



REQUEST FOR PROPOSAL

Website Redesign

RFP-0010-2026

PROPOSAL DUE DATE: **September 26, 2025 at 5:00pm (Eastern Standard Time)**

SUBMITTED BY BRIDGEWATER STATE UNIVERSITY PROCUREMENT SERVICES

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RFP Schedule of Events

For the avoidance of doubt, any and all times referenced herein are expressed in Eastern Standard Time (EST)

Issue RFP	September 10, 2025 at 8:00am
Pre-Bid Conference	September 16, 2025 at 11:00am Join the meeting now or Call in: 857-263-3953 Passcode: 743 055 994#
Questions Due	September 19, 2025 at 2:00pm
Proposal Due Date	September 26, 2025 at 5:00pm

Attachments

Attachment A: Scope of Work

Attachment B: BSU Drupal View

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Appendix A: Commonwealth of Massachusetts Standard Contract

Appendix B: Applicable Commonwealth Terms and Conditions

(<https://www.macomptroller.org/forms/>)

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Introduction

Bridgewater State University invites qualified vendors to submit proposals for a comprehensive redesign of our institutional website. The goal of this project is to create a modern, user-friendly, and accessible digital platform that reflects our brand, enhances the user experience for all audiences, and supports our strategic priorities.

The redesigned website should serve as a dynamic communication and engagement tool for prospective students, current students, faculty, staff, alumni, and the community. It must improve navigation, accessibility, and mobile responsiveness while ensuring compliance with industry standards and regulatory requirements such as WCAG 2.1, FERPA, and data security best practices.

Through this RFP, we seek a supplier with demonstrated expertise in higher education website projects, who can bring creativity, technical knowledge, and a collaborative approach to deliver a state-of-the-art solution. The selected partner will be expected to guide discovery, design, content strategy, development, integration with existing systems, testing, training, and long-term support.

Proposers are encouraged to highlight innovative approaches, proven methodologies, and examples of successful redesigns that demonstrate their ability to meet both functional and aesthetic goals.

University Background

Bridgewater State University is a public university founded in 1840 with 10,990 full-time and part-time undergraduate and graduate students. The University has 1,036 full-time employees, 605 part-time employees and offers the only four-year undergraduate aviation program offered at a public college or university in New England. The main campus contains 50 academic, administrative, and residential buildings consisting of 2 million square feet of space on 275 acres in Bridgewater, Massachusetts. There are three (3) satellite campuses located in New Bedford, Attleboro, and South Yarmouth. Bridgewater State University is the tenth largest four-year college/university in Massachusetts.

Pre-bid Conference

A pre-bid conference will be held on September 16, 2025 and will start promptly at 11:00 am via Microsoft Teams. Bidders may join this meeting online by clicking [Join the meeting now](#) or calling in to 857-263-3953, meeting number: 743 055 994#. All information provided during this meeting will be distributed via addenda after the meeting via the bid portal to all registered potential bidders prior to the bid opening date.

Questions

Bidders may submit questions in writing to the question section within the portal. The Question period for this opportunity starts September 10, 2025 at 8:00am EST within the "Opportunity Q&A". The Question period for this opportunity ends September 19, 2025 at 2:00pm EST. **You will not be able to submit messages after this time.** The University will compile all questions and respond via addendum and will email responses to all potential bidders prior to the bid opening date.

No telephone calls will be entertained. Prospective bidders are prohibited from obtaining information about this bid from any University personnel. Inquiries received after the specified date and time will not be accepted. The questions and official University responses will be issued by formal addendum and sent to all prospective bidders to the bidder email addresses on University record.

Contact Information

Except as may be noted otherwise herein, the issuing office and sole contact for the coordination and dissemination of all information regarding this RFP is:

Nadine Rodriguez, Assistant Director of Procurement Services
Bridgewater State University
131 Summer Street.
Bridgewater, MA 02325
Email: nrodriguez@bridgew.edu

Period of Firm Proposal

All proposal offers must remain in effect for a minimum period of 120 days following the RFP opening date in order to allow for sufficient time for evaluation, approval, and issuance of award notice. The successful bidder's offer will remain firm for the duration of any resulting award and extensions.

