



National Alternative Education Association
Developing Potential In All Students

**REQUEST FOR PROPOSALS FOR
TECHNICAL ASSISTANCE SERVICES**

NATIONAL ALTERNATIVE EDUCATION ASSOCIATION

NOVEMBER 19, 2015



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1. SUMMARY AND BACKGROUND

The National Alternative Education Association (NAEA) is a volunteer organization dedicated to information sharing and professional development, best practice, public policy, and advocacy for alternative learning and teaching. Created in 2002 through the efforts of several officers from the original Safe Schools Coalition (SSC), the Association has sponsored an annual conference on alternative education for the past several years. When the Safe Schools Coalition decided to disband, its officers were determined to continue the much needed work that had been started and created a national professional association dedicated to alternative educators and alternative education options.

The purpose of this Request for Proposals (RFP) is to solicit proposals from a responsible candidate, conduct a fair evaluation based on criteria listed herein, and select the candidate who is best able to provide *Technical Assistance Services* for www.the-naea.org in accordance with the Scope as defined in RFP Section 5 of this RFP.

2. PROPOSAL GUIDELINES

This Request for Proposals represents the requirements for an open and competitive process. Proposals will be accepted until 5pm CST . Any proposals received after this date and time will not be opened and will be returned to the sender. Proposals must be signed by an official agent or representative of the company submitting the proposal.

Prospective bidders should direct communications concerning this RFP to the following the RFP Coordinator:

Joel Schutte

- joel.schutte@southeastpolk.org

Each bidder must submit **one (1) original paper copy** and **one (1) electronic copy (PDF)** of their proposal to the address below by the date and time set forth in RFP Section 4:

National Alternative Education Association

Kay Davenport
110 Glen Echo Drive
Smyrna, TN 37167

davenportk@rcschools.net

Bidders should use the form in RFP Section 7 of this proposal to submit their bid. Any major deviation from the use of this form may be rejected and will be returned to the sender.



If the organization submitting a proposal must subcontract any work to meet the requirements contained herein, this must be clearly stated in RFP Section 7 of the proposal. National Alternative Education Association shall approve any subcontractor(s) for any services provided within this agreement. Additionally, all costs included in proposals must be all-inclusive to include any subcontracted work. Any proposals that call for subcontracting work must include a name and description of the organizations being contracted.

Agreement terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All agreement terms and conditions will be subject to review by NAEA and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this agreement is as follows:

NAEA's Board of Directors is seeking to enter into an agreement with a party for Technical Assistance Services. Inclusive of this agreement is Website Design, Hosting, Management and Maintenance, Design and Distribution of E-Newsletters, Assistance in planning meetings & events, including Annual NAEA Conference, and Additional Services outlined in Section 5 of the RFP.

4. REQUEST FOR PROPOSALS TIMELINE

Request for Proposals Timeline:

Event	Date	Time (CST)
RFP Released	November 10, 2015	
Question Submission	December 10, 2015	5:00 pm
Proposals Due	January 11, 2016	5:00 pm
Evaluation Complete	February 1, 2016	
Agreement Start Date	February 10, 2016	

All proposals in response to this RFP are due no later than 5pm CST **January 11, 2016**.

If additional information or discussions are needed with any bidders during the evaluation time period, the bidder(s) will be notified. Upon notification, the agreement negotiation with the winning bidder will begin immediately. Notifications to bidders who were not selected will be completed once both parties have signed the agreement.



5. SCOPE

The scope of this agreement includes the following:

I. Website Design, Hosting, Management and Maintenance

- a. Website Design, Hosting, Management and Maintenance for the NAEA website: www.the-naea.org
- b. Update all state organization links to include researching and adding new links, and disabling old/dead ones, as they become available in each state.
- c. Develop/add links for all state departments of education and USDOE.
- d. Create/maintain links to news articles that address alternative and nontraditional education with monthly updates.
- e. Provide quarterly recommendations to board regarding website enhancement based on trends and issues in the field.
- f. Request and update scrolling pictures on site on a quarterly basis (board will provide based on region communication).
- g. Plan and no less than once a year perform a complete testing process on web site content and database in order to ensure functionality
- h. Hosting Services for the website and all content. Hosting service must include web analytics that at a minimum tracks, collects, and reports the following site visitor information:
 - i. Pages visited
 - ii. Length of page visit
 - iii. Visitor trends
 - iv. Visitor origin URLs
 - v. Search tool analysis
 - vi. Visitor page maps
 - vii. Site referrals
- i. All software and licensing requirements should be included as part of this project
- j. Create and maintain user-friendly environment that is easy to navigate
- k. Maintain consistency of design across all pages/sections of the web site in a design theme that fits targeted market segment(s)
- l. Site should be compatible with all current web browsing technology and easily upgradeable

II. Design and Distribution of E-Newsletters

- a. Design and distribute E-Newsletters to NAEA Members on regular basis (Frequency determined and content reviewed and approved by NAEA)
- b. Develop and coordinate distribution of quarterly electronic newsletter (in addition to informational e-blasts).

