



Project: Website Redesign
Insight PA Cyber Charter School
350 Eagleview Blvd., Suite 350
Exton, PA 19341
Contact: Sam Chacanas
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1. Introduction

Insight PA is a public cyber charter school. We enroll students from 300+ school districts across the state of Pennsylvania and employ over 150 people. We are seeking to redesign our website. View the current [website](#).

In order to reach the goals listed below, the website must be easy and intuitive to navigate and accessible for individuals with disabilities. The current website is difficult to navigate, the design isn't visually engaging, and the website is out of date from a design and navigation perspective and frequently from a content perspective given the challenges of making timely edits. The current domain name (*@pa.insightschools.net*) does not support the Insight PA brand and needs to match the current email domain (*@insightpa.org*). Insight PA uses a management company for enrollment, human resources, and other operational aspects. As such, Insight PA's new website must allow for the integration of the management company's webpages.

2. Prioritized Goals:

- Design and navigation reflect 2020 website aesthetics and sensibilities
- Increase intuitiveness for our users
- Responsive design across all platforms and devices
- Ease of updating to allow the "non-techie" content editor to update text, documents, photos, and videos.

3. Scope of Services:

Insight PA is seeking a provider for the website design and the related services listed below. Insight PA will employ the evaluation process described in this RFP and will require evidence that the responder has a history of providing a complete package of services.

Insight PA is soliciting proposals for the following web-based services:

- A website redesign that meets the above goals and the following criteria:
 - Interacts with management company forms/links
 - Translatable via Google languages
 - Clean and modern look
 - Ease-of-use for prospective and current families



- Accessible for individuals with disabilities
 - Avoids cluttered content and scrolling
 - Ability for the school to easily make appropriate edits and updates
 - Responsive design
 - Events calendar
 - Effective marketing
 - Improved customer (families of students) experience
 - Positive representation of the Insight PA brand
 - Integrate with social medial
 - Capability of embedding videos
- Project-specific technical support and website management after project completion
 - Website domain changed to *@insightpa.org*

4. Timelines

RFP Timeline

- RFP posted and distributed: On or around December 2, 2019.
- Proposal submissions due: No later than 4pm on Wednesday, December 18, 2019.
- All proposals must be submitted electronically to Sam Chacanhas, Project Manager at SChacanhas@insightpa.org.
- The school will undertake a review process and include recommendations to the board at either the January (01/28/2019) or the February board meeting (02/25/2020).
- Insight PA will notify firms of the Board's decision no later than March 6, 2020.

Proposed Project Timeline

- Planning conversation completed by March 31, 2020.
- Design and navigation ideas presented to the School by April 30, 2020.
- Final design and website layout concept presented to the School by May 29, 2020.
- Beta testing begins July 1, 2020.
- Site launch August 1, 2020.

Interested respondents should include commentary on the timeline and the feasibility of meeting the proposed project deadlines.

5. Time and Place of Submission of Proposals

- All interested respondents must submit a proposal to: Sam Chacanhas, Project Manager, via SChacanhas@insightpa.org.
- Proposals must be received no later than 4:00pm on Wednesday, December 18, 2019.
- Any firm who submits a proposal in response to this RFP may be required to make an oral presentation to Insight PA leadership and/or the Board of Trustees. The presentation may be



open to members of the public at the discretion of Insight PA. As a public school in Pennsylvania subject to the Right to Know Law, all submissions shall be considered public documents.

- The successful proposal will be awarded by the Board of Trustees at a duly advertised public meeting.

6. Elements of Proposal

- List your firm's complete name, address, telephone number, and email address. Include an individual to serve as your firm's contact person for this proposal and provide the contact's name, direct phone number, and email address.
- Briefly describe the organization, location of its headquarters and other offices, its ownership structure, and business focus.
- Briefly describe your history and experience providing services described in this proposal.
- Include the names and contact information for three references who were provided similar services by the firm.
- Identify the consultants and other key staff who would be involved in serving our account. Provide brief experience summaries of these individuals.
- Describe the nature of the specific services you are proposing to provide.
- Provide commentary on the project timeline feasibility.
- Provide a quote for the project that identifies and delineates all fees.

7. Evaluation Criteria

The final engagement of the firm chosen by Insight PA shall be conditioned upon the execution of a Professional Services Agreement to be executed by and between the firm and Insight PA in the form and substance with the terms and conditions determined to be in the best interests of Insight PA and the project. The contents of the proposal submitted by the selected firm responding to the RFP may also become part of the written agreement between Insight PA and firm. Unwillingness on the part of the selected firm to agree to such terms and/or execute the agreement may result in Insight PA selecting an alternative firm.

The criteria to be used shall center upon the responder's qualifications, experience, and expertise, proposed end product, proposed fee schedule, Insight PA's prior experience with and knowledge of the responder, the clarity of the answers in the proposal to the questions posed in this RFP, and Insight PA's cumulative confidence in the responder.

Insight PA reserves the right to reject all proposals and bids. Insight PA may add or remove any component of this proposal that would be in the best interest of Insight PA while still complying with all applicable laws.