Proposal

Presented to

BOARD OF REGENTS STATE OF IOWA

For
Website Design Request for Proposal
Using SiteViz Premier Content Management System

January 29, 2016

GLOBAL REACH
2321 N. Loop Dr.
Ste 101 Ames, IA 50010

Toll Free 877.254.9828
Phone 515.996.0996
Fax 515.296.3748

info@globalreach.com
www.globalreach.com
Dear Josh,

Thank you for considering Global Reach Internet Productions for your website redesign needs. We have examined carefully your RFP requirements and subsequent clarifications, and we are confident that our proposal can address all your current as well as future online requirements.

To support your organization, we would like to build a website for you that is not only visually exciting but is also functional, flexible, easy to maintain and informative. At the same time, we will assist you with the review of your current website content and provide our recommendations for improving it.

As a full service web development company with more than 20 years servicing a wide range of federal, state and private organizations, we believe that we fully understand the needs of an organization like yours and are uniquely qualified to successfully meet all your requirements.

Thank you for your time and consideration. We look forward to establishing a very strong relationship.

Sincerely,

Iakovos Zachariades
President and CEO
Office: 515-996-0996
iacovos@globalreach.com
Table of Contents

Introduction............................................................................................................................................................ 2
Solution Overview ................................................................................................................................................. 3
Standard Features ................................................................................................................................................. 4
Training and Content Transfer ............................................................................................................................. 4
Dynamic Content Management Modules ............................................................................................................ 5
  Standard Dynamic Modules 5
  Additional Dynamic Modules 6
Responsive Design ............................................................................................................................................... 7
Additional Requirements ...................................................................................................................................... 8
  Section 508 Compliance 8
  Import PDFs 8
    Rotating Images on Inside Pages
  Search Engine Optimization ................................................................. 9
Website Statistics & Traffic Reporting .................................................................................................................. 10
  Monthly Web Traffic Reporting 10
Secure Hosting ........................................................................................................................................................ 11
Pricing .................................................................................................................................................................. 12
  Website Design & Development 12
  Additional Requirements 12
  Search Engine Optimization 12
Timeline & Payment Schedule ............................................................................................................................. 13
  Timeline 13
  Payment Schedule 15
Maintenance / Updates ....................................................................................................................................... 15
Supported Browsers ........................................................................................................................................... 16
The Fine Print ...................................................................................................................................................... 16
Our Company ....................................................................................................................................................... 17
Our Awards .......................................................................................................................................................... 18
Selected Clients ................................................................................................................................................... 19
  Iowa Attorney General 19
  Treasurer of the State of Iowa 20
  Ames Chamber of Commerce 21
  Bradshaw, Fowler, Proctor, and Fairgrave Law 22
  Egg Industry Center 23
  Iowa Rural Power 24
Attachment 1 – Section 508 Compliance Guidelines ...................................................................................... 25
Attachment 2 – Assurances, Representations and Authorization to Release Information ......................... 26
Introduction

Global Reach Internet Productions, LLC (“Global Reach”) is pleased to present this proposal to Board of Regents for the design, development, and hosting of a world-class website.

Proprietary Notice

The information contained in this document is confidential and proprietary to Global Reach and is to be used for the sole purpose of evaluating this service offering. It may not be disclosed to any third party without the express written permission of Global Reach.

Timing

Pricing in this proposal is valid for 60 days from the date it is presented. If acceptance is sought after the 60 day period, the information contained herein must be reviewed and verified by Global Reach.

Project Objectives

Global Reach will design, develop, and host a website for Board of Regents using SiteViz Premier. This solution will enable administrators to manage the website’s content without previous programming experience.

Global Reach will meet your requirements by designing and implementing a website with the following general characteristics:

- Responsive design approach to optimize content display on mobile devices;
- Easy navigation and advanced architecture;
- Clear, consistent concepts and templates;
- *Printer friendly pages;
- Compatibility with all major browsers;
- Scalability to larger size and increased functionality;
- Easy to update;
- Optimization for fast downloading;
- Eye-catching and professional layout.

*Homepages are typically not printer friendly due to complex designs that are not easily modified for printer formatting. Homepages can be adjusted to be printer friendly upon request. For more information, please check with your project manager.
Solution Overview

We will implement the website using SiteViz Premier, our premium content management solution. SiteViz will allow you to make changes to your website content whenever and wherever you want. Through an intuitive interface, you can build an unlimited number of pages with multiple layout options and flexible formatting.

**Store and Manage Documents**

Using the built-in Document Library, administrators can upload and link various documents and files to any static page within the website. This is ideal when multiple administrators work together to manage the website.

**Access SiteViz From Anywhere**

Updating the website can be accomplished on any computer with an Internet connection and a web browser. We do not recommend using a mobile device as these administration screens are not responsive.

**Roll Out Changes Quickly**

With a built-in publishing system, you can make changes to multiple pages and publish them all at the same time. Need to revert back to a previous version? No problem – SiteViz saves copies of previous versions of your static pages, so you can roll back your updates instantly. This is also very helpful for larger companies who want to have publishing control for multiple administrators. It allows an organization to give access to more people, without losing the brand consistency of content compliance.

**Manage Multiple Websites**

With SiteViz Premier you can manage the content of several websites with the same administrative tools. Each website can have its own unique domain name, content, and design, yet you can share content used in the dynamic modules (such as news, events, and documents) across the websites.
Standard Features

Administrative Levels
Save time by allowing multiple users to administer the website. You can update website content securely and, with different levels of administration, brand consistency can be maintained.

