



Request for Proposal (RFP): Web Design Service

Introduction:

Cirrus Academy Charter School is seeking proposals from web development agencies to provide professional web design services. The purpose of this RFP is to solicit competitive proposals from experienced web design agencies or freelancers capable of creating a visually appealing, user-friendly, and functional website that reflects our brand identity and meets our business objectives.

Objectives:

- 1.1.1. Design and develop a modern, responsive website that showcases our products/services and brand effectively that incorporates Cirrus Academy Charter School.
- 1.1.2. Create optimum user experience and engagement through intuitive navigation and interactive elements.
- 1.1.3. Increase online visibility and lead generation potential through search engine optimization (SEO) best practices.
- 1.1.4. Ensure scalability and compatibility with various devices and browsers.
- 1.1.5. Ensure the website is accessible and conforms to ADA and WCAG 2.1 & 2.2 standards
- 1.1.6. Hosting in a Datacenter that holds ISO27001 and Cyber essentials Plus certification.

Scope of Work:

The selected vendor will be responsible for:

2. Discovery and Planning:

- 2.1.1. Conducting a thorough analysis of our business requirements, target audience, and customer journey.
- 2.1.2. Collaborating with our team to define project goals, scope, and timeline.
- 2.1.3. Developing a comprehensive project plan and wireframes/mockups for website design.



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3. Design and Development:

- 3.1.1. Creating custom design concepts that align with our brand guidelines and those of the state charter school commission (SCSC) and speak to the target audience.
- 3.1.2. Developing responsive website layouts optimized for desktop, tablet, and mobile devices.
- 3.1.3. Implementing interactive elements, animations, and multimedia content as needed.
- 3.1.4. Integrating a content management system (CMS) for easy content updates and management.

4. Content Creation and Optimization:

- 4.1.1. Assisting with content strategy and creation, including copywriting, imagery, and multimedia assets.
- 4.1.2. Optimizing website content for search engines and user engagement.
- 4.1.3. Ensuring compliance with accessibility standards (e.g., WCAG) and best practices.

5. SEO and Performance Optimization:

- 5.1.1. Conducting keyword research and on-page optimization to improve search engine rankings.
- 5.1.2. Implementing technical SEO enhancements for site speed, crawlability, and indexing.
- 5.1.3. Setting up analytics and tracking tools to monitor website performance and user behavior.

6. Testing and Quality Assurance:

- 6.1.1. Conducting thorough testing across various devices and browsers to ensure compatibility and functionality.
- 6.1.2. Identifying and resolving any bugs, errors, or usability issues.
- 6.1.3. Implementing security measures to protect against vulnerabilities and threats.
- 6.1.4. Providing training and documentation for website administration and content management.
- 6.1.5. Offering ongoing support and maintenance services as needed.



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7. Deliverables:

- 7.1.1. Custom website design concepts and mock-ups.
- 7.1.2. Fully developed and functional website with CMS integration.
- 7.1.3. Optimized content and multimedia assets.
- 7.1.4. SEO strategy and implementation documentation.
- 7.1.5. Training materials for website administration.
- 7.1.6. Ongoing support and maintenance plan.
- 7.1.7. Adhere to State Charter School Commission (SCSC) Requirement list attached as Exhibit 1

8. Vendor Qualifications:

- 8.1.1. Demonstrated experience in designing and developing professional websites for businesses in similar industries.
- 8.1.2. Strong portfolio showcasing creative design concepts, responsive layouts, and user-friendly interfaces.
- 8.1.3. Proficiency in web design technologies and tools (HTML5, CSS3, JavaScript, etc.).
- 8.1.4. Expertise in SEO best practices and performance optimization techniques.
- 8.1.5. Excellent communication, collaboration, and project management skills.

Proposal Submission:

Please submit a proposal of no longer than 4 pages of A4 plus accompanying diagrams (e.g. Gantt Charts) by addressing points 9 through to 9.7 below.

Interested Website Development organizations are requested to submit their proposals electronically to Wendy Brinson Grimes wendy.brinson@cirrusacademy.org or mail hard copy to Cirrus Academy Charter School Attn: Wendy Brinson Grimes 1870 Pio Nono Avenue Macon, GA 31204 no later November 12, 2024 by 16:00 EST.

9. Commercials - We are seeking proposals before analysis of the process. To gain a fair benchmark on commercials we would like you to price up a website of medium complexity with 7 pages and a web form where people can refer themselves or others. This needs to be integrated into a Case Management System. Assume the whole project takes 8 weeks. Please break down the day rates of different capabilities e.g. developer, business analyst, project manager and indicate the level of input from any roles detailed.

- 9.1. Please also include clear commercials for hosting and ongoing support over 4 years and service level agreements that will be provided



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- 9.2. Company profile and relevant experience in Web Design implementation.
- 9.3. Case studies or examples of successful Web Design projects.
- 9.4. Approach and methodology for this project including timeline and milestones.
- 9.5. Detailed breakdown of costs and pricing.
- 9.6. The attached Cirrus Academy Charter School Standard Technical Requirement doc
- 9.7. References from past clients.

10. Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- Experience and expertise in web design implementation.
- Alignment with project objectives and scope of work.
- Approach and methodology for web design implementation.
- Cost-effectiveness and value proposition.
- Client references and testimonials.
- Terms and Conditions:

11. Cirrus Academy Charter School reserves the right to accept or reject any proposal, to waive any irregularities, and to award the contract as a whole or in part if deemed in the best interest of the school. The selected vendor will be required to enter into a formal agreement outlining the terms and conditions of the engagement.

Clarification or Queries

12. For inquiries or clarification regarding this RFP, please contact:

Wendy Brinson Grimes wendy.brinson@cirrusacademy.org

We are happy to take clarification questions up until 3 pm on November 8, 2024, but all questions and answers will be shared anonymously with all bidders.

State Charter School Commission (SCSC) Requirements Exhibit 1

- Ensure that its code of conduct is distributed to each student upon enrollment and to the parents/guardians of students.
- Upload the school's complete admissions application, enrollment procedures, and enrollment packet.
- Provide information to relevant stakeholders about their protection from discrimination based on race, national origin, and color.
- Notify applicants for employment or admission, employees, parents or guardians, and students that it does not discriminate based on sex in its programs and of the name and contact information of the school's Title IX Coordinator.
- Provide a weblink showing the name or title, office address, electronic mail address, and telephone number of the school's Title IX Coordinator.
- Upload a copy of the water safety education information the school provided to parents and guardians of students under 18 years of age and directly to students 18 or older at the beginning of the school year.
- Upload a copy of the parent notice provided by the school when it determines EIP eligibility
- Upload Student Longitudinal Data System (SLDS) documentation confirming that the school timely submitted its Consolidated LEA Improvement Plan (CLIP) or indicating its CLIP status.
- Upload evidence that school personnel providing services pursuant to the McKinney Vento Homeless Assistance Act, 42 U.S.C. § 11431 et seq., have received professional development or other support in this area.
- Upload a copy of the governing board by laws.
- Upload a copy of the governing board's meeting calendar.
- Upload a copy of the school's conflict of interest policy as required by the school's charter contract.
- Upload documentation of a written request made pursuant to the Georgia Open Records Act and the school's response(s) thereto.
- Upload the official open meeting minutes reflecting the vote to enter the executive session and the notarized affidavit of the person presiding over the meeting for which the board entered the executive session.
- Upload the written approval from the SCSC Executive Director or designee if the school changed or expanded its facilities within the last twelve (12) months.
- Upload documentation showing that the school's annual operating budget was approved in accordance with O.C.G.A. § 20-2-167.1.
- Upload a copy of the school's Code of Conduct and provide the page number for the following sections: bullying, sexual harassment, and physical assault or battery of other students.
- Upload a copy of the school's Parents' Bill of Rights policy.
- Upload a copy of the school's complaint resolution policy to address complaints alleging violations of the Protect Students First Act.
- Upload a copy of the written notice provided to parents or guardians pursuant to the McKinney Vento Homeless Assistance Act.

- Describe how the school disseminates notices to the public about the educational rights of homeless students.
- Upload a copy of the public notice disseminated at locations frequented by parents or guardians of homeless students or youths.
- Upload the student handbook and provide the page number where the school provides notice of its obligations under Title IX.
- Upload documentation of the school's compliance with the notifying stakeholders, including those with impaired vision or hearing, that it does not discriminate.
- Upload a copy of the school's notice of procedural safeguards
- Upload documentation demonstrating that the school has adopted grievance procedures for the prompt and equitable resolution of Section 504 complaints.
- Upload documentation of the procedure(s) for identifying and serving English Learners
- Upload training and/or certification documentation demonstrating that school personnel providing services under the school's EL program are professionally qualified to provide EL instruction.
- Upload a copy of the school's professional qualifications policy.
- Upload the resume and/or curriculum vitae of the school's Chief Financial Officer, demonstrating that the CFO meets the requirements contained in the school's charter contract.
- Upload a copy of the school's Employee and/or staff handbook and provide the page numbers for the following notices and policies: Notice of non-discrimination to employees and staff; Notice of obligations under Title IX and the Family and Medical Leave Act (FMLA) notice and policy
- Upload the school's infectious disease policy.
- Upload a copy of the information sheet on sudden cardiac arrest symptoms and warning signs the school provided (or will provide) to each student's parent or guardian.
- Upload documentation demonstrating that the school has adopted a suicide prevention policy.
- Upload the school's policy on identifying and reporting child abuse.
- Upload documentation demonstrating that the school notified its students and families of their rights pursuant to the Family Educational Rights and Privacy Act (FERPA) for the school year.
- Upload documentation that shows that board members are aware of and in compliance (or agree to comply) with the charter school's conflict of interest policy.