



Administered by University of Maine System  
Office of Strategic Procurement  
Request for Bid (RFB)

## Website Design Professional Services

RFB #2024-0010

**Issued Date:** July 7, 2023

**Response Deadline Date/Time:** July 13, 2023, 11:59 p.m. EST

### **Response Submission Information:**

Submitted electronically to [UMSResponses@maine.edu](mailto:UMSResponses@maine.edu)  
Email Subject Line – RC: Website Design PS - RFB#2024-010

### **Response Contact Information:**

Strategic Sourcing Manager (SSM): Robin Cyr  
Email: [UMSResponses@maine.edu](mailto:UMSResponses@maine.edu) and [robin.cyr@maine.edu](mailto:robin.cyr@maine.edu)  
Phone: (207) 649-0111

## **PURPOSE AND SCOPE OF SERVICES**

The University of Maine System acting on behalf of University of Southern Maine (USM) is seeking website design professional services with focus on branding and marketing. The expected deliverables for the initial professional services will include:

- Review/Discovery and sitemap of the existing website. Including presentation to USM team of findings and recommendations.
- Design Prototype with review and adjustments from USM team.
- Analytics Configuration, Goal Setting and Dashboard
- Site Search Upgrade / Google Search Platform Review

The initial engagement should last 3 months, with potential for extension as budgetary resources allow. Resulting agreement will allow for a five (5) year term with option for three (3) year renewal.

## **SUBMISISON REQUIREMENTS**

Submissions are due by **July 13, 2023 on or before 11:59 p.m. EST.**

Submissions will include:

- Pricing for each role/position title offered with the fully burdened hourly rate.

#	Role of Individual/Position Title	Hourly Rate

- Pricing for the following deliverables using the hourly rates provided in Table 1

#	Deliverable	Role of Individual/Position Title	Initial Cost Estimate
1	Discovery, Sitemap and Plan		\$
2	Design Prototype		\$
3	Analytics Configuration, Goal Setting and Dashboard		\$
4	Site Search Upgrade / Google Search Platform Review		\$
<b>Other deliverables as needed, please list below with estimated cost</b>			
<b>TOTAL ESTIMATED COST</b>			<b>\$</b>

- Agreement that the consulting professional services must start by July 21, 2023 and agreement to complete initial deliverables identified in Table 2 of this document on or before three (3) months. Preference in evaluation provided for compressing the timeline further.
- Written confirmation that the initial consulting professional services will meet or exceed the consulting skill requirements provided in this document.
- Copies of resumes detailing how the candidates meet the consulting skill requirements.

- At least three references to support experience of the team specific to the services requested. Higher Education references with focus on branding and marketing, are required.
- Signature to Master Agreement provided as a supplemental document with file name; **03 - 2024-010-RFB-IT-Exhibit A - Master Agreement**

### **EVALUATION AND AWARD PROCESS**

To be considered, the Respondent must meet the following:

- Agreement that the consulting professional services must start by July 21, 2023 and agreement to complete initial deliverables identified in Table 2 of this document on or before three (3) months. Preference in evaluation provided for compressing the timeline further.
- Confirmation that the initial consulting professional services will meet or exceed the consulting skill requirements provided in this document.
- At least three references to support experience of the team specific to the services requested. Higher Education references with focus on branding and marketing, are required.

Respondent's meeting the criteria listed directly above will be evaluated based on a 100-point scale each.

**Cost Evaluation:** The total cost proposed for conducting all the functions specified in this document will be assigned a score according to a mathematical formula. For purposes of clarification the price evaluation will be completed on longer term pricing provided. The lowest cost response will be awarded the total points. Responses with higher cost response values will be awarded proportionately fewer points calculated in comparison with the lowest cost response.

The scoring formula is:

(Lowest submitted cost response / cost of response being scored) x **Points** = pro-rated score

The University will NOT seek a best and final offer (BAFO) from any Respondent in this procurement process. All Respondents are expected to provide their best value pricing with the submission of their response. Respondents will NOT be given another opportunity to modify pricing once submitted.

### **AWARD**

The University reserves the right to award Agreement(s) to one or multiple Respondents, if such award is in the best interest of the University. The University also reserves the right to award only one solution if such an action is in the best interest of the University.

The University reserves the right to waive minor irregularities, which may include contacting the Respondent to resolve the irregularity. Scholarships, donations, or gifts to the University, will not be considered in the evaluation of responses. The University reserves the right to reject any or all bid/proposal/submission, in whole or in part, and is not necessarily bound to accept the lowest cost response if that bid/proposal/submission is contrary to the best interests of the University. The University may cancel this request or reject any or all responses in whole or in part. Should the University determine in its sole discretion that only one Respondent is fully qualified, or that one Respondent is clearly more qualified than any other under consideration, an Agreement may be awarded to that Respondent without further action.

### **NEGOTIATIONS**

The University reserves the right to negotiate with the successful Respondent to finalize a contract. In the event that an acceptable contract cannot be negotiated, the University may withdraw its award. Alternatively, the University may cancel the RFB, at its sole discretion.

### **AWARD PROTEST**

Respondents may appeal the award decision by submitting a written protest to the University of Maine System's Chief General Services Officer within five (5) business days of the date of the award notice, with a copy of the protest to the

successful Respondent. The protest must contain a statement of the basis for the challenge. Further information regarding the appeal process can be found at

[http://staticweb.maine.edu/wp-content/uploads/2015/07/APL\\_VII-A\\_20150630-FINAL.pdf?565a1d](http://staticweb.maine.edu/wp-content/uploads/2015/07/APL_VII-A_20150630-FINAL.pdf?565a1d)

If this RFB results in the creation of a pre-qualified or pre-approved list of vendors, then the appeal procedures mentioned above are available upon the original determination of that vendor list, but not during subsequent competitive procedures involving only the pre-qualified or pre-approved list participants.

### **MASTER AGREEMENT**

A copy of the Master Agreement is provided as a supplemental document with file name; **03 - 2024-010-RFB-IT-Exhibit A - Master Agreement**

The Master Agreement will allow for:

- Additional professional services to include products and services under this Agreement, to additional University institutions, this includes any additional University institutions formed during the term of this agreement, all facilities utilized by an institution including those managed and/or owned by a third party, and additional entities, such as, the University College a division of University of Maine at Augusta.
- Additional Scope: The Contractor shall permit product and services not covered herein to be added by mutual written agreement, without voiding the provisions of the existing agreement. The Contractor, for additional consideration, shall furnish additional such products and services to the University.