

Request for Proposal for School Website Development and Management

July 6, 2022

This letter is a Request for a Proposal (RFP) by Pathways Early College Academy, a nonprofit, certified non-public agency (NPA), for a provider of school website development and management.

Background: Pathways Early College Academy (PECA) is a nonprofit, certified non-public agency (NPA) providing private early college high school educational programs in California and Arizona. Pathways Early College Academy is headquartered in Pasadena, CA.

Our current staff consists of 2 fulltime directors based remotely who oversee operations at PECA.

Scope of services to be provided: This RFP is for an educational service provider specializing in the area of school website development and management. The selected independent party will:

1. Develop a school website for PECA in coordination with our domain provider
2. Manage the school website
3. Provide PECA with training in the website's management
4. Provide customer support for all products and services provided

The review team will consider all of the above listed competencies as well as any other competitive advantage that should be weighed in addition to cost analysis.

Fee Estimate Assumptions: Your fee estimate should incorporate the following assumptions:

- Preference would be for a flat month-to-month fee and year-long contract, encompassing the above stated requirements. Either party can cancel the contract within 30 days.
- Any additional fees should be clearly outlined and detailed.

Proposal Contents: Proposals must include the following to be considered:

1. Description of the provider's qualifications and experience providing website development and management to high schools and/or educational service providers.

2. Description of the provider's proposed service offering addressing each scope of work area identified above in this RFP.
3. Fee schedule and proposed fee for services.
4. Primary contact person and their contact information.
5. References.

Submission and Selection: Additional information requests and submissions should be coordinated through Ella Baker via email at ella@peca.org. Proposals for the RFP must be submitted by July 20, 2022. Proposals will be reviewed and assessed based on provider knowledge and expertise in the field of Education and NPAs, flexibility of service options, and pricing. The review will be confidential. Upon review, a recommendation will be submitted to the PECA Board of Directors along with a summary comparison of all submitted responses to the RFP for a final review and decision. Selection of the provider vendor is tentatively set for July 22, 2022.

We are looking forward to working with you, please do not hesitate to contact me if you have any additional questions.

Sincerely,

Ella Baker

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