

Kentucky Council on Postsecondary Education

Request for Proposals For Services

Proposals must be returned by 4:30 p.m., ET, January 31, 2002

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<http://www.kyvl.org>

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**Council on Postsecondary Education
Kentucky Virtual Library (KYVL)
KYVL For Kids
Request for Proposals for Services**

Section I – Purpose

The Council on Postsecondary Education (CPE), on behalf of the Kentucky Virtual University (KYVU), seeks the services of a web designer to create the artwork, web pages, and aid with some content for a KYVL for Kids Portal and for a kids' information literacy tutorial. This time-limited project must be completed within five (5) months from the date the contract is awarded. The designer will report to the Director of the Kentucky Virtual Library in consultation with the work group responsible for oversight of the project.

The Kentucky Virtual University, created with the passage of the Kentucky Postsecondary Education Improvement Act of 1997, is "to be a student-centered, technology-based system for coordinating the delivery of postsecondary education that meets the needs of citizens and employers across the Commonwealth." The mission for the Kentucky Virtual Library is to ensure that "all Kentuckians will have equitable access to quality library and information resources and qualified, well-trained staff to support the Kentucky Virtual University as well as meet broader needs for learning, working, and living." The primary focus for the KYVL is to provide the same level of library services to distance learners as those provided for residential or traditional students. Central to this distributed system is the collaboration and cooperation of all types of libraries to deliver information resources and services to students anytime any place.

The KYVL for Kids portal and tutorial will be created for Kentucky school children. Children, on their own or with parents and teachers, will use this resource to support schoolwork and further their knowledge of research. The site will be created using current technologies but keeping in mind lower bandwidths and with low-tech options where appropriate. The current page for elementary school students can be seen at <http://www.kyvl.org/html/k12/elem.shtml> .

The following scenarios are provided to help the contractor envision how this project may be utilized.

Scenario 1:

Students need to find information for class. They come to the KYVL for Kids site where they find the information they need and have fun while doing so. Not knowing where to begin, they may start with the tutorial and might work with the school librarian who lets them move through it on their own checking on the student periodically to see if they are understanding everything, helping

them with some of the activities, and working in the resources and information specific to their school. After completing the tutorial they understand how to research and have a framework for conducting research. They might then return to the portal page where they can jump into resources (see list of resources in section II) for their research.

Scenario 2:

A teacher takes the class to the library where they will learn about how to find information. The school librarian and teacher have previously discussed what the students should be learning and how to incorporate it into the class content. The librarian leads students through the tutorial to help them interactively learn the steps of research. When done with the tutorial, the class goes back to the portal page where they jump into other resources that will get them the information they need.

Section II – Scope of Project

The designer will create

- A web portal for kids

The portal to be created will link to

- The tutorial (also to be created by the designer)
- Searchasaurus – a proprietary collection of databases licensed for Kentuckians
- A collection of annotated kids websites
- Proprietary encyclopedias licensed for Kentuckians
- The Kentuckiana Digital Library
- Magazines in Spanish – a proprietary collection

All of these, with the exception of the tutorial and the collection of websites, are linked from the current page built for elementary school students at

<http://www.kyvl.org/html/k12/elem.shtml> . The portal should allow for growth and additional potential links unforeseen at this time (perhaps things like online learning games, or additional databases). We currently envision it being a single piece of artwork with different areas mapped to go to the links listed above. For examples see:

<http://bensguide.gpo.gov/>

<http://www.cricketmag.com/> (click once through the intro screen)

<http://www.pathwaysmodel.com/resources/pathways-tutorial/home.html>

<http://pbskids.org/clifford/>

- An information literacy tutorial for kids. The tutorial will be an instructor led activity but students could use it on their own. The goal of the tutorial is to teach students how to

do research no matter what resources they have available to them (the concept and the process). Specific examples to demonstrate these concepts might be taken from resources available through KYVL. Care will be taken when using these resources for examples because the resources will change through the years. Drafts of the tutorial content, created by the KYVL work group, are available for viewing here:

<http://www.kyvl.org/html/about/committees/kids/tutorialoutline.pdf>

<http://www.kyvl.org/html/about/committees/kids/tutorialoutlinefleshed.pdf>

As the creative process with work group and contractor proceeds, these may change.

