

REQUEST FOR PROPOSALS

Webmaster



Due by 4 P.M.

Friday, November 3, 2017

ATTN: Irene Kiefer, Advancement Director

P.O. Box 1179

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Prepared By:

Advancement Office

College of Menominee Nation

College of Menominee Nation

Webmaster

Table of Contents

- 1.0 Introduction**
- 2.0 Background**
- 3.0 Scope of Work**
- 4.0 Proposal Format and Content**
- 5.0 Consultant Fee**
- 6.0 Proposal Submittals**
- 7.0 Evaluation and Selection**
- 8.0 Schedule of Activities**

1.0 Introduction

The College of Menominee Nation (CMN) is requesting proposals for a Webmaster to provide services in these areas related to its website, intranet, and internet projects:

- (1) Website Maintenance located at (menominee.edu),
- (2) Intranet Maintenance,
- (3) Managing Social Media,
- (4) Maintaining Digital Signage, and
- (5) Managing School Messenger.

The webmaster will perform these services under the direction of the CMN Advancement Office Director.

2.0 Background

The College of Menominee Nation is an institution of higher education, dedicated to serving the Menominee people, other tribal people, and the world at large. CMN's mission is to provide quality educational opportunities to prepare students with skills and knowledge to be responsible citizens in their chosen profession.

CMN needs qualified, credentialed, and dedicated people in order to fulfill its mission to provide quality educational opportunities. CMN invites a qualified individual to conduct professional services related to web development and webmaster responsibilities as they pertain to our web asset and marketing, promotion, and communication with constituents to fulfill its mission.

3.0 Scope of Work

The Webmaster will control all aspects of the website and intranet, including performance issues.

- (1) Website maintenance,
- (2) Troubleshooting,
- (3) Programming and Project Development,
- (4) Marketing and Search Engine Optimization,
- (5) Web Design,
- (6) Managing inter-departmental content,
- (7) Develop programs that meet CMN's site requirements,
- (8) Create interactive web forms,
- (9) Compose and copy edit as needed,
- (10) Provide monthly website and social media statistics,
- (11) Manage and maintain domain names,
- (12) Annually apply new license keys to existing websites after the fees are paid,
- (13) Work with existing platform (Episerver CMS né Ektron CMS), and
- (14) Develop programs that meet CMN's site requirements.

Additional requirements:

- (1) CMN's website will be operational (i.e. 24 hours a day and 7 days a week) with well-defined maintenance plans,
- (2) CMN will own and operate all website content,
- (3) Other business web designs and graphics will not be accepted on CMN's website, and
- (4) On-site meetings are required, travel is at the contractor's expense.

4.0 Proposal Format and Content

The webmaster must possess extensive knowledge of web programming and scripting languages, social media experience, excellent technical writing, data analytics, verbal and written communication skills, be able to work independently, ability to handle multiple projects concurrently, and have the ability to work with multiple constituents.

The successful candidate will possess significant working knowledge in the following areas:

- (1) HTML,
- (2) CSS,
- (3) Javascript,
- (4) VB,
- (5) ASP, and
- (6) SQL.

5.0 Consultant Fee

Contract Length and Conditions:

The contract is year-to-year and begins November 20, 2017 and runs until December 20, 2018. The contract is renewable annually pending acceptable performance by the contractor. The contractor will provide his/her own operating equipment and responsibilities will be carried out off site.

The CMN Advancement Director expects all work to be done within reasonable time frames established and accepted by the Webmaster in consultation with the Director. A failure to meet important deadlines by the Webmaster could result in termination of the contract by the Advancement Director.

6.0 Proposal Submittals

Minimum Proposal Contents:

- (1) A description of the respondent's ability to fulfill the responsibilities outlined,
- (2) Examples of websites created by the respondent, and
- (3) Requested compensation.

Finalists will be contacted by CMN's Advancement Director to discuss details of the proposal. Discussions will lead to negotiation and then ultimately to a contract between CMN and the selected individual.

Contacts and Deadline:

Send proposals, no later than 4 P.M. on Friday, November 3, 2017 to:

Irene Kiefer, College of Menominee Nation Advancement Director at ikiefer@menominee.edu

Any questions, please contact the Advancement Director:

Irene Kiefer, Advancement Director
(715) 799-5600 ext. 3114
ikiefer@menominee.edu

Electronic submissions are preferred.

7.0 Evaluation and Selection

Proposals will be screened the Advancement Office Director for technical merit and proposed cost and value of services. The Advancement Office Director will make recommendations to the College of Menominee Nation Board of Trustees Chairperson and President. If the recommended RFP is accepted by the Board of Trustees Chairperson and President of the College of Menominee Nation the RFP candidate will be notified by the Advancement Office Director.

In addition, specific factors addressed in the Request for Proposal and information regarding other factors about the potential consultant selected is important to their decision. These factors include, but not limited to the following:

- (1) The ability to communicate effectively with CMN staff, and other involved parties, and
- (2) Its proposed methods for furnishing the required services to ensure project elements are complete on time or under budget, and to CMN's satisfaction.

8.0 Schedule of Activities

The following Schedule of Activities for the Request for Proposal of a Webmaster has been developed by the College of Menominee Nation:

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|--|---------------------------|
| (1) RFP Announcement | Monday, October 2, 2017 |
| (2) RFP Proposals due by Noon | Friday, November 3, 2017 |
| (3) Notification of Award to Contactor | Monday, November 13, 2017 |

**NOTE: Pre-employment drug testing is part of the hiring process.
EOE/MITW 82-10**