board of Trustees, Faculty, Staff, and agents named as additional insured, as follows:
   1. a. Workman’s Compensation – Statutory
      b. Employer’s Liability - $1,000,000.00
   2. Comprehensive General Liability
      a. General Aggregate - $1,000,000.00
      b. Products-Complete - $1,000,000.00
      Operations Aggregate
      c. Personal & Advertising - $1,000,000.00 injury
      d. Each occurrence or single limits of - $1,000,000.00
   3. Automobile Liability
      a. Bodily injury - $1,000,000.00 Each Person $1,000,000.00 Each Occurrence
      b. Property damage or combined single $1,000,000.00 each occurrence limit of $1,000,000

Due to the nature of some projects, Auburn University reserves the right to require additional limits of liability coverage.
1.29 - Successful bidder agrees to comply with the conditions of all applicable Federal Non-Discrimination and Equal Opportunity laws, the Federal Occupational Safety and Health Act of 1970 (OSHA), the Washington Industrial Safety Act of 1973 (WISHA), as amended, and the standards and regulations issued there under, and certifies that all items furnished and purchased will conform to and comply with such applicable standards and regulations. All applicable contracts will comply with the Davis-Bacon Act.
1.30 – ADVERTISING. No advertising or publicity matter having or containing any reference to Auburn University or any of its faculty/staff shall be made by successful bidder or any one in successful bidder’s behalf unless successful bidder has written consent of the University. No public release of information, news release, announcement, denial or confirmation of this order or the subject matter hereof, shall be made without the University’s prior written approval.
1.31 - LAW. The laws of the State of Alabama shall govern any order, and the venue of any action brought hereunder may be laid in or transferred to the County of Lee, State of Alabama.
1.32 – PAYMENT TERMS. Unless otherwise specified in the purchase Order/contract terms of payment are “Net 30 days.”

1.33 – INSOLVENCY. If vendor ceases to conduct normal business operations (including inability to meet its obligations), if any proceedings under bankruptcy or insolvency laws is brought by or against vendor, or a receiver for vendor is appointed or applied for, or vendor makes an assignment for the benefit or creditors, the University may terminate this order, without liability, except for deliveries previously made and for supplies completed and subsequently in accordance with the terms or the order. In the event of the vendor’s insolvency, the University shall have the right to procure the balance of this order from others without liability.

1.34 - CANCELLATION FOR LACK OF FUNDING. This purchase order/contract may be cancelled without further obligation on the part of Auburn University in the event that sufficient, appropriated funding is unavailable to assure full performance of its terms. The Vendor shall be notified in writing of such non-appropriation at the earliest opportunity.

1.35 - Contractor certifies that neither it, nor any of its employees who will provide or perform services under this contract, have been debarred, suspended, or declared ineligible as defined in the Federal Acquisition Regulation (FAR 48 C.F.R Ch 1 Subpart 9.4). Contractor will immediately notify the University if the Contractor or any of its employees who will provide or perform services under this contract is placed on the Consolidated List of Debarred, Suspended, and Ineligible Contractors.
**Attachment A. Calendar of Events**

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of RFP</td>
<td>December 12, 2018</td>
</tr>
<tr>
<td>Deadline for Written Questions at 4:45 pm</td>
<td>January 4, 2019</td>
</tr>
<tr>
<td>Answers returned to Vendors</td>
<td>January 7, 2019</td>
</tr>
<tr>
<td>RFP Proposals Due Date</td>
<td>January 18, 2019</td>
</tr>
<tr>
<td>Presentations</td>
<td>Early February, 2019</td>
</tr>
<tr>
<td>Contract Start Date</td>
<td>March, 2019</td>
</tr>
</tbody>
</table>

After all proposals have been received, three agencies will be invited to campus to present their proposals in person before the AUM Website Redesign Committee and AUM faculty, students, and administration. The campus visits will occur in-February 2019. Pending contract execution, the selected agency will begin a partnership with AUM in March 2019.

All inquiries regarding this proposal and its contents should be directed to:

Lori Nielsen  
AUM Procurement Director  
[aum.rfp@aum.edu](mailto:aum.rfp@aum.edu)
Attachment B. Defined Target Audiences

- Auburn University at Montgomery's primary audience is 18-24 year olds who are seeking education with the goal of achieving a successful career, gaining independence and enjoying a fruitful future. They are socially active, opportunistic and lively. Although Auburn University at Montgomery's student body leans female, there are a number of programs that lean male and could grow audience share in campus markets. Students dwell within reasonable drive time of the campus.

- The secondary audience is 24-39 year olds seeking to grow their existing careers through new skills and education or seek a new career through graduate school. These students will attend classes primarily online with some on-campus programs available, as well. The students have family and work obligations that prevent a traditional college tenure. Many have some college under their belt and may be seeking to complete a degree.

- The third audience are transfer students who have degrees or credits from Community Colleges or current past experience in college. These students are 18-24 years of age but bring with them college experience. This audience has work experience and want to complete their degree. There be a delay between the time the person earned their last credits and begins to complete their degree. For AUM, credits due not expire and regardless of the length of time the student was out of school, a personal transcript review can be had to determine how many credits can transfer.

- The fourth audience for AUM studies is military and first responders. Military and first responders are offered special scholarships and incentives to become students. Many classes are available both online and on-campus for flexibility around schedules.
Attachment C. Style Guide

The AUM Style Guide is located at http://online.fliphtml5.com/ggze/grpt/