III. Assistance in planning meetings & events, including Annual NAEA Conference

- a. Assist in planning meetings & events, including Annual NAEA Conference on Alternative Education



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- i. Working with Conference Committee, create database of attendees, presenters & exhibitors for Annual Conference and other meetings.
- ii. Design announcements, fliers, name badges and programs
- iii. Coordinate and oversee Printed Materials
- iv. Send reports to NAEA directors concerning new members and current regional membership
- v. Maintain state contact information and state association information
- b. Attendance at meetings and conferences, as requested by NAEA, at no additional fee other than cost of transportation and hotel accommodations.

IV. Additional Services

- a. Create/maintain location for all state organization conferences that include dates and location.
- b. Develop and maintain a database of state department director's of alternative education with emails.
- c. Develop and maintain state lists of alternative education schools/programs which include website links.
- d. Develop/maintain links to curriculum resources in core and elective content areas for teacher access based on board direction.
- e. NAEA will continue to be responsible for monthly payments for services with Pay Pal access, and Survey Monkey as per their contracts with those individual companies.
- f. Other reasonable clerical and technical projects as needed by NAEA

6. PROPOSAL EVALUATION CRITERIA

NAEA will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposals, your proposal should be complete and include all of the following criteria:

Criteria	Maximum Points
<u>Overall proposal suitability</u> : proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner	25
<u>Organizational Experience</u> : Bidders will be evaluated on their experience as it pertains to the scope of this project	25
<u>Value and cost</u> : Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project	25
<u>Technical expertise and experience</u> : Bidders must provide descriptions and documentation of staff technical expertise and experience	25
Maximum Total Score	100



7. PROPOSAL SUBMISSION COVER FORM

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

Proposal Submitted by:

Name of Company/Person

Street Address

City

State

Zip Code

Telephone Number

Fax Number

Printed Name/Title

Email Address

Form of Business Organization:

Please indicate the following (check one);

- Corporation
- Partnership
- Sole Proprietorship
- Other: _____

Business History:

Years in business under your current name and form of business organization? _____ Years

If less than three (3) years and your company was in business under a different name, what was that name? _____



Qualifications:

Bidders should provide the following items as part of their proposal for consideration:

<ul style="list-style-type: none"> • Description of experience in Website Design, Hosting, Management and Maintenance.
<ul style="list-style-type: none"> • Description of designing and distributing E-Newsletters as described in RFP Section 5, Scope, II.
<ul style="list-style-type: none"> • Description of experience in assistance of planning meetings & events, including conferences with ## attendees
<ul style="list-style-type: none"> • Examples of 3 or more websites you have completed the following: Design, Hosting, Management and Maintenance
<ul style="list-style-type: none"> • At least 3 testimonials from past clients, with reference information, for similar services as set forth in RFP Section 5 of this RFP.

Cost Proposal

All proposals must include proposed costs to complete the tasks described in Section 5 - Scope. Pricing should be listed for each of the following items in accordance with the format below:

Deliverable	Cost
Website Design, Hosting, Management and Maintenance	/ month
Design and Distribution of E-Newsletters	/ month
	/ month
Additional Services	/ month
Total Monthly Cost	/ month

NOTE: All costs and fees must be clearly described in each proposal.

The Respondent must sign and complete the following:

_____ Printed Name/Title

_____ Email Address

_____ Signature

_____ Date



8. DRAFT AGREEMENT

The undersigned representative of *National Alternative Education Association (NAEA)* represents that *National Alternative Education Association (NAEA)* is a legally organized association and legally authorized to enter into the obligations under this Agreement. No officer, employee, member or agent of *NAEA*, in their individual capacities, shall have any personal responsibility with respect to said obligations and liabilities, in connection with the execution of this Agreement or Meeting.

Payment Terms: National Alternative Education Association Payment terms are **Net 30**. All payments will be made upon receipt and approval of invoice.

This Agreement constitutes the entire agreement between the parties; this agreement supersedes all other written and oral agreements between the parties concerning its subject matter, and may not be amended except in writing.

This Agreement will remain in effect from: March 28, 2016 thru March 27, 2017.

_____ Date: _____
Technical Coordinator
Street Address
State, City, Zip Code

_____ Date: _____
Joel Schutte NAEA, Representative
7945 NE University Avenue
Pleasant Hill, Iowa 50327