

SUBMISSION DEADLINE:
June 11, 2008 5:00 p.m.

REQUEST FOR QUALIFICATIONS

PROJECT: Upgrade of Corporate Identity and Website Redesign
COMPONENT: Contractor for design and implementation of new visual identity and websites
FUNDING SOURCE: Small Business Administration Contract
DURATION: Multiple phases, completed by January 2009
PRIMARY CONTACT: Bob Judevine, 707.826.3916, Judevine@humboldt.edu

SUMMARY

The Northern California Small Business Development Center Network (NorCal SBDC) is soliciting qualified contractors capable of carrying out a multi-faceted design project to include the following subsets:

- Upgrade of current corporate identity
- Application of corporate identity in collateral
- Redesign of and implementation of new websites

TIMELINE AND PROCESS

Interested contractors should submit a letter of interest, work samples and other required information (see below) by 5:00pm, June 11, 2008. After review, the selected bidders will then be asked to develop Initial Concepts based upon specifications set in a formal Request for Proposal. Selected bidders invited to submit proposals will be given a budget of up to \$400 to develop and present their Initial Concepts.

- May 29 Request for Qualifications goes out
 - **June 11** **Qualifications due**
 - June 17 Short list of bidders selected
 - June 17 RFPs sent to short list of bidders
 - July 8 Response to RFP due (Initial Concepts)
 - July 14 Successful bidder notified
 - July 14 Purchase order for project issued, work begins
 - August 8 Phase 1 Complete (see below)
 - September 5 Phase 2 Complete (see below)
 - TBD Phase 3 Complete (see below)
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ABOUT THE ORGANIZATION

The NorCal SBDC Network is recognized as the primary educational resource provider by small business owners and entrepreneurs in Northern California looking to succeed and grow. We provide

world class training and guidance on small business sustainability and growth, uses of transformative technology, and all aspects of small business operations in a global economy.

Our network is composed of 10 SBDC Service Centers across a 14-county geography that stretches from the Oregon Border to Monterey. Our 150+ consultants and trainers work with businesses located in very rural communities and in the very metropolitan San Francisco Bay Area. Clients of the Norcal SBDC include start-up entrepreneurs, existing employers with as many as 200 employees, and everything in-between. We pride ourselves in being very effective in our outreach to minority and women-owned businesses.

The success of the Norcal SBDC is measured by the success of the clients we serve. We are a results-focused organization and we track the many success stories of the businesses who have utilized our services—their success is our business.

Funding for the Norcal SBDC comes from the federal Small Business Administration, the state of California, and a variety of local community colleges and other “local host” organizations. We work closely with banks, economic development agencies, and other community-based partners.

Services of the Norcal SBDC Network include:

- Individual consultation on business planning, preparation of loan documents, sales and marketing plan development, implementation of technology, production sourcing, etc.
- Trainings (workshops) focused on subjects such as accessing capital, green business, cash flow, etc.
- Online resources, physical libraries and referral to other partner agencies.

PROBLEMS TO BE ADDRESSED

Currently, the Norcal SBDC utilizes one region-wide website, ten individual Service Center websites, and several other sites for specialty SBDC programs.

- www.norcal sbdc.org
- www.sfsbdc.org
- www.northcoastsbdc.org
- www.contracostasbdc.com
- www.siliconvalley-sbdc.org
- www.westcompany.org
- www.santarosa.edu/sbdc
- www.solanosbdc.org
- www.napasbdc.org
- www.eastbaysbdc.org
- www.centralcoastsbdc.org
- www.sbdctap.com

All 12+ of the websites used by the Norcal SBDC are built from differing platforms and have different images. Overall, there is very little that link these sites together visually or functionally.

PROJECT GOALS

In a phased approach, the following goals will guide activities of the selected contractor:

Phase 1

- Unify and modernize the regional brand.
 - Translate updated marketing strategy (completed internally) into corporate image for adoption by the entire program
 - Create/upgrade corporate collateral pieces

Phase 2

- Create custom(ized) templates for an open source CMS.
 - Preferably using Drupal or Website Baker
 - Incorporate look and feel of refreshed branding into easy-to-use template system
- Select wholesale ISP that supports the CMS build and that can provide a full service management panel to manage our own email accounts, sql databases, etc.