Contract Period and Requirements

The term of this agreement shall commence on the date of execution and shall expire one year from start. The contract shall be considered fully executed upon the date and signature of the authorized University official. The firm awarded this contract will be required to execute a Commonwealth of Massachusetts Standard Contract Form (Attachment A) together with any appropriate certifications of compliance to the University, including but not limited to, the appropriate Commonwealth Terms and Conditions appended by reference in the Commonwealth Standard Contract.

Account Representative

The successful vendor must provide a dedicated service representative who will be available to meet with the Assistant Vice President of Information Technology, or designee, on a regular basis or as needed, to provide face to face customer service, offer suggestions to improve the program and service, review accounts, answer questions, resolve problems, etc. He/she must be available during normal business hours through a toll-free telephone number and/or telephone number located within the US and email address. Please indicate the individual's name, provide a resume and list what back up provisions you have in the event our account representative is not available (vacation, illness, etc.).

Project Implementation Plan

When applicable, the supplier will be required to provide a Project Implementation Plan as part of their proposal. This plan should outline key milestones, deliverables, timelines, and responsibilities for both the supplier and the university. The plan will be reviewed, refined, and mutually agreed upon prior to the commencement of the project to ensure alignment with university goals and expectations and determine the official go-live date of the new system.

Accessibility Conformance Report

When applicable, vendors must submit an Accessibility Conformance Report (ACR) as part of their proposal. The ACR should align with the latest version of the Voluntary Product Accessibility Template (VPAT), detailing how the product or service complies with accessibility standards such as WCAG 2, or any other applicable regulations.

Voluntary Product Accessibility Template (VPAT)

A Voluntary Product Accessibility Template (VPAT) is a document that explains how information and communication technology (ICT) products such as software, hardware, electronic content, and support documentation meet (conform to) the Revised 508 Standards for IT accessibility. Please see the following VPAT document (<https://www.section508.gov/sell/vpat>) to ensure your product meets all current accessibility guidelines. Please complete the template within the link and provide the completed form within your submission.

Web Content Accessibility Guidelines (WCAG 2)

WCAG 2 provides recommended technical specifications to improve the accessibility of web content, websites, media, and training materials. The awarded supplier will ensure that all deliverables meet the recommended criteria as provided in the Web Content Accessibility Guidelines 2.0 or 2.1. It is the awarded supplier's responsibility to provide a VPAT and ensure the delivered product complies with WCAG 2.1 AA by providing documentation to the university attesting to compliance.

The university site owner or representative will assume responsibility for post-launch accessibility testing and remediation and fix any non-compliant elements in compliance with the university's Web Site Content and Functionality Policy. Regular content audits should be conducted to ensure ongoing compliance.

Organization Control Report

A Service Organization Control (SOC) 2 Type 2 report outlines a company's internal controls and details how well they safeguard customer data, specifically for cloud service providers. This is a third-party audit that shows if the security protocols are safe and effective. Any supplier providing a cloud-based service, SaaS platform, integration with pre-installed critical systems, or transmits sensitive data (e.g., financial data, healthcare records, or personally identifiable information) will be required to provide a SOC 2 Type 2 report to ensure their data is handled securely and in compliance with standards. If your firm requires additional information from the university to provide this report, please have this documentation prepared during the RFP process. It will be the responsibility of the awarded proposer to provide annual reports to our Director of IT Security at security@bridgew.edu for review.

FERPA Compliance

The bidder acknowledges that the Family Educational Rights and Privacy Act (FERPA), a federal law enacted in 1974, protects the privacy of student education records. By responding to this RFP, the bidder agrees to comply fully with FERPA and all associated privacy regulations. Unless required by judicial or regulatory authority, the bidder further agrees to maintain the confidentiality of any student records in accordance with FERPA standards.

AI-Generated (AI) Feature

When applicable, if AI capabilities are available, vendors must acknowledge that Artificial Intelligence (AI) is an evolving technology with additional potential risks to the confidentiality, integrity, and availability of data. The scope of AI includes, but is not limited to, machine learning, natural language processing, and generative AI. If your firm integrates or utilizes AI within your platform, it is essential to adhere to the following requirements. Any documented exceptions to these requirements should be noted during the procurement process for further review. Please note the requirements below:

1. Best Practice Adherence: Adheres to best practices for deploying secure and resilient AI systems.
2. Bias Risk Control: Commitment to controlling bias risk in the AI systems and transparent implementation of measures to identify and mitigate bias risk.
3. Data Transparency: Transparency of data used in training models.
4. Data Exclusivity: University data should not be used in training models used by other organizations, entities, or agencies.

