



Request for Quotes (RFQ) 2022-01 – Design & Website Site Services

Released: March 29, 2022

Quotes Due: April 13, 2022

Submission: Quotes should be submitted electronically to mneely@scsfga.org. Questions may be submitted to mneely@scsfga.org.

PURPOSE AND DESCRIPTION

The State Charter Schools Foundation of Georgia (SCSF) is seeking quotes from qualified vendors to provide design and website services for the Georgia Strategic Charter School Growth Initiative, a partnership between the SCSF, State Charter Schools Commission of Georgia (SCSC – state agency), and the Georgia Charter Schools Association (GCSA – nonprofit).

Work will commence as soon as possible with the goal of finalizing design standards and launching a website by early summer 2022. Some design services may be ongoing through September 2023. The selected vendor will work with members of the partner organizations.

This engagement includes the following components:

Design Services

- Graphic design, including images suitable for print and electronic materials and promotional items
- Brand identity, including a logo and style guide incorporating the colors from the three organizations

Website Design

The vendor will create a website in WordPress on a platform that is user friendly for updates to be made by organization staff.

- Site architecture
- SEO keyword analysis
- Homepage interaction
- Google analytics
- Google search console
- Restricted access with password protection for multiple users
- Internal search feature
- Events calendar
- Interactive school map
- Security – SSL, etc.
- User interface design
- Website accessibility

- Website maintenance
- WordPress site hosted (domain already secured)

The website will contain the following pages that can be navigated from the homepage:

- About (Parent Link)
 - Georgia Strategic Charter Growth Initiative (Subpage)
 - Cohort Application (Subpage)
- Learn About GA Charter Schools (Parent Link)
 - What is a charter school? (Subpage with information & link to video)
 - How do I choose a charter school? (Subpage)
 - How are charter schools authorized in Georgia? (Subpage)
 - How do I start a charter school in Georgia? (Subpage)
- Find a GA Charter (Parent Link)
 - School Locator (Subpage with school locator)

The school locator will contain the following:

- Map information
 - Charter school addresses
 - Charter school contact information
 - Charter school authorizer
 - Additional details on all Georgia charter schools (Mission, Theme)
 - Searchable by theme, location, grade band, attendance zone
 - Password protected area (The school locator section of the site must a password protected area that can accommodate multiple account users to allow schools to update their own information on the back end of the website. However, these users would not have editing rights for the remainder of the website)
- Events Calendar
 - Charter School Support in Georgia
 - SCSF (State Charter Schools)
 - GCSA (All Georgia Charters)

QUOTE REQUIREMENTS

Quotes must include the following elements:

- Proposal to provide requested services
- Quote for services, including hourly rate for additional services
- Proposed timeline
- Information about and qualifications of the firm and/or individuals proposing to provide the requested services

PROCUREMENT STANDARDS

In all cases, the SCSF will employ sound practices in procurement activities and will endeavor to procure the most cost-effective products and services to further the mission of the SCSF. When making procurement decisions, SCSF staff and board members will consider product/service quality, price, effectiveness, and convenience. In addition, preference will be given to Georgia-based vendors,

suppliers, and manufacturers and/or those who are approved to do business in Georgia per Georgia Code Section 20-2-520. This contract will be paid with federal GEER II grant funds.

The Georgia Strategic Charter School Growth Initiative is a partnership between the State Charter Schools Foundation of Georgia, State Charter Schools Commission of Georgia, and the Georgia Charter Schools Association. The goals of the initiative are to educate Georgians about charter schools and their charter school options and to promote the creation and replication of high-quality charter schools in underserved communities. The initiative is funded by GEER II grant funds.