Request for Proposal: Charter School Website Design, Development, and Maintenance

Date Issued: Jul 23, 2025

Response Deadline: August 8, 2025, at 12 PM MDT]

I. Introduction

Renaissance Academy is seeking proposals from qualified web design and development firms to create a new, modern, and user-friendly website. This Request for Proposal (RFP) outlines the requirements for the design, development, and implementation of the website, as well as a comprehensive plan for ongoing maintenance, hosting, and domain management.

Our goal is to establish a dynamic online presence that effectively serves as a central communication hub for our students, parents, faculty, staff, and the wider community. The new website must be easy to navigate, visually appealing, and accessible on all devices. A key requirement is that the Content Management System (CMS) be intuitive enough for non-technical and non-marketing staff to easily update content.

II. About Renaissance Academy

Renaissance Academy is a K-9 public charter school in Lehi, Utah, founded in 2006, serving approximately 768 students. Guided by a mission to foster global citizenship and academic excellence, the school emphasizes multilingual education (offering daily instruction in Chinese-immersion, Arabic, and Spanish), experiential learning, and arts integration.

Mission & Vision: The school aims to nurture students as critical thinkers and engaged global citizens, combining the Renaissance-era spirit of innovation with modern educational practices. Its vision focuses on developing grit, curiosity, and problem-solving skills through thematic, cross-curricular projects.

Unique Aspects:

- **World Language Program**: Students explore all three languages in kindergarten before specializing, with native-speaking instructors.
- **Dynamic Curriculum**: Features rotating schedules for specialty classes like Space Academy, music, and art, alongside "Wonder Days" for hands-on, interdisciplinary projects.
- **Community Collaboration**: Requires family volunteer participation to strengthen classroom engagement.

III. Project Goals and Objectives

The primary goals for this website project include:

- To develop a basic brand kit for the school to use on the website and across digital platforms.
- To create a modern, engaging, and informative online platform.
- To improve communication with current and prospective families, staff, and the community.
- To provide an easy, online method to facilitate the school's registration process
- To provide an easy method to upload and display on the website PDF files and other types of documents
- To provide easy access to important school information, resources, news, and events.
- To enhance the school's brand identity and online presence to allow for improved recruitment of new students.
- To implement a CMS that allows for easy content updates by staff with varying technical skills.
- To ensure the website is accessible to users with disabilities
- To establish a reliable and secure hosting environment with professional domain management.

IV. Scope of Work

The selected vendor will be responsible for the following:

A. Website Design and Development:

- Discovery and Strategy: Work with the school's stakeholders to understand our needs, target audiences, and goals to inform the website structure and design.
- Information Architecture: Develop a clear and logical sitemap and navigation structure.
- Brand Kit Development: Establishing a basic visual brand identity to include color palette, fonts, and use of existing logo.
- User Interface (UI) and User Experience (UX) Design: Create a visually appealing, intuitive, and user-friendly design that aligns with the school's brand identity. This includes mobile responsiveness for various devices.
- Content Management System (CMS) Implementation: Build the website on a modern, user-friendly CMS such as Wix or Squarespace. The chosen CMS must allow for easy content creation, editing, and publishing by non-technical users. Provide justification for the recommended CMS based on the school's needs and the requirement for ease of use.
- Website Development: Develop the website based on the approved design and information architecture, ensuring clean code and optimal performance.
- Content Migration: Plan and execute the migration of relevant content from the existing website to the new platform.
- Third-Party Integrations: Integrate necessary third-party tools or services (e.g., school calendar, news feed, staff portal login, parent portal login, donation forms, social media feeds).

- Search Engine Optimization (SEO): Implement basic on-page SEO best practices to improve search engine visibility.
- Website Testing: Conduct thorough testing across different browsers and devices to ensure functionality and a consistent user experience.

B. Initial Rollout and Setup:

- Website Hosting Setup: Establish a reliable and secure hosting environment for the new website. Provide details of the hosting plan, including uptime guarantees, security measures, and scalability.
- Domain Name Management: Manage the existing school's domain name configuration.
- Website Deployment: Launch the completed website on the chosen hosting platform.