File Library
Your entire administrative team will be able to add images, PDFs and other materials to the file library. The items uploaded in the file library can then be added to pages within your website.

Page Editor
Developed with a non-technical user in mind, managing content is a snap. The SiteViz page editor is powerful, yet easy-to-use with its Microsoft Word-like tools.

Site Map
SiteViz automatically generates a site map to all pages on the website. As new pages are added or removed, the site map is also updated for consistent accuracy and enhanced Search Engine Optimization.

Training and Content Transfer

Training
Upon delivery, two (2) hours of introductory training will be provided to train the client on how to use the administrative tools. Any additional training required will be invoiced at the rate of $120 per hour. This can be performed in our Ames or Des Moines office or via a remote desktop conference call session. In addition, we will also provide up to one (1) hour of training via email for answering the one-off questions that may arise while you are learning to use the new administrative tools.

Please note that all of the allotted training time must be used within thirty (30) days of the date on which your new website launches. After thirty (30) days, any additional training or consulting will be billable at the hourly rate of $120.

Content Transfer/Data Entry
Upon completion, we will review your existing content and make recommendations for improvement. We will then transfer all current website content that the client will choose to retain. It is the client’s responsibility to enter any additional content. If the client chooses at a later date to have Global Reach enter any additional content, we can do so with a change order. Even though you have not requested any copywriting services, we would be glad to provide this service at the appropriate fee. Please refer to the relevant rates in the Maintenance/Updates section.
Responsive Content
Please note that because your new website will be responsive, the format of the inside page content will need to be adjusted and in some cases completely reformatted so that it displays well for all three breakpoints. The editor within the admin area of the website can be used to make most of the necessary adjustments. In special cases, custom development may be needed in order to achieve a desired look. If we recommend custom development, or if you request it, a separate quote will be provided.

Dynamic Content Management Modules

With SiteViz, you have the ability to quickly and easily create a variety of different page types. A content module provides you with a template-based page structure. This provides you a more efficient process of entering content while maintaining organizational and format consistency within the page. The module list below describes each of the different page types that are available on your SiteViz website.

Any customizations to the default module functionality or display may require additional development costs of which will be evaluated and determined at the time of the request.

Standard Dynamic Modules

(Provided at no additional charge.)

Events Calendar
The SiteViz Events Calendar allows administrators to post events on the website to be displayed by month, week, and day view. Administrators also have the option to allow online registration.

Frequently Asked Questions (FAQs)
Website FAQs provide visitors with quick and easy access to general questions regarding your products or services.

News & Press Releases
Ensure website visitors know about all of the latest news and announcements by posting news or press releases directly to the website.

Partners & Sponsors
Recognize those who support your organization through the Partners & Sponsors module. Easily add logos, descriptions, and a website link for chosen partners.

Resources
Create categories and organize your documents and links with the Resources module. Display all of your resources on one page, or assign categories to separate pages throughout your website.
Submission Forms
Create and manage custom submission forms that are displayed on the website. The forms module will also generate an instant email notification after the form has been submitted. The submissions may also be viewed within SiteViz and exported as CSV or PDF files.

Testimonials
Showcase current customer and client reviews on the website through the testimonials page.

Additional Dynamic Modules
(May require an additional charge, please review pricing table for details.)

Files
Manage and display various types of files on your website within the intranet’s document library. Website administrators can organize items using categories, types, and tags. Visitors are able to easily search and filter through items using these same criteria to quickly find and download what they need.

Newsletters
Keep in touch with your website visitors and audiences through a robust newsletter mailing system. This module works great for mailing exclusive coupons, offers, updates, and other items. You can also build the newsletter article by article online and preview how it will look to subscribers.

Page Managers
Keep your content up to date by assigning page managers to each of your website pages. Page managers receive automatic notification emails on a regular basis reminding them to make sure the page is up to date.

Search
This premium search feature allows users to search your website.

Staff Profiles
The Staff Profiles module allows you to manage team member profiles displayed on the website.

For more information about SiteViz Premier capabilities and features, please refer to the SiteViz Premier product brochure.
Responsive Design

Responsive design adds functionality to your website, allowing the content and layout of the page to adapt to any screen size. Based on defined “break points” or screen widths, the content resizes itself accordingly to maintain ease of use and readability. Global Reach will design the website to be optimized for this functionality by creating the graphical elements necessary for the website.

What Will Be Provided

The mockups will include the website homepage, a sample interior page, and three images for your homepage slideshow. Because the site is responsive, the graphics used from the desktop design will be coded to respond appropriately for the tablet and mobile views.

The following mockups will be provided:

- Visual Design
  - Homepage (2 revisions)
- Interior Page (1 revision)
- 3 Rotating Images (1 revision)

The project is priced based on us spending 25 hours on the design. Any additional time that is requested will be billed at our hourly design rate of $120.

Design Meeting

Before the design process begins, we will hold the design kick-off meeting there will be an initial design meeting to discuss colors, images, and the overall aesthetic of the website. This meeting can be held online or in-person at one of the Global Reach offices. After this meeting, the Global Reach design department will draft a mockup based on the discussed specifications.

Revisions

Once the design of the initial Homepage mockup is complete, we will send you a link via email to review it and provide your feedback. You will have the option to make two rounds of revisions to the Homepage mockup. Once you have approved this mockup, our team will then design the Interior Page mockup which is the template that will be used on all inside pages of your website. The design will resemble the aesthetics of the approved Homepage mockup. You will have the option to make one round of revisions to the Interior Page mockup.