For definition of Information Literacy see: <http://www.ala.org/acrl/ilintro.html#ildef>

- Art work for both the tutorial and portal that is appropriate for K-5 students. We wish to develop common theme and characters that unify the site and with whom children want to interact. We also would like to be able to use the themes and artwork in additional areas of the “KYVL for Kids” site as it grows.

The site should be created using current technologies but keeping in mind lower bandwidths and with low-tech options where appropriate.

Site goals include –

- Pages should load within approximately 10 seconds on a 56K modem
- If flash is proposed then a non-flash option or a bypass should be provided
- Awareness of cross browser, cross platform, and ADA issues
- Site navigation which increases usability

The consultant will work and meet with KYVL and the appropriate work group for guidance.

Drafts of the portal and tutorial will be tested with the school students of the teachers on the work group. The Consultant must complete the work within five months following the award of the contract.

Section III – The Proposal

Parties responding to this Request for Proposals are to provide a narrative statement indicating the planned approach to this project. Respondents are to submit proposals to CPE/KYVL specifying the following:

- 1. Credentials, Previous Experience and Expertise.** Provide evidence that the respondent is capable of completing the responsibilities outlined in the project scope.

The designers should have

- Experience creating websites (prefer websites for children)
- Ability to create original artwork
- Ability to work well with advisory group
- Knowledge of how kids learn
- Understanding of schools and public libraries

2. Proposal Narrative. Include a narrative describing the proposed approach to be used to complete the work. The narrative should provide sufficient detail for evaluators to understand how the objectives of the request for proposals will be achieved. The proposal should set out completion timelines for each discrete activity contained in section #2. Include in the timeline - the creation process, meetings with the work group, evaluation of the draft and reworking based on evaluation.

3. Pricing. Provide a total cost figure for completion of the project including consultation, travel, and design and building of pages.

4. References. Include a list of clients or employers for whom similar services have been provided within the past three years. Include names, addresses, telephone and fax numbers, a brief description of the work completed, and URLs of work completed. Also include URLs for websites created for kids.

5. Conflict of Interest. Each prospective consultant must certify that he/she has not offered or given any gift or compensation prohibited by the laws of the Commonwealth of Kentucky to any officer or employee of the Kentucky Commonwealth Virtual University, the Council on Postsecondary Education, or others associated with the University to secure favorable treatment with respect to being awarded a contract for consulting services.

Each prospective consultant must further certify that the response to this RFP has been submitted without collusion with, and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the RFP designed to limit independent competition.

6. Timetable. Prospective consultants must be able to adhere to the timetable outlined below.

January 31, 2002	Deadline to submit proposals.
February 1-15, 2002	Proposal review and consultant selection.
February 15-30, 2002	Contract preparation and approval.
March 1, 2002	Contract award.
March 2, 2002	Design services begin.
June 30, 2002	Work completed.

Section IV – Criteria for Selection

After determining that a proposal satisfies the requirements of this Request for Proposals, an evaluation committee will evaluate each proposal based on the following evaluation factors:

Pricing	30%
Credentials, Previous Experience and Expertise	25%
Proposal Narrative	30%
References	15%

Section V – Selection of Consultant

The CPE/KYVL will select the consultant no later than March 1, 2002. The contract with the consultant must comply with all Personal Service Contracts procurement guidelines established by the Commonwealth of Kentucky (KRS Chapter 45A) and is contingent upon approval by the state. Information on these requirements is available through the Division of Purchases in the Kentucky Finance and Administration Cabinet.

Section VI – General Information

A single personal service contract will be awarded as a result of this Request for Proposals. The CPE/KYVL reserves the right to conduct discussions with any respondent who has submitted a proposal to determine the respondent’s qualifications and to negotiate pricing. Discussions will not disclose any proprietary information per KRS 461. On behalf of KYVU/VL CPE has the right to refuse all proposals.

Section VII – Submission and Acceptance of Proposals

Respondents should submit five (5) copies of their proposal. The proposals must be received no later than 4:30 p.m., ET, January 31, 2002. Proposals are to be mailed to:

Ling-yuh W. (Miko) Pattie, Director
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Council on Postsecondary Education
1024 Capital Center Drive, Suite 210
Frankfort, Kentucky 40601-8204

All questions should be addressed to Ling-yuh W. (Miko) Pattie at (502) 573-1555.