

FORZA EDUCATION MANAGEMENT

REQUEST FOR PROPOSALS

PROVIDE WEBSITE DESIGN AND MAINTENANCE SERVICE

Submissions are due no later than **November 15, 2019**

Chuck S. Malatesta M.Ed.
Chief Executive Officer
FORZA Education Management
PO Box 830
Parrish, FL 34219
FORZAedu.com
727-642-9319



I. Organization Overview

FORZA Education Management is a full-service education management organization providing to its schools an all-inclusive collection of services. FORZA Education Management is made up of a professional team that provides services and solutions for every aspect of a charter school establishment and operation. FORZA ensures that the school's Governing Board has complete autonomy and control over its school academic program, staffing needs and curriculum, furthermore, is dedicated to maintaining the cultural integrity of each school's community.

FORZA provides a full range of services including expertise in the areas of budget and finance, human resources, academic support, and an educational delivery system enhancing student learning gains, (including curriculum developmental student assessment and monitoring, effective and dynamic teaching methods, effective classroom management techniques, Exceptional Student Education (ESE) Plan, an English Language Learner (ELL) Plan, Gifted students, grant writing and implementation), compliance reporting, building acquisition, start-up assistance, communications and marketing, technology, special projects and risk management.

FORZA is an equal opportunity employer and will not discriminate against any employee or proposer because of ethnicity, religion, age, gender, national origin, physical or mental disability, pregnancy, sexual orientation, marital and/or parental status, or any legally protected status.

II. Scope of Work

The intent of this RFP is to obtain website design and maintenance services. FORZA staff will coordinate with the vendor to allocate hours on an as-needed basis. The services to be provided by the vendor may include, but are not limited to the following:

- Create new websites for all entities. (FORZA Education Management, FORZA Child Development Centers, Oak Creek Charter School of Bonita Springs, Gulf Coast Charter Academy South and Parrish Charter Academy. The three FORZA Child Development Centers are on the campus of each charter school.
- Collaborate and assist FORZA staff with implementing requested design changes, adhering to ACF's Communications and Graphics Standards Manual ie. Front-end coding (HTML, CSS, JavaScript, etc.)
- Diagnose and implement solutions to technical and usability issues as they arise
- Apply website updates as requested by FORZA staff.
- Provide support for website and online donation security for possible payment processing.

- Respond to FORZA staff communications via email, phone, and other channels as needed.
- Participate in strategic meetings with FORZA staff as needed.

II-A. Scope Note:

- Provide details in your proposal on how you would manage the scope of work.
- Highlight examples of past projects.
- Ability to meet deadlines.
- Project management experience.
- Demonstrate experience of designing websites for these target audiences.

III. Minimum Qualification

The proposer must meet the following qualifications to be given further consideration:

1. 5+ years of website design experience – (HTML, CSS, JavaScript, Word Press CMS, WP Engine, PHP, 3rd party APIs (Gravity Forms, Pods, etc.)
2. 4+ years of project management experience.
3. 4+ years of customer service experience, providing excellent customer service, communicating effectively, responding to requests within 24-48 hours, and successfully meeting deadlines.

IV. Project Timeline

The Proposer will enter into a contract for services with the option to renew on an annual basis for up to two additional years. Annual renewals are dependent upon the review and recommendation of FORZA leadership. The initial contract is expected to begin upon the date of contract approval.

V. Proposal Requirements

Proposals must be received by Monday, September 30, 2019. Direct questions regarding this RFP to :

Chuck S. Malatesta M.Ed.
Chief Executive Officer
FORZA Education Management
Phone: 727-642-9319
Email: forzaeduceo@gmail.com

- Vendor Contract Award to be awarded by November 29, 2019.
- Launch dates will occur from January 3, 2020 – May 1, 2020.
- Proposals must include the following:

- Cover letter signed by authorized representative
- Qualifications of the proposer, including capability, capacity, and relevant experience.
- Qualifications of assigned individuals, including information (i.e. resume) substantiating how each of the minimum qualification is met.
- References.
- Payment Rate for website redesign and maintenance.

VI. Evaluation Rubric

Qualified Description	Possible Points	Points awarded
The response was received within the timeline given	0	
Provide details in your proposal on how you would manage the scope of work outlined in <i>Section 11 - Scope of Work</i>	20	
Proposer and staff qualification	15	
Demonstrate ability to meet deadline	15	
Highlight Experience	15	
Provide references	5	
Cost to Service	30	