This process will be repeated for any other mockups described above. Once all the design mockups are approved, the designs will be considered final and any adjustments to the mockups will be subject to our regular billable rate. After the design phase of the project is completed, the development phase will begin.
**Additional Requirements**

**Section 508 Compliance**

Global Reach will build your website to be in compliance with the section 508 amendment to the Rehabilitation Act of 1973, which provides guidelines for making electronic and information technology accessible to people with disabilities. Additionally, we will work towards W3C Web Accessibility Initiative (WAI) Compliance to ensure that the widest possible audience can be reached. Please refer to Attachment 1 for more information regarding Section 508 Compliance Guidelines.

**Import PDFs**

Prior to completing the manual content transfer, Global Reach can write a script for importing the 7,300 PDFs from the old website to the website file storage area on the new website and will set up the redirect links. Taking into account the clarification that we received from you on 01/14/2016, our understanding is you will be responsible for ensuring that all pdfs we will migrate will be 508 compliant.

**Rotating Images on Inside Pages**

Global Reach can set up a folder within the administrative area of the website that will serve as a “warehouse” where all images and photos will be stored. Each time a new page is rendered; a new image/photo will be randomly chosen from the warehouse and displayed on the page. This will be applicable to all inside pages.
Search Engine Optimization

All Global Reach websites are developed with general SEO in mind. This section describes SEO features that are included within this project; these included items are provided with the intention of maintaining your current search engine ranking positions.

**Search Engine Submission**

Upon completion of the new website, Global Reach will submit the website to: Google and Bing.

**404 Page Creation**

The way a 404 page (Page Not Found) is handled can have a big impact on your SEO, as it can make or break a visitor’s decision to stay or leave the site. For example, a 404 page that does not have any formatting offers no choices for the visitor to find what they are looking for. The website will be equipped with automatic 404 pages that will retain the overall design and navigation of the website to allow visitors the option to click through and locate what they were originally intending to find.

**Metadata Transfer and Management**

Metadata is an important aspect of SEO. It is important that each page has its own content specific meta title and meta description. Global Reach will transfer the metadata from the existing website to the new one. Our content management system will also automatically generate meta titles utilizing your designated page title.

**301 Redirects**

Global Reach will set up 301 redirects for the top 20 pages of the current website. These redirects will serve several purposes:

1) They will prevent search engines from maintaining broken links;
2) If the old website’s links are maintained on other websites (such as partner websites), they will still function correctly and will redirect the visitor to the proper page;
3) If a visitor has an old link bookmarked or saved somewhere, they will still be able to access the correct page after being automatically redirected.

**Internet Marketing Services**

Custom internet marketing strategies may be required for clients needing increased traffic and website engagement. Global Reach provides comprehensive internet marketing services including Enhanced SEO, Google AdWords Consulting and Social Media Consulting & Management. These services can be provided at an additional cost and are not included within this proposal.
Website Statistics & Traffic Reporting

Global Reach prides itself on offering some of the most advanced visitor tracking systems in the industry. On demand reports will allow you to stay in touch with your website’s performance. In addition, we crunch down the numbers to display stunning charts and graphs that load instantly. You can change your report’s date range or use various types of filters to modify the information you are viewing. The Urchin statistical reporting system processes a site’s log files each evening to give the most accurate and reliable data without slowing down the delivery of your website.

Monthly Web Traffic Reporting

Global Reach will generate and e-mail you monthly web traffic reports from Google Analytics. The monthly traffic reports will provide you essential website usage information; providing you the visibility to continuously optimize your website. This will help you save money by increasing the effectiveness of your marketing dollars.

Often times clients may need our assistance to analyze either of these reports to determine action items or recommendations to improve engagement with your site visitors. In those cases, our Internet Marketing Services are available on either a monthly or quarterly basis. These services can be provided at an additional cost and are not included within this proposal.
Secure Hosting

The website will be hosted at Global Reach’s Data Center located in Ames, Iowa. We offer only the latest technologies; all backed by our knowledgeable and dedicated staff. All development and maintenance is performed through a version control system. The following breaks down the monthly and recurring fees associated with your website(s):

<table>
<thead>
<tr>
<th>ALLOCATED WEB SPACE</th>
<th>DATABASE STORAGE</th>
<th>BANDWIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 GB</td>
<td>250 MB</td>
<td>30 GB / month</td>
</tr>
<tr>
<td>Additional Hard Drive Space:</td>
<td>$0.05 per MB per month</td>
<td></td>
</tr>
<tr>
<td>Additional Database Space:</td>
<td>$0.10 per MB per month</td>
<td></td>
</tr>
<tr>
<td>Additional Bandwidth:</td>
<td>$5.00 per GB per month</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAILY BACKUP</th>
<th>VIRUS PROTECTION</th>
<th>STATISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
</tbody>
</table>

Global Reach’s Data Center in Ames, Iowa, features:

- PCI Compliant
- Cisco UCS High Density Servers - consisting of Dual Hex Core Intel Xeon Processors
- 192 GB of RAM
- Six Load Balanced Network Cards
- Redundant power supplies
- Daily onsite and offsite backups along with data replication to disaster recovery center
- Primary storage network consists of 24 high speed redundant drives
- Cisco ASA Firewalls
# Pricing

