



**Solicitation Information
April 24, 2015**

RFP# 7549528

TITLE: University of Rhode Island Request for Virtual (On-line) Walking Campus Tour

Submission Deadline: Friday, May 22, 2015 at 2:00 PM (ET)

Questions concerning this solicitation must be received by the Division of Purchases at gail.walsh@purchasing.ri.gov no later than **Monday, May 4, 2015 at 5:00 PM (ET)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

GAIL WALSH
CHIEF BUYER

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1: INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the University of Rhode Island Office of Enrollment Management, is soliciting proposals from qualified firms to provide virtual on-line custom campus tours, in accordance with the terms of this Request for Proposals and the State's General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases Home Page by Internet at www.purchasing.ri.gov . The initial contract period will be for three years from the date of final contract signing.

This is a Request for Proposals, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
4. Proposals are considered to be irrevocable for a period of not less than 120 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. Proposals misdirected to other state locations, or which are otherwise not present in the Division at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division.
7. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.

8. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.
9. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
10. Vendors are advised that all materials submitted to the State for consideration in response to this RFP will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.
11. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
12. Equal Employment Opportunity (G.L. 1956 § 28-5.1-1, et seq.) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090 or Raymond.lambert@doa.ri.gov.
13. In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the successful vendor(s).*
14. The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator at (401) 574-8253 or visit the website www.mbe.ri.gov or contact charles.newton@doa.ri.gov.

SECTION 2: BACKGROUND & PURPOSE

The University of Rhode Island is a public university with 13,354 undergraduate and 2,306 graduate students. The university strives each year to enroll a diverse undergraduate and graduate class of new freshman and transfer students from the state of Rhode Island as well as from other states and countries. The Office of Enrollment Management seeks to enroll students who are prepared to be successful at the University, who possess a variety of talents and strengths, who are committed to becoming contributing members of the community, and who will be stimulated and challenged by doing undergraduate work in an environment that includes scholarly research and graduate study.

As technology remains an integral part of the college-seeking process, an online tour for URI will be a vital connection from the university to its prospective students. From online classes to social media and applications for smartphones, technology is the current way to engage the latest generation. Now more than ever, the University of Rhode Island is making a significant effort to impact the lives of their students.

URI's budget is largely driven by tuition that comes from the successful recruitment and retention of undergraduate and graduate students. As the number of high school graduates in Rhode Island and in the Northeast declines over the next 10+ years, the University needs to enhance its effort to attract and recruit students who are further away in an increasingly competitive environment. Providing a virtual walking tour of our campus in multiple languages is an extremely efficient way to recruit prospective students—this allows us to bring URI to new markets and countries while minimizing staff and travel expenses. This would also allow us to keep up with technology and competing schools while supporting our goal of growing our applications both out of state and internationally. The winning online tour will have excellent experience with state universities, combined with creative approaches to continue refreshing URI's campus content.

SECTION 3: SCOPE OF WORK

General Scope of Work

The primary objectives of this request are to offer a virtual interactive visit of URI's campus, including the option of multiple languages to attract potential students from all over the world, and ultimately, drive more applications to the university. Proposers responding to this RFP must be familiar with university admission's processes in order to successfully provide the online tour with accurate information and refreshing content.

URI is looking to enhance our current Admission tools to attract and inform prospective students with a custom virtual walking tour. We want a professionally developed virtual tour experience that includes a guide and interactive capabilities and the ability to translate into various languages. The tour must be shot on-site and include real footage as opposed to animated or digital footage. The ideal offeror would include synchronized audio tour guides and complete location-based multimedia panels (photos, videos, and 360 panoramas). Although we have four campuses and wish to eventually incorporate all campuses, we would prioritize starting with our main campus in Kingston, Rhode Island.

The initial virtual tour would include a guided interactive tour with videos, pictures and maps of the five sections of our campus and would highlight approximately 21 buildings that include Colleges and classrooms, our dining facilities, our athletic complex and facilities, as well as several buildings that enhance the students' experience such as the library, the union, multicultural center, Gender and Sexuality Center, and residence halls.

The professional service would provide adequate technology to be virtually hosted on the URI website and integrate with mobile devices, social media, and other popular platforms as well as provide expert advice on maximizing the content and presentation. Providing on-demand reporting analytics is also critical so that we better understand the students and families we are reaching and allow us to better respond to new and emerging markets. The offeror will be an established company with a specialty in higher education and will have had experience with other state flagship research universities.

Specific Activities / Tasks

The specifications that we require for the custom virtual walking tour include the following:

- Three-year contract with annual updates on content (e.g., video, pictures, and narration);
- Ability to initially offer virtual tour for five segments of our main campus in Kingston, RI (West, North, Central, East, and South) to include approximately 21 buildings;
- Ability to incorporate additional campuses in the future (Providence, Narragansett, and Alton Jones);
- Ability to add multiple language options (e.g., Spanish, Chinese, Korean, German, Portuguese, Arabic, and closed caption);
- Ability to choose/cast the tour guide based on our preference (e.g., student or professional) with the offeror's expert consulting;
- The tour will be integrated on our website, via mobile devices, social media, and in collaboration with other partners;
- HTML5 technology or better;
- Deliverable to include a combination of 360 degree tours, virtual guided and interactive tours, videos, photos, and e-maps;
- Professional consulting on ways to maximize the above deliverable;
- Ability to connect to the URI Office of Admission and other departments through embedded links within videos, tours, and photos;
- Ability of end-user (i.e., prospective students and families) to choose the part of campus they want to virtually tour;
- Media shoot must be completed on-site;
- Virtual tour must use real footage (NOT animation or fully digitized video; digital enhancement can be considered);
- Full implementation timeline to be under twelve (12) weeks;
- Administration burden on URI staff to be under 35 hours;
- Provide on-demand reporting analytics that will give us insight on prospective students' and families' preferences and priorities and areas in need of improvement;
- Provide free product upgrades and improvements as they become available;
- Provide dedicated Account Management Team;
- Provide expert Marketing Collaboration to maximize results;

