



**RECOMMENDATION TO AWARD  
REQUEST FOR PROPOSALS (RFP)  
RFP# 24-02 - 5/10/2024**

**Website Design, Development, Hosting, and Maintenance**

1. Background

- a. Polk State College issued the Request for proposal (RFP) #24-02 - Website Development in accordance with Polk State College's Purchasing Manual. The purpose of the public solicitation is to select a firm for the design, development, hosting, and maintenance of a dynamic, information-rich website.
- b. Generally, the services include the following:
  - i. The development of a website that attracts, engages, and retains credit and non-credit students; markets the College's available programs and services; provides a simplified front-end enrollment and registration, including the cost, tuition, fees, and available tools for payment; and complies with all federal requirements for educational websites.
  - ii. Host the College's website in its entirety and invest in business continuity practices, including conducting and maintaining regular website back-ups, as well as redundant Internet connections, along with 24/7 technological support, to ensure the College's business continuity related to the website as part of an ongoing maintenance agreement.
- c. Evaluation Committee

Voting Members:

- Cindy Baker
- Tamara Sakagawa
- Charles Hoover
- Stacey Cary
- Melvin Thompson
- Kim Thomas
- Steve Warner

Non-voting members:

- Martin Chicas
- Angie Armbruster

2. Advertisement

- a. The RFP was advertised in the Polk County Democrat.
- b. The RFP was posted on the Polk State College website at the Procurement Department's web page - RFP #24-02.

3. Distribution/ Submittals

- a. The RFP document was available for download from the Polk State College Procurement website.
- b. Seven (7) proposals were received. Six (6) proposals were determined to be responsive and accepted. One (1) proposal was determined to be unresponsive and not accepted.

Responsive proposals in alphabetical order:

- Appleton
- Beacon
- Chatter
- Echo
- Norther
- Yoodle

Unresponsive proposals in alphabetical order:

- Morweb

- c. The scores for the written submittals were the following:

<b>Firm</b>	<b>Score</b>	<b>Action</b>
Appleton	391	
Beacon	355	
Chatter	464	Shortlisted
Echo	442	Shortlisted
Northern	400	
Yoode	431	Shortlisted

- d. The Evaluation Committee agreed to a presentation/interview of the three (3) top ranked firms on March 29, 2024.
4. Reference Check - The Procurement Department performed a reference check of the firms to interview/present. The results of the reference checks were shared with the Evaluation Committee for scoring during the presentation.
5. Oral presentations/interviews were held on April 8, 2024. The Evaluation Committee scored each presentation as follows:

Scoring summary

<b>Firm</b>	<b>Score</b>
Chatter	111
Echo	125
Yoodle	102

6. The Evaluation Committee recommends approval of the following ranking of firms to provide services in accordance with RFP #24-02 per the scoring summary noted in the posted document.

The ranking allows for the negotiation to commence with the top tiered firm. Should that effort prove unsuccessful, the next firm in line will be contacted, until such time a contract is negotiated and signed, or re-start of the public solicitation.

Firm # 1 – Echo  
Firm # 2 – Chatter  
Firm # 3 – Yoodle

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President Signature

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Date