## Website Design & Development

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>SETUP (one time)</th>
<th>HOSTING (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsive Website Design, Layout &amp; Template Development, Content Transfer of up to 20 pages, SiteViz Premier Setup including the following modules and 2 hours of training</td>
<td>$8,000</td>
<td>$150</td>
</tr>
<tr>
<td>Drop Down Navigation</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Events Calendar</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Frequently Asked Questions (FAQ)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>News &amp; Press Releases</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Partners and Sponsors</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Resources</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Submission Forms</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Testimonials</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Files</td>
<td>$200</td>
<td>-</td>
</tr>
<tr>
<td>Newsletters (includes the setup of one adaptive design template, includes up to one revision, emails are $5 per 1,000)</td>
<td>$1,200</td>
<td>-</td>
</tr>
<tr>
<td>Page Managers</td>
<td>$100</td>
<td>-</td>
</tr>
<tr>
<td>Search</td>
<td>$500</td>
<td>$10</td>
</tr>
<tr>
<td>Staff Profiles</td>
<td>$200</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$10,200</strong></td>
<td><strong>$160</strong></td>
</tr>
</tbody>
</table>

## Additional Requirements

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>SETUP (one time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Content Review and Recommendations (10 hours at $120/hour)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Static Content Transfer (with 301 redirects)</td>
<td>$5,750</td>
</tr>
<tr>
<td>Import PDFs</td>
<td>$2,376</td>
</tr>
<tr>
<td>Rotate Images on Inside Pages</td>
<td>$660</td>
</tr>
</tbody>
</table>

## Search Engine Optimization

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>SETUP (one time)</th>
<th>HOSTING (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engine Submission</td>
<td>Included</td>
<td>-</td>
</tr>
<tr>
<td>404 Page &amp; Site Map Creation</td>
<td>Included</td>
<td>-</td>
</tr>
<tr>
<td>301 Redirects for up to 20 navigational items</td>
<td>Included</td>
<td>-</td>
</tr>
<tr>
<td>Metadata Transfer and Management</td>
<td>Included</td>
<td>-</td>
</tr>
</tbody>
</table>
## Timeline & Payment Schedule

The table that follows identifies the key tasks and responsibilities that need to be carried out by Board of Regents and Global Reach in each project phase.

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>Board of Regents Responsibilities</th>
<th>GRIP Responsibilities</th>
</tr>
</thead>
</table>
| Phase 1 – Project Planning and Discovery | • Provide additional information with which to understand better all RFP requirements  
  • Approve the execution of any additional development not included in the RFP  
  • Secure internal resources  
  • Identify any timelines that need to be taken into account in the final project plan | • Confirm project scope  
  • Prepare estimates for the development of any new requirements not included in the RFP  
  • Secure internal resources  
  • Finalize project plan |
| Phase 2 – Architecture       | • Provide overall design direction  
  • Provide any design material to be used on the site (images, logo etc.)  
  • Participate in design meetings and provide input with respect to the information design | • Engage client key resources in order to finalize the information design  
  • Review existing content and provide recommendations |
| Phase 3 – Artwork            | • Review Progress  
  • Review and provide feedback for the homepage and inside page designs  
  • Provide any additional input wherever necessary | • Prepare design mockups for the homepage and inside pages  
  • Finalize look and feel of the new website |
| Phase 4 – Development        | • Review Progress  
  • Prepare any additional content that may be needed beyond the existing website content. | • Setup SiteViz Premier in accordance to the agreed-upon structure  
  • Develop PDF import script and inside page rotating image functionality  
  • Quality assurance  
  • Search Engine Optimization |
| Phase 5 – Testing and Delivery | • Participate in the proposed training sessions  
  • Hands-on training using the final implemented solution  
  • Enter any additional content  
  • Authorize live operation of new web site | • Deliver the proposed training sessions  
  • Correct any issues that may arise as a result of client user testing/training  
  • Migrate current website content  
  • Make the web site live |