Phase 3

- Successfully transfer and link content of all websites.
 - Provide training as needed
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PROJECT PRIORITIES

- People bookmark the site(s) because they get so much out of it
 - Quality execution (graphics, navigation, etc.)
 - Create communities of dedicated visitors: both internal SBDC community and external business community
 - Ease of maintenance and ease of content changes
 - Stays within the budget and deliverables are done within agreed timelines
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DESCRIPTION OF AUDIENCE

Following are the groups of individuals who visit our websites.

Entrepreneurs and Business Owners (potential clients):

- What's important for these visitors...
 - Easy access to information and services to start, grow, or expand their small business.
 - Find local SBDC services where they live/work.
 - Sign up for upcoming classes, events, other resources.
 - Find tools to help them manage their business better.

Legislators, Funding Agencies and Sponsors (organizations that underwrite our services):

- What's important for these visitors...
 - They want to see success stories (individual client stories and statistics).
 - Information about the economic impact of our program.

- They want to see a flurry of activities that benefit the end users.
- Co-branding opportunities when appropriate.

Community Partners (other business organizations/economic development agencies):

- What’s important for these visitors...
 - Our site(s) provide content that they want to link to (and vice-versa)
 - Co-branding opportunities and cross-promotion of services/tools that they/we offer
 - Reference and referral for their clients

SBDC Staff, Consultants, Trainers (our internal audience):

- What’s important for these visitors...
 - Easy access to a password protected intranet
 - Document library
 - Shared workspace for projects

FUNCTIONALITY AND OTHER INFORMATION

- We will provide and manage our content.
- All development to be readily replicated as we convert each of the 12+ sites to the new format.
- Development of two templates is needed;. general content, and the front page. The front page would have areas for the following;
 - Rotating client stories (see example www.norcalsbdc.org). Should be easily edited,
 - A “coming events” sidebar or pull quotes that accommodates coming events updated from a news type module or other.
- Creation of a single clean style sheet for the website and associated pages will be needed.
- Monthly bandwidth allocation should be a minimum of 5 megabytes with 5 gigabytes of storage, with a provision to increase when/if needed.

SUBMISSION GUIDELINES

All responses must be received by 5:00 pm, June 11, 2008. Incomplete or late proposals will not be considered. Both hard copy/physical information or electronic submissions are allowed.

Interested contractors shall respond to all of the following questions and requirements:

- 1) Letter of interest, to include—
 - a. Why this project is of interest to you/your firm.
 - b. Qualifications, including how many years in business
 - c. Description of the business, including bios on key designers/programmers
 - d. Approximate number of similar projects you/your firm has completed to date
 - e. Number of similar projects you/your firm has completed in the last 12 months
 - f. Availability/any conflicts to complete majority of the project by mid-September.
- 2) Work samples (no less than 3), to include—
 - a. Links to online examples and/or other visual representation(s)

- b. Description of the client problem/need that was addressed
 - c. Name of lead designer(s)
 - d. Approximate costs to the client for each work sample provided
- 3) References (no less than 3), to include—
- a. Name, email and phone number
 - b. Short description of work completed for the client

Please submit qualifications to:

Bob Judevine
Associate Director
Northern California SBDC Lead Center
209 Siemens Hall
Humboldt State University
Arcata, Ca 95521
bob@humboldt.edu

SELECTION PROCESS:

All submitted qualifications received on time and that include the required information will be reviewed by a team of five individuals. References will be checked for a narrowed group of potential contractors and phone interviews may be conducted with a narrowed group of potential contractors.

Based upon review of qualifications, a select group of contractors (3-5) will be invited to submit formal proposals for the above described project. Additional detailed information about the project will be given to this small group. Each selected contractor that submits an Initial Concept Proposal will be paid a flat fee of \$400. The successful bidder (only) shall credit the \$400 to the agreed upon final work product budget.

End of REQUEST FOR QUALIFICATIONS