



**Avonworth School District
Request for Proposal
Website Provider**

RFP Due Date:

March 7, 2023

Due to:

Kara Droney
Communication Consultant
Avonworth School District
258 Josephs Lane
Pittsburgh, PA 15237
kdroney@avonworth.k12.pa.us
412-369-8738

Website Request for Proposals (RFP)

1. ABOUT AVONWORTH SCHOOL DISTRICT

The **Avonworth School District** is a public school district located in Western Pennsylvania. The District is eight miles northwest of downtown Pittsburgh and encompasses a land area of 10.54 square miles in the Boroughs of Ben Avon, Ben Avon Heights, and Emsworth, along with Ohio and Killbuck Townships. The region is a diverse socio-economic area with a population under 10,000.

The district serves approximately 1,950 students between its five schools (listed below).

- Avonworth High School
- Avonworth Middle School
- Avonworth Elementary School
- Avonworth Primary Center

2. WEBSITE OBJECTIVES

The primary purpose of our website is information sharing. We need to be able to effectively communicate with our target audience. Our target audiences include parents, students, teachers and staff, and the community. The website should be an information hub and an important resource for all.

3. BUDGET & COST ESTIMATES

The Avonworth School District intends to select a website provider that is cost effective while still meeting our communication needs. Cost will be an important factor in our final decision making.

4. TERMS AND CONDITIONS

Proposals should be delivered to Kara Droney via email at kdroney@avonworth.k12.pa.us or by mail to: Avonworth School District, Attn: Kara Droney, 258 Josephs Lane, Pittsburgh, PA 15237. Copies should be received by March 7, 2023.

All proposals must include a statement of authorization to bid signed by a principal of the responding company.

All proposals must use the proposal format outlined in this RFP.

Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

5. AUDIENCE

Our target audiences include parents, students, teachers and staff, and the community. The website should be an information hub and an important resource for all.

Teachers & Staff – Most of the content we want them to see will be displayed on the public website. However, it would be a benefit to have an “intranet” portion of the website where we could display information for district employees only.

Community – They will have access to the public website. Community members will not have login credentials.

Parents – They will have access to the public website. We will not require our parents to login to see any information. We have found in the past that they don't log in, thus missing important info. Anything we need parents to see will be open to the public. In addition, we use Alma as our Student Information System for grades and attendance, so parents will not need to get that information from the website. We will just link to Alma.

Students – They will have access to the public website. We will not require students to login to see information.

6. TOOLS AND FUNCTIONALITIES

- We must have five websites that are tied together – one for the school district and one for each school (4 total schools).
- We must have an integrated ADA compliance tool.
- We must have a translation feature.
- We must be able to share photos and videos.
- We must be able to highlight the latest news.
- We must have an excellent calendar feature tool. Ideally parents will be able to customize their view to see multiple schools of their choosing at one time.
- We must be able to integrate with social media.
- In addition to a primary navigation, we would like to have a spot on our website to house information that is specific to parents, students and staff. Parents and students will be public, staff will require a login.
- We must have a robust search function.
- We must have a site map available to website users.
- The website must be tablet and mobile friendly/ responsive design.
- We would like it if the website integrates with Google for a single sign on for staff (we use Google based email at HASD).

7. ADDITIONAL PRODUCTS

In addition to the website, we are interested in several other communication tools, including an app and a mass notification system.

App – We are interested in an app for the district. We would like to see functionality and design possibilities for an app as well as the pricing structure.

Mass Notification System -- We are also interested in a mass notification tool for the district. This system must be able to send email, phone calls and text messages. It must be able to reach at least two parents/guardians per student.

8. POINT OF CONTACT

Primary Point of Contact:

Kara Droney
Communication Consultant
Avonworth School District
258 Josephs Lane
Pittsburgh, PA 15237
kdroney@avonworth.k12.pa.us
412-369-8738

9. PROPOSED TIMELINE:

This proposed timeline is subject to change.

- February 22, 2023: RFP release date
- March 9, 2023: Proposals due
- March 13-22, 2023: Schedule Demos
- March 24, 2023: Notification of acceptance or rejection
- March 2023: Initial meetings/ phone conferences
- April 2023: Website design
- April 30, 2023: Beta site launch
- June 2023: Site launch

8. FORMAT FOR PROPOSALS

Executive Summary

Description of Features

Please complete the chart. Be sure to note if you can provide each feature. If you can provide, please note if the cost is included or if it is extra. Finally, if the cost is extra, please note what it will be.

Feel free to use additional space to further explain the features listed and/or outline additional features.

Item	Can you provide?	Is the cost included or is it extra?	Cost
Five websites (district, plus 4 schools)			
Share photos and videos			
Highlight the latest news			
Excellent calendar			
Integrate with social media			
Sections for parents, student & staff			
Search function			
Site map			
Responsive design			
Translation feature			
ADA compliance monitoring			

Single sign on with Google			
Additional Product: Mobile App			
Additional Product: Mass Notification System			

Technical Information

Explain your design process from start to finish. In addition, please discuss how communication between our school district and your company will be handled throughout the design process as well as once our site has launched.

Timeline

Will you be able to meet the timeline specifications that are outlined in section 9? In addition, please provide a schedule for deliverables.

Training

How much training will be provided to our district? What type of training will be provided?

Budget

- Break down the cost by production hours, tools and functionalities/features.
- Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- License fees: identify the costs we will need to pay to develop or host the site.
- Hosting: identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- Training: identify costs to train our staff to use site tools.
- Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

Attachments

Feel free to include any attachments that you feel are relevant.