Taking into account the scope of the project, we estimate that it will be **completed by 05/19/2016**, which is in line with your RFP requirement to complete the project within 16 weeks from signing of a contract with the Board. Please note that the proposed project plan will be revised and expanded upon acceptance of this Proposal.
<table>
<thead>
<tr>
<th>ID</th>
<th>Task Name</th>
<th>Duration</th>
<th>Start</th>
<th>Finish</th>
<th>Predecessors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Board of Regents Website Design</td>
<td>75 days</td>
<td>Fri 2/5/16</td>
<td>Thu 5/19/16</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Announcement of Purchase Decision</td>
<td>0 days</td>
<td>Fri 2/5/16</td>
<td>Fri 2/5/16</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Finalize Agreement</td>
<td>2 days</td>
<td>Fri 2/5/16</td>
<td>Mon 2/8/16</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Agreement Sign-off (First Payment Trigger - 40%)</td>
<td>0 days</td>
<td>Mon 2/8/16</td>
<td>Mon 2/8/16</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Phase 1: Project Planning and Discovery</td>
<td>5 days</td>
<td>Tue 2/9/16</td>
<td>Mon 2/15/16</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Identify and Secure Client and GRIP Resources</td>
<td>2 days</td>
<td>Tue 2/9/16</td>
<td>Wed 2/10/16</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Confirm RFP Requirements and identify any additional needs</td>
<td>1 day</td>
<td>Thu 2/11/16</td>
<td>Thu 2/11/16</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Preparation and review of Detailed Project Plan</td>
<td>2 days</td>
<td>Fri 2/12/16</td>
<td>Mon 2/15/16</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Project Plan Sign-Off</td>
<td>0 days</td>
<td>Mon 2/15/16</td>
<td>Mon 2/15/16</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Phase 2: Architecture</td>
<td>10 days</td>
<td>Tue 2/16/16</td>
<td>Mon 3/29/16</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Review website content and provide recommendations</td>
<td>5 days</td>
<td>Tue 2/16/16</td>
<td>Mon 3/22/16</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Define concepts and general architectural needs</td>
<td>5 days</td>
<td>Tue 2/16/16</td>
<td>Mon 3/22/16</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Define information design and site structure</td>
<td>5 days</td>
<td>Tue 2/23/16</td>
<td>Mon 3/29/16</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Architecture Phase Closure</td>
<td>0 days</td>
<td>Mon 2/22/16</td>
<td>Mon 3/22/16</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Phase 3: Artwork</td>
<td>20 days</td>
<td>Tue 3/1/16</td>
<td>Mon 3/28/16</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Homepage Design</td>
<td>8 days</td>
<td>Tue 3/1/16</td>
<td>Thu 3/10/16</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Homepage Design Revisions</td>
<td>4 days</td>
<td>Fri 3/11/16</td>
<td>Wed 3/16/16</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Homepage Design Sign-off</td>
<td>0 days</td>
<td>Wed 3/16/16</td>
<td>Wed 3/16/16</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Interior Design</td>
<td>5 days</td>
<td>Thu 3/17/16</td>
<td>Wed 3/23/16</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Interior Design Revisions</td>
<td>3 days</td>
<td>Thu 3/24/16</td>
<td>Mon 3/28/16</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Interior Design Sign-off</td>
<td>0 days</td>
<td>Mon 3/28/16</td>
<td>Mon 3/28/16</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Artwork Phase Closure (Second Payment Trigger - 40%)</td>
<td>0 days</td>
<td>Mon 3/28/16</td>
<td>Mon 3/28/16</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Phase 4: Development</td>
<td>19 days</td>
<td>Tue 3/29/16</td>
<td>Fri 4/22/16</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>SiteViz Premier Set-up</td>
<td>2 days</td>
<td>Tue 3/29/16</td>
<td>Wed 3/30/16</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Implementation of Artwork</td>
<td>10 days</td>
<td>Thu 3/31/16</td>
<td>Wed 4/13/16</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Develop PDF Import Script</td>
<td>2 days</td>
<td>Thu 4/14/16</td>
<td>Fri 4/15/16</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Develop Inside Page Rotating Images Functionality</td>
<td>2 days</td>
<td>Thu 4/14/16</td>
<td>Fri 4/15/16</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Internal Quality Assurance Testing</td>
<td>5 days</td>
<td>Mon 4/18/16</td>
<td>Fri 4/22/16</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Development Phase Closure</td>
<td>0 days</td>
<td>Fri 4/22/16</td>
<td>Fri 4/22/16</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Phase 5 – Testing and Delivery</td>
<td>19 days</td>
<td>Mon 4/25/16</td>
<td>Thu 5/19/16</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Content Migration by Global Reach</td>
<td>10 days</td>
<td>Mon 4/25/16</td>
<td>Fri 5/6/16</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Import PDFs</td>
<td>1 day</td>
<td>Mon 5/9/16</td>
<td>Mon 5/9/16</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Training</td>
<td>1 day</td>
<td>Tue 5/10/16</td>
<td>Tue 5/10/16</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Additional Content Entry by Client Staff and Acceptance Testing</td>
<td>5 days</td>
<td>Wed 5/11/16</td>
<td>Tue 5/17/16</td>
<td>31, 32, 33</td>
</tr>
<tr>
<td>35</td>
<td>Go Live Preparation Activities</td>
<td>2 days</td>
<td>Wed 5/16/16</td>
<td>Thu 5/19/16</td>
<td>34</td>
</tr>
<tr>
<td>36</td>
<td>Go Live</td>
<td>0 days</td>
<td>Thu 5/19/16</td>
<td>Thu 5/19/16</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Testing and Delivery Phase Closure (Third Payment Trigger - 20%)</td>
<td>0 days</td>
<td>Thu 5/19/16</td>
<td>Thu 5/19/16</td>
<td></td>
</tr>
</tbody>
</table>
**Payment Schedule**

The payment schedule for the project is as follows:

- 40% due upon signed acceptance;
- 40% due 8 weeks after acceptance or completion of the Artwork Phase, whichever comes first;
- 20% due at completion of the project.

**Maintenance / Updates**

The following is the hourly pricing for maintenance and updates performed outside the scope of the project:

<table>
<thead>
<tr>
<th>HOURLY SERVICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Time</td>
<td>$50</td>
</tr>
<tr>
<td>Data Entry</td>
<td>$80</td>
</tr>
<tr>
<td>Technical Support (Phone/Email)</td>
<td>$120</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>$120</td>
</tr>
<tr>
<td>Copywriting</td>
<td>$120</td>
</tr>
<tr>
<td>Content Updates</td>
<td>$120</td>
</tr>
<tr>
<td>Project Management</td>
<td>$120</td>
</tr>
<tr>
<td>Internet Marketing Services</td>
<td>$120</td>
</tr>
<tr>
<td>Training</td>
<td>$120</td>
</tr>
<tr>
<td>Web Development</td>
<td>$132</td>
</tr>
<tr>
<td>Database Design</td>
<td>$132</td>
</tr>
<tr>
<td>Consulting</td>
<td>$132</td>
</tr>
<tr>
<td>Setup and Support (www-DNS-FTP)</td>
<td>$132</td>
</tr>
</tbody>
</table>

You will be able to request updates via email, phone, or fax. Typical turnaround time is 24 hours for small updates and changes (1-3 hours). For more time-consuming tasks, a quote along with a timeframe for completion will be provided.
Supported Browsers

Global Reach will design and develop your public facing websites to look and function the same way in the current and 2 previous versions of the following browsers:

- Internet Explorer
- Firefox
- Safari (PC and Mac)
- Chrome

Your website should function in other modern browsers but may not look exactly as it does in the browsers above. Older and newer browsers can be supported on an as needed basis; an additional cost may be associated with such a request as further testing and adjustments will be required.