5. Data Deletion: University data should be deleted at the end of the contract period.

Supplier Diversity, Equity and Inclusion Program (SDEIP)

As part of Bridgewater State University's (BSU's) ongoing commitment to diversity, inclusion and equity, the university promotes an equal opportunity for all qualified suppliers to participate in contracts in a manner that develops and strengthens certified diverse, small, and local business, and disadvantaged businesses, as defined by M.G.L. c. 30B, §18(a). The SDEIP encourages the award of contracts in a way that increases business opportunities for Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Service-Disabled Veteran Business Enterprises (SDVOBEs), Veteran Business Enterprises (VBEs), Lesbian, Gay, Bisexual, and Transgender Business Enterprises (LGBTBEs), Disability-Owned Business Enterprises (DOBEs), small businesses, and local businesses. Note, the university will accept diversity endorsements by any third-party certification agency. To be considered a local business your principal place of business must be in Plymouth or Bristol County, Massachusetts.

Please identify which category(ies) you believe your company may qualify for within your bid proposal and submit the appropriate certification. You may qualify for certification if your company conforms with one of the following categories:

- Minority owned
- Women owned
- Portuguese owned
- Veteran owned
- Service-disabled veteran owned,
- Disabled owned
- LGBTQ+ owned
- Small Business
- Local Business (Plymouth and/or Bristol County, Massachusetts)

If you do not believe you identify as one of the diverse categories above, you may still show your commitment to diversity, equity, and inclusion. Where applicable all proposers are expected to incorporate significant financial commitments to partner with certified diverse or disadvantaged suppliers, small businesses, and local businesses. Please describe in your proposal how you may commit to the following:

1. Efforts to identify and utilize diverse or disadvantaged suppliers, small businesses, and local business (Plymouth and/or Bristol County)
2. Maintain records showing utilization of diverse or disadvantaged suppliers, small businesses, and local business (Plymouth and/or Bristol County)
3. Establish annual goals directed toward diverse or disadvantaged suppliers, small businesses, and local business (Plymouth and/or Bristol County) supplier spend

If you believe your company should be considered a diverse or disadvantaged supplier but do not currently hold any certifications, the Massachusetts Supplier Diversity Office (SDO) certifies diverse businesses and

also manages several business programs that help enhance the marketability of small and diverse businesses when they bid on public contracts. For more information, please visit [Massachusetts Supplier Diversity Office \(SDO\)](#).

Sustainability and Environmental Impact Program

The university is committed to a greener, more sustainable future. To align the university's purchasing practices with its values and goals, our intent is to embrace eco-friendly practices by advocating for responsible stewardship of our planet. The university aims to make a significant difference in preserving our environment for future generations by harnessing the influence of our purchasing practices to support and increase accessibility to more sustainable goods and services for our campus community.

To increase our sustainability efforts, the university participates in the STARS (Sustainability Tracking, Assessment & Rating System) program. The STARS program provides a comprehensive and transparent framework for higher education institutions to gauge sustainability efforts. This program is organized into four categories:

- Academics: Focuses on curriculum and research related to sustainability.
- Engagement: Covers campus and public engagement in sustainability.
- Operations: Looks at operational sustainability, including energy use, water consumption, waste management, and greenhouse gas emissions.
- Planning & Administration: Includes governance, diversity, affordability, and health and well-being.

This is a valuable tool for higher education institutions to measure, report, and improve their sustainability efforts. With this program, it is the university's intention to foster a culture of continuous improvement to understand and take appropriate accountability for environmental impacts in our purchasing practices. Within your response, identify how your company is committed to sustainability and environmental stewardship. How your sustainability strategy is integrated into your operations, ensuring that you contribute positively to the environment while delivering exceptional services to your clients.

Please see the following link for more information: <https://stars.aashe.org/about-stars/>

Corporate Sponsorship Opportunities

Bidders are invited to include, but are not mandated to do so, as part of their proposal, any material, financial or other commitments to further support the University's mission. This may include, but is not limited to student scholarships, sponsorships, paid internships, paid co-ops, and/or philanthropic support. Please see Appendix C for more information.

