Website Design and Development

Bemidji State University is seeking proposals for Website Design and Development

Open	8/19/2025 12:00 AM CDT	Type	Request for Proposal
Close	9/10/2025 11:59 PM CDT	Number	SRC-BSU-2026-000470-RFP
		Currency	US Dollar
Sealed Until	9/10/2025 11:59 PM CDT		
		Payment Terms	Net 30

Contacts

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Commodity Codes

None Added

Summary

The primary objective of the Bemidji State University (BSU) website design and development project is to enhance the user experience and align with our evolving brand identity and business goals. Our current web presence is functional but cannot meet the expectations of our target audiences or support our strategic initiatives effectively within our desired timeline without external partnership to guide and implement more comprehensive website upgrades.

Website design work with internal and external expertise is a strategic investment in BSU's digital presence. We are seeking a website design and development partner with comprehensive experience working with higher education clients, extensive digital marketing expertise, and a design-for-the-future mindset.

The primary objectives of the Bemidji State University (BSU) website design and development project is to enhance website user experience, align with our evolving brand identity, and ensure that our web presence performs efficiently to meet our strategic institutional priorities. As such, we are focused on meeting the following, integrated project goals:

- Improved User Experience (UX) – external and internal users
- Search Engine Optimization (SEO) – organic
- Attractive User Interface (UI) – aligned with university identity and branding
- Optimized facilitation
    - Navigation elements (menus, breadcrumbs, search functionality)
    - Content elements (text, images, videos, typography, graphics)
    - Interactive elements (buttons, forms, call-to-actions)
    - Structural elements (layout, grid systems, whitespace)
- Improved content strategy
- Well-structured semantic content and html
- Optimal load time
- WCAG 2.2 AA standards for accessibility as well as Section 508 compliance
- Training and support as determined by the core project team
- Performance-focused analytics and monitoring
- Upgraded and enforceable governance model
- Systems integration – to some degree
    - SIS
    - CRM
    - Required Reporting – Title IX, Hazing, Safety, etc
    - Enterprise resources
    - Google Analytics, SemRush, Siteimprove
    - Forms
    - Directories
    - Calendar
    - Admissions applications, RFI and associated landing pages, etc
    - News, blogs, etc

Project Scope

➢ Pre-project research and discovery – some parameters and expectations include:
    - BSU's identity and "special sauce" – why do people attend and support BSU?
    - The purpose of the site
    - SWOT Analysis

- Site audiences and archetypes
- Pain points and expectations
- Site audit – scaled to project goals
- Top-level site needs (functionality, editorial, content model)

➢ Top-line brief and project plan, including project management system

➢ New site map – prioritizing external audiences in Phase 1 while respecting internal audiences and planning for Phase 2

➢ Wireframes
- Home Page
- Standard Use Page
- Pages Associated with "Find Your Program"
- Unique Landing Page and Design Blocks
- Forms and Lead Capture
- Academic Catalog Landing Page
- Directory and Bios – Individual Posts
- News Feed, News Category Feed, and Articles
- Calendar Feed, Calendar Category Feed, and Articles
- Profiles/Testimonials Feed, Profiles and Testimonials
- Scholarship Feed and Scholarships
- Curative and Automated Related Content
- Facilitation Types
- Glossary
- Site A-Z List
- Call-to-Action Blocks
- Image and Gallery Blocks
- Video Blocks
- Campus Alerts

➢ Advanced site search

➢ SEO improvements/recommendations
- Selection and placing of keywords
- Page titles and meta descriptions
- Headings, subheadings, contextual links and calls to action
- Other

➢ UI and CMS development and implementation

➢ Content development – for key areas of the site

➢ Governance model recommendation and rationale

➢ Plan for Phase 2 - distinct intranet for faculty and staff

➢ QA testing

➢ Post-launch support

➤ Workshops and training

Out of Project Scope

- Athletics website

- NTC website

- Alumni and Foundation website

- Academic catalog

Timeline

Phase 1 - nine (9) months, from project kick-off to launch

Phase 2 – nine (9) months or less, from project kick-off to launch

Budget

$200,000 Phase 1 and 2 combined

To see a full description of Bemidji State's Website, including website traffic per department, go to the buyer attachments page and review the BSU website redesign document that has been uploaded.

Work Plan.	A description of the deliverables to be provided by the Responder along with a detailed work plan that identifies the major tasks to be accomplished and be used as a scheduling and managing tool, as well as the basis for invoicing.	**20**
Cost/Value.	Identify the level of the participation of Minnesota State in the contract, as well as any other services to be provided by Minnesota State, and details of cost allowances for this participation.	**30**

Qualifications of Respondent and its personnel.	An outline of the Responder's background and experience with examples of similar work complete by the Responder and a list of personnel who will conduct the project, detailing their training, and work experience. Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the proposal that personal contact information is being provided.	20
Completeness, thoroughness and detail of the response	Completeness, thoroughness and detail of the response as reflected by the proposal's discussions and coverage of all elements of work listed above	20
Accessibility	A completed response to the linked Voluntary Product/Service Accessibility Template(s)®(VPAT) for all software, hardware, and websites as applicable (guidance available in the 'Products' tab). The response must contain adequate information to evaluate the responsiveness to the accessibility standards (e.g., a completed VPAT or equivalent).	10
	Total:	**100**

Minnesota State reserves the right to name a date which all responding Respondents will be invited to present demonstrations or participate in an interview.

Minnesota State does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the contract terms date identified.

Contract Terms

Minnesota State desires to enter into a contract with the successful Respondent(s) effective 11/01/2025 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be eighteen months (18 months). If Minnesota State and Respondent are unable to negotiate and sign a contract by 11/01/2025, then Minnesota State reserves the right to seek an alternative Respondent(s).