The administrative area of your website will be developed so that it will function with the latest versions of Firefox and Internet Explorer. Other browsers may be supported but will not be tested.

The Fine Print

Important Specifications Notice

Please review the specifications carefully to ensure that they meet your requirements. Items discussed during meetings and demos may not be included in this document. If a function or specification that is vital to your website is not explicitly documented within this document, Global Reach will consider the addition out of the original scope of the project. Items that are out of the original scope of the project are billable at the regular hourly rate. All specifications within this document will be considered final upon execution of an agreement.

Assumptions

The above timeline assumes timely delivery of feedback and content from the client. Any delays will result in late delivery of the project. If delays are caused by the client, the payment schedule will continue according to the original timeline.

Development cannot commence until the design has been approved by the client. Even though the timeline outlines the timeframe for the design process, it is possible to take longer depending on the feedback provided.

If copywriting services have not been purchased, we’re glad to provide this service at the appropriate fee. It is expected that the client will provide the website content in a usable electronic format.
Our Company

A Web Firm with a Proven Track Record

Founded in 1995, Global Reach Internet Productions is one of the most respected web development firms in Iowa and the Midwest. Our experienced team of consultants, developers, and designers combine strategic business analysis along with strong technological skills in order to deliver meaningful recommendations. These skills are backed by a proven methodology which provides our clients with consistent, superior results.

In addition to website and advanced application development, Global Reach has expanded beyond its main area of specialization by providing services in a number of interrelated areas such as internet marketing, IT solutions, hosting and server colocation, graphic design, copywriting, and consulting. Our client base of more than 1,000 organizations is made up of small, medium, and large enterprises, representing a wide range of industries. All of our clients experience a high level of satisfaction, stemming from the opportunity to tap into the full suite of resources provided by Global Reach.

The Creative

Breathtaking designs, compelling animations, and intuitive layouts are what Global Reach’s award-winning design department is known for. Our designers have a broad range of skills and experience, enabling us to provide each client with design services that are tailored to specific needs.

All of our design projects start by interviewing our clients in order to get a better understanding of their vision, goals and general aesthetic requirements. Once we begin the design process, we strive to be as precise as possible taking into consideration the initial project requirements and coordinating our efforts with you until the project comes to life. Whether you represent a large corporation or a small business, Global Reach will come up with a handcrafted creative solution that you’re guaranteed to love.

The Technical

Our state-of-the-art facility is home to a large group of skilled developers who utilize a team-based approach to production. As an Adobe Solution Provider, Global Reach specializes in advanced ColdFusion development. We have over a decade of experience working with the product and have numerous certified developers’ on-staff. However, we understand every client is unique. Therefore, in addition to ColdFusion, our team is also proficient in ASP, ASP.NET, PHP, JSP, Java, Visual Basic, C++, C#, and many other disciplines. Global Reach also has one of the most advanced and secure data centers in Iowa. We are compliant with the Payment Card Industry Data Security Standards (PCI-DSS), a comprehensive set of standards that includes requirements for security management, policies, and procedures.

Client Retention

At Global Reach we have always been proud of our high client retention rate. In spite of our constant efforts to maintain the loyalty of every single client, it is not always possible to provide everything our customers want, at the time they need it and the price they are willing/able to afford. The combination of these factors is the main reason why we occasionally lose some clients, such as the ISU Research Park, the ISU Pappajohn Center for Entrepreneurship or the Professional Property Management, Inc. However, we have been in business long enough to welcome back former clients who left us only to return back to us after a few years.
Our Awards

Global Reach is proud to have received numerous awards and honors since our establishment in 1995. The following are a select few of our more recent accolades:

**W3 Award**
- Gold Winner – 2013
- 9-time Silver Winner
W3 Awards are endorsed by the International Academy of Visual Arts.

**Webby Award**
- 2006, 2007, 2010
Web Marketing Association's WebAwards is the premier annual website award competition.

**ADDY, Silver - 2004**
The American Advertising Federation's ADDY Awards are the world's largest and arguably toughest advertising competition.

**Inc 5000 2013 & 2014**
Recognized as one of the fastest growing companies in Iowa two years running. Sponsored by Inc. Magazine.

**Davey Award**
- 10-time winner – 2012 - 2015
Sponsored by the Academy of Interactive and Visual Arts.

**Entrepreneur of the Year**
- 2011
Sponsored by the Ames Chamber of Commerce.

**WebAward**
- Standard of Excellence – 2015
- 7-time winner 2007 – 2015
Sponsored by the Web Marketing Association.

**Best of Des Moines**
- Web Developer
Sponsored by the Des Moines Business Record.

**Software Company of the Year / New Innovation in Government / Business**
- Product of the Year / CEO of the Year Finalist - 2010
Sponsored by the Technology Association of Iowa.