Please note that Corporate Sponsorship Opportunities will not be considered under the Comparative Evaluation Criteria; nor shall the University accept higher priced proposals based on contributions to these enhancements.

Procurement Use

The award of any contract resulting from the RFP is for use of Bridgewater State University only. Other Massachusetts state institutions have the option to utilize this competitively bid contract, however, Bridgewater State University will have no responsibility for other agency agreements or payments.

Accept/Reject Proposal

The University reserves the right to reject any or all proposals, wholly or in part; to waive technicalities, irregularities, and omissions; to make the award in a manner deemed to be in the best interest of the University; and to correct any award erroneously made as a result of a clerical error on the part of the University.

Withdrawal of Proposal

Proposal offers may be withdrawn at any time prior to the bid receipt deadline date and time. Once the proposal receipt deadline has passed all proposals become the property of the University.

No University Obligation

The RFP in no manner obligates the University to the eventual purchase of any products or services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the University without penalty or obligation at any time prior to the signing of an agreement.

Authorized Signature

The bidder's proposal shall be signed by an officer who is authorized to make such commitments for the bidder.

Expenses

Expenses for developing and presenting proposals shall be the entire responsibility of the Bidder and shall not be chargeable to the University. All supporting documentation and manuals submitted with this proposal will become the property of the University unless requested by the Bidder, in writing, at the time of the submission, and agreed to, in writing, by the University.

Terms and Conditions

Upon award of the RFP, the awarded proposer will be required to execute the Commonwealth Standard Contract attached hereto as Appendix A. The appropriate terms and conditions should be reviewed wholly and thoroughly. If there are any contractual terms or conditions to which your company is unable to abide, it is imperative this is noted within your response. Please provide the rationale your company is unable to comply with these particular terms. Note, there shall be no allowable modifications, alternations, or amendments to the Commonwealth IT Terms and Conditions. Any modifications to the University terms and conditions will be at the discretion of the University. Your proposal submissions shall indicate that you have thoroughly reviewed the Commonwealth IT Terms and Conditions and are in agreement to these terms.

Proposal Format

All offers shall be made following the Proposal Response Format provided in Section I. All proposals shall be submitted as **Best and Final Offers**. Bidders will not be allowed to make material alterations to their proposal offers after the proposal opening. Each bidder shall include in their written offer all requirements, terms and conditions they may have, and **shall not assume** that an opportunity will exist to add such requirements, terms or conditions after the proposal opening. Bidder's terms or conditions that are deemed unacceptable by the University may be the basis for the University's rejection of the proposal.

Proposed Materials

All material submitted in response to the RFP shall become the property of the University upon submission and may be considered as part of the RFP.

Massachusetts Public Records Law

Access to University records is made in accordance with the Massachusetts Public Records Law, M.G.L. c. 66, s. 10. All Responses received are subject to M.G.L. c. 4, s. 7, ss. 26, and M.G.L. c. 66, s. 10 regarding public access to such documents. Statements or endorsements inconsistent with those statutes will be disregarded. The University will withhold the Responses or sections of Responses until such time that they have been opened. The University will make available the documents within those Responses only upon the finalization of those records.

Sensitive/Confidential Information

During the course of the assessment and/or project, the contractor may have access to sensitive and/or confidential information, the privacy of which is legally protected or the disclosure of which is legally prohibited. The contractor will be required to keep such information confidential to fullest extent provided by state or federal law.

Debarment

The submission of a signed proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Submission is also an agreement that the University will be notified of any change in this status.

Criminal Background and Sexual Offender Registry Checks

The awarded vendor will be required to agree to conduct criminal background and sexual offender registry checks on all employees, contractors, representatives, and agents who will work on any University owned or leased property as required by the University. The results of such checks must be satisfactory to the University, in its sole discretion. When applicable, a CORI or SORI may be required and should remain on file. This information shall be made available to the Bridgewater State University Police Department (BSUPD) upon request.

Recordkeeping, Audits and Inspection of Records

For the purpose of this RFP, the University shall maintain books, records, documents, and other compilations of data pertaining to the requirements of this RFP for a period of seven (7) years.