Inquiries and Submission Instructions

Minnesota State accepts all questions and bid submissions exclusively through Minnesota State's e-procurement system. Hard copy submissions, emails, or submissions through any other medium will not be considered. Each Respondent is solely responsible for the timely delivery of its questions and bids by the RFx date and time deadlines. Failure to meet the deadlines shall be grounds for rejection.

Interview and Demonstration

Minnesota State will conduct interviews with the Key Personnel/Teams from a each of the Shortlisted Responders. Minnesota State reserves the right to name a date which all responding Responders will be invited to present demonstrations or participate in an interview.

🔒 Required to View Event

★ Required to Enter Bid

Prerequisites

★ 1. Review the background of Minnesota State

★ 2. Review the Notice and Authority

★ 3. This RFP includes and incorporates Minnesota State Terms and Conditions. Responders should be aware of the terms and conditions in preparing responses to this event. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

★ 4. Review the Organizational Conflict of Interest policy

5. Review the RFx Contact Information

★ 6. Review the Definitions to the RFx

★ 7. Review and accept the Authorized Response Certification Statement.

★ 8. Review and agree to the Duration of Offer agreement

★ 9. Review the Terms of Payment

★ 10. Required Documentation: Affidavit of Non-Collusion. Download the attached document, complete, sign, notarize, and upload completed form with response.

11. Review the Minnesota Secretary of State Requirement.

★ 12. Affirmative Action Requirements: Review and download declaration page, complete, sign, and upload completed from with response.

13. If applicable, download, complete and sign, upload completed form and attach certification with response. Responders claiming Supplier Diversity must complete this form. Others can skip.

14. If applicable, responders must be in the directory with Office of Equity Procurement to qualify. Learn more. Others, can skip

15. If applicable, download, complete and sign, upload completed form and attach certification with response. Responders claiming Veteran-Owned preference must complete this form. Others can skip.

Buyer Attachments

1. [Sample P/T Contract](#)
2. [2025 Expense Reimbursement](#)
3. [BSUWebisteRedesignRFPJuly2025 (1).docx](#)

Group 1:	**Adherence to Minnesota State Terms and Conditions**
Instructions:	
1.1	Minnesota State presumes a responder agrees to the terms and conditions as listed in the prerequisites of this solicitation unless a responder takes specific exceptions. The responders must explicitly list all exceptions to the terms and conditions. If no exceptions exist, type in "None" in the space provided. If exceptions exist, please include the Clause, Page Number, Suggested Change to the Clause and Explanation. ★
1.2	Conflicts of Interest. Responders must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this RFx. The responder must explicitly list all the name of the entity, the relationship and the conflict. If no conflict exist, type in "None" in the space provided. ★
1.3	Describe the the project execution timeline ★
Group 2:	**Company Profile**
Instructions:	
2.1	Include references from your three largest companies and or educational institutions for which your proposed solution has been implemented in North America. At least one implementation should be similar in scope to Minnesota State and include multi-campus environments. Download the attached spreadsheet, fill out, save, and upload the finalized document. NOTE: The Respondent certifies that it is empowered to use the names of references it provides and agrees that Minnesota State may contact these references. ★
2.2	Please provide the history of your organization or company ★
2.3	Please describe additional services your company offers that is not part of this RFP as previously described? ★
2.4	Please describe any value added services that your company is offering the system. ★
2.5	Please describe your staffed office business hours? ★
2.6	Describe the company, culture and values. ★
2.7	Describe the diversity of the proposed team ★
Group 3:	**Supplier Diversity**
Instructions:	NOTE: Certified diverse suppliers are firms designated as minority-owned, women-owned, disabled-owned, veteran-owned, small business or other historically underutilized segments of US population, by one of the third-party credible agencies as defined by Minnesota State in the Prerequisites Section.
3.1	Does your company, partner or sub-contractor qualify as a diverse supplier as defined by Minnesota State in the Prerequisites section? ★
3.2	Does your company qualify for preference points as defined by Minnesota State in the Prerequisites section ★
Group 4:	**Work Plan**
Instructions:	
4.1	Describe the project execution timeline that meets the projected timeline? ★
4.2	How do you ensure the project stays on schedule and within budget? Phase 1 Nine (9) months Phase 2 Nine (9) months. $200,000.00 is the total budget for both phases combined. ★
4.3	How do you approach designing for multiple audiences? ★
4.4	How do you ensure the site is intuitive and easy to navigate? ★
4.5	Provide five (5) website addresses your organization has created? ★
4.6	How do you ensure cross-browser and cross-device compatibility? ★
4.7	Read the document in buyer attachments and your response design will be graded on how well your design describes Bemidji State University and the surrounding area.
Group 5:	**Training and Support**
Instructions:	
5.1	What ongoing support and maintenance services do you offer? ★
Group 6:	**Technical**
Instructions:	
6.1	What is your experience with WCAG 2.2 AA standards for accessibility as well as 508 compliance. ★

6.2	Explain past work using performance-focused analytics and monitoring with google analytics, SemRish, Siteimprove.	★
6.3	There will be some degree of systems integration, provide examples of past jobs that used some integration?	★
6.4	Your response will be scored on the inclusion of, forms, directories, calendars, admissions applications, RFI and associated landing pages. News, blogs, etc. Reporting for Title IX, Hazing, Safety, etc.	

Product Line Items

There are no Items added to this event.

Service Line Items

1

#	Item Name, Commodity Code, Description	Allow Alternates	Qty.	UOM	Requested Service Delivery
S1	Web Site Redesign		1		
	Full description of the website with numbers and what we consider important.				