**Entrepreneur of the Year**
- 2012, 2013, 2014
Top Workplace
Honored by the Des Moines Register for being a top workplace in Iowa.
Global Reach designed and developed a responsive solution for the changing, mobile user base. Users are now able to easily stay abreast of the latest consumer advisories, file important registration documents with the state, or report a consumer complaint conveniently from desktop, tablet, or mobile devices. A single administrator area allows the AG’s team to efficiently manage the website’s content and process consumer and crime victim reports.

<table>
<thead>
<tr>
<th>Address</th>
<th>Office of the Attorney General of Iowa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hoover State Office Building</td>
</tr>
<tr>
<td></td>
<td>1305 E. Walnut Street</td>
</tr>
<tr>
<td>City, State, Zip</td>
<td>Des Moines IA 50319</td>
</tr>
<tr>
<td>Website Address</td>
<td><a href="http://www.iowaattorneygeneral.gov">www.iowaattorneygeneral.gov</a></td>
</tr>
<tr>
<td>Contact Person</td>
<td>Geoff Greenwood</td>
</tr>
<tr>
<td>Contact's Title</td>
<td>Communications Director</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:geoff.greenwood@iowa.gov">geoff.greenwood@iowa.gov</a></td>
</tr>
<tr>
<td>Phone</td>
<td>515-281-6699</td>
</tr>
</tbody>
</table>
The Treasurer of the State of Iowa receives all revenues from state agencies and the federal government and is responsible for all consequent bank relations. To help convey these responsibilities, they were in need of a website that conveyed information for the large variety of supported areas. Global Reach provided the Treasurer of the State of Iowa with a custom website. This allowed them to separate the website into several different sections, and also link to other program websites. The website has become the central hub for all of the Treasurer of Iowa’s services.

<table>
<thead>
<tr>
<th><strong>Address</strong></th>
<th>Capitol Building</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City, State, Zip</strong></td>
<td>Des Moines, IA 50319</td>
</tr>
<tr>
<td><strong>Website Address</strong></td>
<td><a href="http://www.treasurer.state.ia.us">www.treasurer.state.ia.us</a></td>
</tr>
<tr>
<td><strong>Contact Person</strong></td>
<td>Karen Austin</td>
</tr>
<tr>
<td><strong>Contact's Title</strong></td>
<td>Deputy Treasurer</td>
</tr>
<tr>
<td><strong>E-mail</strong></td>
<td><a href="mailto:karen.austin@iowa.gov">karen.austin@iowa.gov</a></td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>515-281-7677</td>
</tr>
</tbody>
</table>
Our team combined the SiteViz Premier content management system and SiteViz Connect member management tool so the Ames Chamber administrators could take control of all online operations from a single control panel. Staff can automate membership renewal fees and reminders, set up events and registration collection, and deploy newsletters. The new design is totally responsive, optimistic and modern.

| Address         | 1601 Golden Aspen Drive  
                     | Suite 110                |
|-----------------|--------------------------|
| City, State, Zip| Ames, IA 50010            |
| Website Address | www.ameschamber.com       |
| Contact Person  | Lauren Frandsen           |
| Contact's Title | Director, Communications & Marketing |
| E-mail          | lauren@ameschamber.com    |
| Phone           | 515.232.2310              |
Bradshaw is a leading Des Moines law firm and needed to update their web presence so they could be accessible 24/7 for current and prospective clients. SiteViz Premier and its powerful modules created specifically for the needs of law firms allows Bradshaw to keep a directory of detailed attorney profiles and practice areas. They can post job openings and manage applications, and publish news articles. There new design is warm, professional, and current – ideal for reflecting their nearly century of experience and close relationship with their clients.

| Address       | 801 Grand Avenue  
|               | Suite 3700       |
| City, State, Zip | Des Moines, IA 50309-8004 |
| Website Address | www.bradshawlaw.com |
| Contact Person | Karen S. Andrews |
| Contact’s Title | Legal Support Specialist |
| E-mail        | andrews.karen@bradshawlaw.com |
| Phone         | 515-243-4191     |
Egg Industry Center

With SiteViz Premier, the Egg Industry Center is now well equipped to accomplish their goals of keeping their industry apprised of emerging research via a beautifully designed, engaging website. The user is the priority here, placing a news feed, featured pages, and social media feeds front and center. The navigation is easy to understand and the entire thing can be managed from an online administration portal.

<table>
<thead>
<tr>
<th>Address</th>
<th>201 Kildee Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Osborn Drive</td>
</tr>
<tr>
<td>City, State, Zip</td>
<td>Ames, IA 50011</td>
</tr>
<tr>
<td>Website Address</td>
<td><a href="http://www.eggindustrycenter.org">http://www.eggindustrycenter.org</a></td>
</tr>
<tr>
<td>Contact Person</td>
<td>Lesa Vold</td>
</tr>
<tr>
<td>Contact’s Title</td>
<td>Communications Specialist</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:lvold@iastate.edu">lvold@iastate.edu</a></td>
</tr>
<tr>
<td>Phone</td>
<td>515-294-4037</td>
</tr>
</tbody>
</table>
Iowa Rural Power

With a strong new design on a responsive framework, the new IowaRuralPower.org is an influential new force in the Iowa electric coop community. The SiteViz Premier content management system allows website admins to easily create sharp-looking news posts, curate RSS feeds, maintain photo galleries, and add and update page content. Iowa Rural Power is also maintaining an interactive map of political candidates' appearances around Iowa.

| Address          | Iowa Association of Electric Cooperatives  
|------------------|---------------------------------------------  
|                  | 8525 Douglas, Suite 48                       
| City, State, Zip | Des Moines, IA 50322-2992                    
| Website Address  | http://www.iaruralpower.org/                
| Contact Person   | Ethan Hohenadel                              
| Contact’s Title  | Regulatory Affairs – Data Analyst            
| E-mail           | ehohenadel@iowarec.org                       
| Phone            | 515-727-8954                                 

For a more comprehensive list of the hundreds of clients we provide services for, please visit our website at http://www.globalreach.com/.
Attachment 1 – Section 508 Compliance Guidelines

To maintain the 508 compliance after the website is built, it will be the responsibility of the client to make sure that the following guidelines are followed when adding or updating content.