For purposes of the RFP, the vendor shall maintain books, records, documents, and other compilations of data pertaining to the requirements of the contract to the extent and in such detail as shall properly substantiate claims for payment under the contract. All such records shall be kept for a period of seven (7) years. All retention periods start on the first day after final payment under this contract. If any litigation, claim, negotiation, audit, or other action involving the records is commenced prior to the expiration of the applicable retention period, all records shall be retained until completion of the action of resolution of all issues resulting there from, or until the end of the applicable retention period, whichever is later. The Federal grantor agency, the University, or any of their duly authorized representatives or designees shall have the right at reasonable times and upon reasonable notice, to examine and copy at a reasonable expense, the books, records, and other compilations of date of the vendor which pertain to the provisions and requirements of this contract. Such access shall include on-site audits, review, and copying of records. Vendors providing services over \$10,000.00 within a twelve (12) month period to the University hereby consent to grant the Federal Controller General, or their agents, access to the vendor's books, documents, or records as per the Omnibus Reconciliation Act of 1980.

RFP Interpretation

Interpretation of the wording of this document shall be the responsibility of the University and that interpretation shall be final.

Addendum

Any addendum issued to Bidders prior to the proposal opening date shall become a part of the proposal.

Proposal Modification

Any exceptions/additions/alterations to the terms and conditions contained herein must be included in the bidder's proposal response. Failure to provide the required data to allow for evaluation of the bidder's response to the RFP, or failure to follow and complete the RFP proposal format and accompanying documents will be grounds for rejecting the proposal offer. The University reserves the right to reject any proposals that alter the terms specified in the RFP.

Confidentiality

From the date of issuance of the RFP until the opening date, the Bidder must not make available or discuss its proposal, or any part thereof, with any employee or agent of the University. The Bidder is hereby warned that any part of its proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Commonwealth of Massachusetts laws.

Period of Firm Proposal

All proposal offers must remain in effect for a minimum period of 120 days following the RFP opening date in order to allow for sufficient time for evaluation and approval.

Technical Proposal Requirements

The technical proposal is to be submitted in a separate file in accordance with directions given under the section Submission Instructions for Supplier. The Technical Proposal must contain all items within Section I (Proposal Response Format, Technical Proposal). Note: Proposers should provide complete responses in the format specified for both the Technical and Price Proposal requirements as the attributes will be reviewed in comparison with the Minimum and Comparative Evaluation Criteria as described below.

Insurance Requirements

The awarded proposer of the RFP shall purchase and maintain at its sole cost and expense throughout the term of the agreement adequate insurance coverage necessary for the performance of the work under the contract. Such insurance should include, but not be limited to, the following types and amounts of coverage:

1. The following minimum insurance coverage is required for general bidders:
 - a. **Workers' Compensation Insurance** in compliance with applicable federal and state laws, including Employers Liability Insurance with limits of at least one million dollars (\$1,000,000) per occurrence.
 - b. **Commercial Automobile Liability Insurance** covering owned, non-owned, and hired vehicles with combined limits for bodily injury and property damage of at least one million (\$1,000,000) for sedans, limousines, and vans. Coverage of motor coaches shall be at least three million (\$3,000,000). The policy must be endorsed to include the University as an additional insured.
 - c. **Commercial General Liability Insurance** including products and completed operations liability, and contractual liability coverage specifically covering this Agreement, written on an occurrence form, with combined limits for bodily injury, personal injury, and property damage of at least one million dollars (\$1,000,000) per occurrence and three million dollars (\$3,000,000) per aggregate. This policy must be endorsed to include the University as an additional insured including a Waiver of Subrogation.
2. When applicable, the following minimum insurance coverage must be included along with those listed above:
 - a. All bidders offering cloud-based service, SaaS platforms, integration with pre-installed critical systems, or transmitting sensitive data shall include:

Cyber Security Insurance coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by the contactor in this agreement and shall include, but not be limited to, claims involving security breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property,

including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic information. The policy shall provide coverage for breach response costs, regulatory fines, and penalties as well as credit monitoring expenses of at least three million dollars (\$3,000,000) per occurrence and five million dollars (\$5,000,000) per aggregate. This policy must be endorsed to include the University as additionally insured, including a Waiver of Subrogation.

A certified copy of each policy or certificates of all insurance required herein shall be delivered to Bridgewater State University, Procurement Services Office at 131 Summer Street, Bridgewater, MA 02325, with the execution of the Contract. It is the responsibility of the supplier to provide updated certificates upon each policy renewal.