- Provides URI with full administration and content management capabilities and training;
- Provides virtual hosting on the URI website with 24 hour maintenance and support.

SECTION 4: TECHNICAL PROPOSAL

Narrative and format: The separate technical proposal should address specifically each of the required elements:

1. Executive Summary – The executive summary is intended to highlight the contents of the Technical Proposal and to provide evaluators with a broad understanding of the offeror’s technical approach and ability.
2. Capability, Capacity, and Qualifications of the Offeror –This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities and concentration of effort which apply to each (as well as resumes, curricula vitae or statements of prior experience and qualification).
3. Work plan/Approach Proposed –This section shall describe the offeror’s understanding of the University’s requirement, including the result(s) intended and desired, the approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or maybe confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each and will identify and describe what type of tutor training methodology will be utilized in the program.
4. Previous Experience and Background, including the following information:
 - i. A comprehensive listing of similar projects undertaken within higher education, including a brief description of the projects;
 - ii. A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position

SECTION 5: COST PROPOSAL

A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed for this scope of service. Appendix A includes the requested breakdown of specific fees/rates.

SECTION 6: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at gail.walsh@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. Please reference **RFP # 7549528** on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 222-3766 or lynda.moore@doit.ri.gov.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with State parties will be permitted.** Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases will not be considered.

Responses (**an original plus 6 copies**) should be mailed or hand-delivered in a sealed envelope marked “**RFP# 7549528 Virtual Walking Campus Tour**” to:

RI Dept. of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses shall include the following:

1. A completed and signed three-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov. **Please include with original proposal only.**
3. **A separate Technical Proposal** describing how the offeror will provide the deliverables and services based on the criteria set forth in this request.
4. **A separate, signed and sealed Cost Proposal** reflecting the comprehensive and itemized fee structure, proposed to complete all of the requirements of this project.

In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format (CD-Rom, disc, or flash drive)**. Microsoft Word / Excel OR PDF format is preferable. Two electronic copies are requested (One for the State and one for the University) and it should be placed in the proposal marked “original”.

SECTION 7: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies. To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 60 (85.7%) out of a maximum of 70 technical points. Any technical proposals scoring less than 60 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 60 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in cost category, bringing the potential maximum score to 100 points.

The University of Rhode Island reserves the exclusive right to select the individual(s) or firm (vendor) that it deems to be in its best interest to accomplish the project as specified herein; and conversely, reserves the right not to fund any proposal(s).

Proposals will be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Staff Qualifications	10 Points
Capability, Capacity, and Qualifications of the Offeror	15 Points
Quality of the Work plan	15 Points
Suitability of Approach/Methodology	30 Points
Total Possible Technical Points	70 Points
Cost calculated as lowest responsive cost proposal divided by (this cost proposal) times 30 points *	30 Points
Total Possible Points	100 Points

*The Low bidder will receive one hundred percent (100%) of the available points for cost. All other bidders will be awarded cost points based upon the following formula:

$$(\text{low bid} / \text{vendors bid}) * \text{available points}$$

For example: If the low bidder (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are Thirty (30), vendor B's cost points are calculated as follows:

$$\$65,000 / \$100,000 * 30 = 19.5$$

Points will be assigned based on the offeror's clear demonstration of his/her abilities to complete the work, apply appropriate methods to complete the work, create innovative solutions and quality of past performance in similar projects.

Applicants may be required to submit additional written information or be asked to make an oral presentation before the technical review committee to clarify statements made in their proposal.

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: <https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf>

Appendix A
Requested Breakdown of Specific Fees/Rates

Part 1:					
Annual Subscription Cost		\$			
Part 2:					
<u>Additional Costs: Please note which items are included in the above cost and which are additional</u>		<i>Included in annual cost above: yes/no, if yes enter what is included & unit of measure</i>	<i>If no, enter additional cost per item & unit of measure</i>	<i>If item is not available, enter N/A</i>	<i>Comments</i>
Additional virtual on-line tour (include length of virtual tour included in annual cost provided and what the cost is for additional virtual tour time)					
Additional photos (include how many photos are included in annual cost provided and what the cost is for additional photos)					
Additional videos (include length of videos included in annual cost provided and what the cost is for additional video time)					
360 degree panoramas (include how many panoramas are included in annual cost provided)					
Social media integration					
Mobile integration					
Additional languages (include how many languages are included in above annual cost provided and what the cost is per additional language)					
Additional buildings (include how many buildings are included in above annual cost provided and what the cost is per additional building included in tour)					
Tour guide narrator					
On-site expenses for getting video and photo footage					
Hosting of website					
Reporting analytics					
Other costs not listed above that typical clients incur					