- **Provide text alternatives for any non-text content (images) so it can be used by assistive technologies.**
  Every image must have an alt attribute, but not every image needs alt text. Decorative images used solely for an aesthetic effect do not need alternative text. Putting alt text on purely decorative items distracts those using screen readers from the content on the page. Likewise, do not specify meaningless alt text (e.g., “this is a placeholder”). Not only will this frustrate users, it will slow down user agents that must convert text to speech or braille output.

- **Provide alternatives for time-based media.**
  Provide captioning and other alternatives for multimedia, such as transcripts for videos.

- **Make text content readable and understandable.**
  - Use H1 – H6 to identify headings and use consistent hierarchy
  - Use standard text formatting conventions for paragraphs and lists [ordered (numbered) and unordered (bulleted)].
  - Use the clearest and simplest language appropriate for the content
  - Avoid centrally aligned text
  - Avoid text that is fully justified to both left and right margins
  - Make links visually distinct
  - Make any reference to a location in a Web page into a link to that location
  - Tables - Present information in a way that preserves relationships within the information even when users cannot see the table or the presentation format is changed. Use the table tool in the content management system to create tables. Do not use multiple spaces or the tab key to align table elements.
  - Forms - When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
  - Create accessible PDF files. Resources:
    - [https://www.adobe.com/enterprise/accessibility/pdfs/acro6_pg_ue.pdf](https://www.adobe.com/enterprise/accessibility/pdfs/acro6_pg_ue.pdf)

Additional resources:
- [http://www.section508.gov/](http://www.section508.gov/)
- [https://www.section508.gov/content/learn/standards](https://www.section508.gov/content/learn/standards)
- [http://www.w3.org/WAI/intro/wcag](http://www.w3.org/WAI/intro/wcag)
- [http://www.w3.org/WAI/WCAG20/glance/](http://www.w3.org/WAI/WCAG20/glance/)
Attachment 2 – Assurances, Representations and Authorization to Release Information

This page intentionally left blank. Please turn over for the relevant form.
ASSURANCES, REPRESENTATIONS AND AUTHORIZATION TO RELEASE INFORMATION

The Bidder hereby assures and represents with respect to this proposal that:

1. It possesses legal authority to submit this proposal; that a resolution, motion or similar action has been duly adopted or passed as an official act of the Bidder's governing entity authorizing the submittal of this proposal, including all assurances, representations contained herein, and directing and authorizing the person signing below to act in connection with the application and to provide additional information as may be required.

2. It will comply with all applicable federal and state equal opportunity and affirmative action requirements.

3. All statements and information made or furnished to the Board are true and correct in all material respects. Bidder has not knowingly made any false statements in its proposal. Bidder acknowledges that supplying any information determined to be false, misleading or deceptive will be grounds for disqualification from consideration.

4. Bidder hereby authorizes the Board to obtain information regarding its performance on other contracts, agreements or other business arrangements, its business reputation, and any other matter pertinent to evaluation and the selection of a successful Bidder in response to this Request for Proposal. It authorizes the Board to research the company's history, contact former and current clients of the company, and perform other related activities necessary for reasonable evaluation of this proposal.

5. The Bidder acknowledges that it may not agree with the information and opinions given by such person or entity in response to a reference request. The Bidder acknowledges that the information and opinions given by such person or entity may hurt its chances to receive contract awards from the Board or may otherwise hurt its reputation or operations. The Bidder is willing to take that risk.

6. The Bidder hereby releases, acquits, and forever discharges The Universities, State of Iowa, Board of Regents, their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references obtained by the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.

7. The Bidder authorizes representatives of the Board to contact any and all of the persons, entities, and references which are, directly or indirectly, listed, submitted, or referenced in the undersigned’s proposal submitted in response to this Request for Proposal.
8. The Bidder further authorizes any and all persons or entities to provide information, data, and opinions with regard to the undersigned's performance under any contract, agreement, or other business arrangement, the undersigned's ability to perform, the undersigned's business reputation, and any other matter pertinent to the evaluation of the undersigned. The undersigned hereby releases, acquits and forever discharges any such person or entity and their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references supplied to the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.

9. Firm certifies compliance will all requirements, terms and conditions contained within this request for proposal. Any exceptions to the terms and conditions outlined herein have been clearly stated per the requirements outlined in the ‘Format of Proposal’ section.

10. A photocopy or facsimile of this signed Authorization is as valid as an original.

[Signature]

Iacovos Zachariades, President and CEO  
Type or Print Name, Title

01-29-2016  
Date

This form must be signed by an authorized representative of the Bidder and submitted to the Board along with Bidder’s proposal.

RFP: Website for the Board of Regents, State of Iowa
ENTITY: Board of Regents, State of Iowa
RFP RELEASE DATE: January 11, 2016