3. All Insurance maintained by the Contractor pursuant to the agreement shall be written by insurance companies licensed to do business in the Commonwealth of Massachusetts. If the Contractor determines that any such insurance needs to be placed with surplus lines carriers not licensed by the Commonwealth of Massachusetts, written permission from the University is required. All insurance companies to be used by the Contractor must have a Best's Rating of not less than A- and be reasonably acceptable to the University.
4. The University shall receive thirty (30) days prior written notice of cancellation, material change, or non-renewal of any coverage outlined in this section.
5. Contractor shall cause its subcontractors, if applicable, to purchase, carry, and maintain all insurance coverage limits outlined and required by this section.
6. Contractor's and or Contractor's subcontractor's failure to provide or to continue in full force the insurance that this section requires shall be material breach of this Agreement and may, at the sole discretion of the University, result in termination of this Agreement for cause.
7. The Contractor agrees to be responsible for, and to protect, save harmless, and indemnify the University and its employees from and against all loss, damage, cost and expense (including attorney's fees) suffered or sustained by the University or for which the University may be held or become liable by reason of injury (including death) to persons, property or other causes whatsoever, in connection with the operations of the Contractor of any subcontractor under this Agreement.

Warranty

When applicable, bidders must provide a warranty for all products and services offered under this RFP. The warranty should include, at a minimum, the following provisions:

- **Duration:** A warranty period of [X months/years] from the date of installation, delivery, or final acceptance, whichever is later.
- **Coverage:** The warranty must cover repair or replacement of any defective parts or malfunctioning systems during the warranty period at no additional cost to the university.
- **Response Time:** A clear timeline for the vendor's response to warranty claims and service requests, including a commitment to repair or replace defective items within [X] business days.

- **Exclusions:** Any exclusions or limitations of the warranty, such as damages due to misuse or third-party modifications.
- **Transferability:** Indicate whether the warranty is transferable in the event of an acquisition, change in ownership, or relocation.

Bidders must include full details of their warranty policy as part of their proposal, including any applicable terms and conditions.

Price Proposal Requirements

Bidders are required to submit a separate price proposal in addition to the technical proposal. Failure to submit a separate price proposal may result in the disqualification of the bidder's submission.

Virtual Presentations

After review of the technical proposals, the University, at its discretion, may require presentations with selected proposers for the purpose of further evaluation of the proposer's qualifications and ability to provide the required solution. The University is not liable for any expense incurred as the result of a vendor presentation. Keep in mind, written responses must be complete in all aspects as oral presentations may not be scheduled.

Contract Award and Prequalification

The award resulting from the RFP will be awarded to the proposer offering the most advantageous proposal, taking into consideration all evaluation criteria as well as price.

Bidder's Responsibility for Services Proposed

Immediately following the RFP process, final negotiations on the offer that receives the highest evaluation by the University will be conducted to resolve any minor differences and informalities that do not materially alter the offer. Once the final negotiations have been completed, the University's acceptance of the RFP will be issued.

Minimum Evaluation Criteria

Each proposal shall first be reviewed to ascertain whether or not the following minimum criteria have been met:

- Each response must be received electronically within the appropriate bid portal located at <https://bids01.jaggaer.com/apps/Router/PublicEvent?CustomerOrg=BridgewaterState> by the time and date established under this RFP.
- The following documents must be uploaded:
 - Technical Response
 - Price Response
 - Audited Financial Statement
 - References
 - Section II. Proposer Representations

- Section III. Affidavit of State Tax Compliance
- When applicable, the following documents must be included within your bid proposal:
 - Proposed Timeline
 - Implementation and Integration Specifications
 - Proposed Service Level Agreement
 - Accessibility Conformance Report
 - Attestation of Compliance (AOC)
 - Soc II Type 2
- Optional Uploads:
 - Supplier Diversity, Equity and Inclusion Program (SDEIP)
 - Sustainability and Environmental Impact Program
 - Corporate Sponsorship Opportunities
- The response must include all items listed in Section I (Proposal Response Format) to be considered a complete proposal.
- Proposers must be in the field of providing services related to the Scope of Services of this RFP.

Comparative Evaluation Criteria

Each response meeting the Minimum Evaluation Criteria shall be rated according to the following Comparative Evaluation Criteria, in no particular order.