C. Website Maintenance and Support Plan:

- Provide a detailed ongoing maintenance plan that includes:
  - Regular software updates for the CMS and any plugins.
  - Security monitoring and threat protection.
  - Regular backups of the website data.
  - Performance monitoring and optimization.
  - Bug fixes and technical support.
- Outline the scope of ongoing content updates or development support available, if any, beyond the initial launch.

V. Technical Requirements

- The website must be built on a modern, user-friendly CMS (e.g., Wix, Squarespace) that allows for easy content updates by non-technical staff.
- The website must provide the ability to complete the school's enrollment process online (i.e. completion or school registration packages and submission via website).
- The website must be mobile-responsive and display correctly on desktops, tablets, and smartphones.
- The website should adhere to current web standards and best practices.
- Security measures should be in place to protect the website and user data.
- The proposed hosting solution should offer a high uptime guarantee and sufficient resources to handle website traffic.

VI. Proposal Format

Interested vendors should submit a proposal that includes the following sections:

- **Executive Summary:** A brief overview of your understanding of the project and your proposed solution.
- **Company Background and Experience:** Information about your firm, including your history, relevant experience in website design and development for educational

institutions or non-profits, and key team members who will be assigned to this project. Include examples of similar websites you have developed.

- **Proposed CMS and Justification:** Clearly state the CMS you recommend and explain why it is the best fit for the school's needs, specifically addressing the requirement for ease of use by non-technical staff.
- **Scope of Work Response:** Detail your approach to addressing each item listed in the Scope of Work section (Section IV).
- **Proposed Timeline:** Provide a realistic timeline for the project, including key milestones and deliverables.
- **Maintenance and Support Plan:** Present your detailed plan for ongoing website maintenance, hosting, and domain management as outlined in Section IV, Part C. Include pricing for these services.
- **Pricing Proposal:** Provide a detailed cost breakdown for all aspects of the project, including:
    - Website design and development fees.
    - CMS implementation and configuration.
    - Content migration costs (if applicable).
    - Third-party integration costs (if applicable).
    - Initial hosting and domain setup costs.
    - Ongoing monthly or annual fees for hosting, domain management, and maintenance/support as outlined in your plan.
- **References:** Provide at least three references from clients for whom you have performed similar website design and development services, preferably for educational institutions or non-profits.

VII. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Vendor's experience and qualifications with similar projects.
- Understanding of the school's needs and project goals.
- Proposed approach and methodology.
- Suitability and justification of the proposed CMS.
- Comprehensiveness and clarity of the maintenance and support plan.
- Overall cost and value for money.
- Client references.

VIII. Project Timeline

- RFP Issued: Monday, Jul 23, 2025
- Deadline for Questions: Friday, Jul 31, 2025 12:00 PM MDT
- Answers to Questions Provided: Monday, Aug 5, 2025
- Proposal Submission Deadline: Friday, Aug 8, 2025 12:00 PM MDT
- Vendor Selection and Notification: Friday, Aug 12, 2025

- Project Kick-off: Monday, Aug 15, 2025
- Website Launch Goal: Friday, Oct 15, 2025

IX. Submission Requirements

Proposals should be submitted electronically to mursic@renacademy.org by 12 PM MDT on August 8, 2025. Please include "Website Design RFP - [Company Name] in the subject line.

X. Questions

All questions regarding this RFP must be submitted in writing via email to mursic@renacademy.org by July 31, 2025, at 12 PM MDT. Answers to all questions will be compiled and shared with all interested vendors..

XI. Terms and Conditions

- All proposals submitted become the property of Renaissance Academy.
- Renaissance Academy reserves the right to reject any or all proposals received.
- Renaissance Academy reserves the right to modify or cancel this RFP at any time.
- The selected vendor will be required to enter into a contract with Renaissance Academy that outlines the terms and conditions of the project, including payment schedule, deliverables, and ownership of the website.
- Vendors are responsible for all costs incurred in preparing and submitting their proposals.

Thank you for your interest in partnering with Renaissance Academy. We look forward to reviewing your proposals.