- Quality of response
- Flexibility and availability to meet BSU's requirements
- Pricing
- References
- Experience

I. PROPOSAL RESPONSE FORMAT

In order to simplify the evaluation process and obtain the maximum degree of comparison, the university is requiring prospective firms to submit responses in the format and manner prescribed by this section.

Each response shall also include any other information the bidder feels is significant in making an informed decision relative to the proposal. Firms are cautioned that any deviation from this format may result in the disqualification of their proposal.

1. Technical Proposal

A. Title Page:

1. RFP Project Title and Number
2. Name of Responding Firm
3. Address and Telephone number of responding firm
4. Name of contact person
5. Date of submission

B. Letter of Transmittal:

1. Briefly state the understanding of the Scope of Services of this RFP.
 2. A detailed description of the bidder's resources and experience relevant to the Scope of Services including specific expertise in providing the desired services and/or verification that the bidder is authorized to sell or distribute specific commodities or services.
 3. The bidder's total number of employees and experience of staff (distinguishing between administrative staff, management, principal partners or officers, field, technical and customer support).
 4. Provide an organizational chart showing the structure that will be supporting the account and provide resume(s) of primary account contacts.
 5. The number of years the bidder has been in business providing services relevant to those specified in this RFP.
 6. Provide a profile for all third parties participating in this proposal including; date founded, type of business structure, number of employees, number of customer, number of higher education customers.
 7. The letter should be signed by an authorized signatory.
- C. Table of Contents:
1. Include a clear identification of the material by section and page number. Such sections will be those identified below.
- D. Professional Experience:
1. Provide a list of clients with similar size and scope serviced within the last three (3) years.
 2. List five (5) clients who may be contacted as a reference (client names, addresses, telephone numbers, and names of client officials and dates of service). Of the five (5) references at least three (3) shall be Higher Education clients of similar size and scope.
- E. Responder's Approach:
1. **Understanding of the Project**
 - Provide a clear and concise summary of the project's goals, objectives, and requirements as outlined in the scope of services.
 - Explanation of how your firm interprets these needs and your understanding of why the project is important to the university.
 2. **Proposed Solution**
 - A detailed description of the solution the bidder is offering, tailored to meet the specific needs of the project.
 - Breakdown of how the solution will address the core challenges identified in the scope of services.
 - Description of any technologies, tools, or methodologies that will be used in implementing the solution.
 3. **Methodology/Process**
 - The approach the bidder will use to execute the project, step by step, from initiation to completion.
 - A high-level timeline of the project phases, including major milestones, deliverables, and deadlines.

- Explanation of how the bidder plans to ensure project quality, timeliness, and cost-efficiency.
- 4. **Project Management and Oversight**
 - Outline of the project management strategy, including how the project will be tracked and managed.
 - Description of how resources will be allocated and managed to meet deadlines.
 - Discussion of communication and reporting processes, including how the bidder will keep stakeholders updated on progress.
- 5. **Team Structure and Roles**
 - Introduction to the key team members involved in the project and their roles.
 - Summary of each team member's experience, expertise, and responsibilities within the project.
 - Explanation of how the team will collaborate and work together to ensure successful project execution.
- 6. **Timeline and Key Milestones**
 - A proposed project timeline that highlights key milestones and deliverables.
 - Any critical deadlines or dependencies that may affect project timelines.
 - Clarification of estimated timeframes for each phase of the project and key stages of deliverables.
- 7. **Risk Management and Mitigation**
 - Identification of potential risks or challenges that could impact the project's success.
 - Strategies and mitigation plans to address these risks and ensure project success.
 - Contingency plans for unforeseen issues or delays.
- 8. **Quality Assurance and Control**
 - A description of the methods and processes that will be used to maintain quality throughout the project.
 - Discussion of quality assurance measures, testing, and performance evaluations.
 - How the bidder ensures the solution meets the specified requirements and expectations.
- 9. **Innovation and Value-Added Services**
 - Any innovative solutions or enhancements the bidder brings to the table that go beyond the basic RFP requirements.
 - Additional services or features that may improve the efficiency or effectiveness of the project.
- 10. **Compliance and Regulatory Considerations**
 - Explanation of how the bidder's approach will ensure compliance with relevant regulations, standards, or industry guidelines.
 - If relevant, mention any certifications (e.g., SOC 2, PCI-DDS) or specific knowledge of compliance requirements that are important for the project.
- 11. **Sustainability and Futureproofing**
 - The bidder's approach to ensuring the long-term sustainability of the solution, including scalability and adaptability to future needs or technologies.
 - If applicable, discuss how the solution will remain relevant and effective in the future, even as needs or technologies evolve.
- F. **Additional Information:**

1. Please provide any additional information, not specifically requested above, that your company considers necessary for fair evaluation of the proposal.
2. By signing this RFP the proposer asserts they have no conflicts with the University, its agents or employees under pains and penalties of perjury.

2. **Pricing Proposal (Submit as a separate file from Technical Proposal)**

This section of the RFP solicits price estimates for services proposed by the vendor. The vendor is expected to provide sufficient pricing details to permit the university to understand the basis for the quotation.

The University has the following expectations for pricing:

- Vendor shall provide best pricing structure available to the University for a real-time comprehensive Student Payment and eCommerce Solution. Equipment, software and maintenance should be priced out separately to ensure appropriate price comparison.
- **Price Adjustment and Escalation Clause:** Pricing is anticipated to stay firm for the initial term of the contract with an allowable price escalation in the allotted extension terms as noted in the Contract Period and Requirements section; the maximum price change **shall not exceed the lesser** of the unadjusted percent change in the Consumer Price Index (CPI) for goods and services for the most recent 12 months for which data is available as published by the US Bureau of Labor Statistics **or** the maximum price adjustment of _____% from the previous year's firm fixed pricing (**Vendor: fill in percentage**).
- Vendors should quote their price for the services proposed in their RFP response. Pricing should minimally include any "educational" discounts provided to higher education clients.
- Include a detailed breakdown of costs. The University will assume that the price quoted will include everything necessary to complete the Scope of Services.
- If sub-contracting support services, vendor **MUST** provide names and address of all sub-contractors and the expected amount of money each will receive.
- If there are other billable expenses associated with the execution of this project, please describe in detail, and list the costs.
- For software, the following shall be priced separately for simplicity of comparison:
 - Implementation costs
 - Consultant fees
 - 3rd Party IT Consultant fees
 - Training fees
 - Non-Recurring Costs (NRC) for Software
 - Non-Recurring Costs (NRC) for Hardware
 - Annual license and maintenance fees
 - Any additional costs/fees not specified (please note if they are one-time or reoccurring)
 - If possible, please note the cost difference between cloud based and on-prem software.

II. PROPOSER REPRESENTATIONS (Upload as a separate file)

Each Proposer by making its proposal represents that:

1. The proposal document and requirements have been read and understood by the proposer.
2. The proposal is based upon the items described in the RFP documents and requirements without exceptions.
3. Pursuant to Massachusetts General Law, Chapter 7, Section 22 (20), I certify under penalties of perjury that this proposal is in all respects bona fide, fair, and made without collusion or fraud with any person. As used in this certification the word "person" means any natural person, joint venture, partnership, corporation or other business or legal entity.
4. The contents of the proposal have not been disclosed by the proposer nor to the best of its knowledge and belief, by any of its employees or agents, to any person not an employee or agent of the proposer, or its surety on any bond furnished herewith, and will not be disclosed to any such person prior to the opening of proposals.
5. No attempt has been made or will be made to induce any other person or firm not to submit a proposal.
6. The proposer hereby agrees to furnish the services pursuant to all requirements and specifications contained in this document.
7. The proposer further agrees that the language of this document shall govern in the event of a conflict with the proposer's proposal.

By: _____

Authorized Signature

Print Name

Title

Company Name

Social Security Number or Employer Identification Number

Street Address

City, State, Zip Code

Phone

III. AFFIDAVIT OF STATE TAX COMPLIANCE (Upload as a separate file)

Pursuant to Massachusetts General Laws, Chapter 62C Section 49A, Clause (B), added by Section 36 of Chapter 233 of 1983:

(Name of Person Representing Company/Firm): _____,

for (Name of Company/Firm): _____,

Whose principal place of business is located at

Company Address: _____

Do hereby certify under the pains and penalties of perjury that the above mentioned named contractor has complied with all laws of the Commonwealth of Massachusetts relating to taxes.

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

[End of RFP]