

**IT Professional Technical Services  
Master Contract Program  
T#: 902TS**

**Statement of Work (SOW)  
For Technology Services  
Issued By  
Minnesota Department of Health**

**Website CMS Conversion Planning**

**Service Categories: Project Management, Analyst-Business**

**Business Need**

The Minnesota Department of Health is in need of assistance with project planning for conversion from its static public website to a content management system. This project will consist of a quick analysis of the business and technical needs of the department and of an available CMS system. It will also encompass all of the planning leading up to implementation of a content management system conversion from a static website. The website is managed by the Communications Office and the servers are maintained by the Information Systems and Technology Management department within MDH. Web page publishers are distributed across the department and work in two different buildings and report to various managers. This conversion project will be managed by the Communications Office.

**Project Deliverables**

Quick analysis – MDH is using the Liferay CMS for other projects and would like to know if this product is an appropriate solution for the static website. Vendor will assist MDH in forming a comprehensive definition of business and technical requirements for a CMS. Compare these requirements to Liferay's product specifications and report on any deficiencies, and the feasibility of customization of Liferay to compensate for these deficiencies. Consult with MDH to select two other CMS systems to use as a benchmark comparison to the Liferay product as well as compare with the SDL Tridion CMS as administered by the Office of Enterprise Technology (OET). Analyze the feasibility of use of the alternative products and compare and contrast their use to the Liferay product.

Project plan – Create a project plan for the conversion to CMS. Included in this plan are:

- identification of tasks that will need to be completed before conversion takes place, including any customization of the tool that will be needed
- timeline
- barriers to delivering the project on time
- risk assessment
- communication plan
- training and support plan

Weekly status reports – provide a weekly report to the MDH project manager specifying what has been accomplished in the past week, what is scheduled for the remainder of the project, and what decisions or resources MDH needs to provide.

## **Project Milestones and Schedule**

- Status reports due Fridays until project completion
- Deliver quick analysis report on June 1, 2011
- Deliver project plan on June 1, 2011

## **Project Environment (State Resources)**

- Staff descriptions:
  - a) The consultant will interact with 4-6 staff members, but about 100 people are highly interested stakeholders in the project
  - b) Project Manager: Cristyn Rybak; John Stieger is the Sponsor
  - c) Communications Office staff have experience with information architecture (IA) and navigation design as well as with managing a large website with many users. Staff also has user experience and accessibility experience.
- The current website runs on an Apache server in a Linux environment. Along with HTML documents, ColdFusion files and applications are also running on the same server, in the same file structure. Google Site Search is used as the search engine and Oracle or EnterpriseDB are the database servers that are used in the department. Liferay is already running within the MDH environment.
- The state is responsible for providing the necessary hardware, software, and licensing.
- Meetings and consultations will be conducted on-site at MDH offices in St. Paul or via teleconference. Most of the work can be performed off-site.

## **Agency Project Requirements**

- The format of the plans specified in the deliverables need to be discussed with the MDH project manager and formats should be agreed upon before delivery. This is to ensure that the delivered plans will fit into the context of the MDH business environment.
- Project timelines should reflect the fact that the CMS system implementation needs to begin by July 1, 2011.

## **Responsibilities Expected of the Selected Vendor**

- Create project plan that includes project documentation to be delivered
- Produce regular status reports measuring progress in creating the plan to the MDH project manager
- Provide and support a certified project manager with at least 5 years of experience to implement the project deliverables. The expectation is that this resource will be dedicated to this SOW through its completion and not be substituted without prior (21 days or greater) acceptance and approval by MDH.
- Knowledge Transfer and Mentoring: Provide MDH all project documentation, including training and knowledge transfer to state employees.

## **Required Skills (These are to be scored as pass/fail requirements)**

Organizational – vendor must meet the following minimum qualifications:

- Experience in converting a static website to CMS for at least 5 organizations
- Experience in converting a large static website. Site should have had at least 30,000 static web pages and 50 or more content contributors

Project Manager – certified PMI staff

- PM staff should have at least 5 years PM experience and PMI certification
- Experience as the lead PM on at least 3 CMS conversion projects

Business Analyst

- BA staff should have at least 5 years experience
- Experience as the lead BA on at least 3 CMS conversion projects

## Desired Skills

- Experience converting a static website to the Liferay CMS
- Experience converting a website to the SDL Tridion CMS
- User interface design experience
- Demonstrated excellent communication skills
- Experience working with a government website

## Process Schedule

- Deadline for Questions 04/08/2011, 3:00 p.m. CDT
- Posted Response to Questions 04/14/2011
- Proposals due 04/22/11, 3:00 p.m. CDT
- Anticipated proposal evaluation begins 04/25/11
- Anticipated proposal evaluation & decision 05/06/11

## Questions

Any questions regarding this Statement of Work should be submitted via mail or e-mail by 04/8/2011, 3:00 p.m. CDT:

Name: Cristyn Rybak

Department: Communications

Email Address: [cristyn.rybak@state.mn.us](mailto:cristyn.rybak@state.mn.us)

Questions and answers will be posted on the Office of Enterprise Technology website by approximately 3:00 p.m. on 04/14/2011 ([http://www.oet.state.mn.us/mastercontract/statements/mcp902ts\\_active.html](http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html)).

## SOW Evaluation Process

Responses received by the due date and time will be evaluated according to the evaluation process below. Responses must contain information needed to evaluate these factors. Detailed information on the content, format and submittal requirements is provided in the next section of this SOW, Response Requirements.

1. Pass/Fail on Response Requirements

2. Initial Pass/Fail evaluation of Required Qualifications. The Response must specifically indicate how the Responder meets all of these minimum qualifications. If MDH determines, at its sole discretion, that the Responder fails to meet one or more of these requirements (or if the Responder has not submitted sufficient information to make the pass/fail determination), then the Response will be eliminated from further review.

3. Evaluation of responses (that pass Step 1 and Step 2) based on the criteria below. References may be contacted at this point. MDH reserves the right to contact other State agencies and consider performance on past and current contracts.

Cost (40%)

Organizational qualifications (20%)

PM resource Experience (20%)

Work plan (20%)

4. Interview top-rated Responders as needed. Reevaluation of points for qualifications and workplan for those Responders interviewed, based on information determined from interview. MDH reserves the right to eliminate Step 4 interviews if, in the judgment of the MDH evaluation team, an interview is not required.

## Response Requirements

At any time during the evaluation phases, the State may, at the State's discretion, contact a vendor to provide further or missing information or clarification of their Response. However, there is no guarantee that the State will look for information or clarification outside of the submitted written response. Therefore, it is important that the vendor ensure that their Response is complete and **all** requirements have been completely met in order to avoid the possibility of failing an evaluation phase or having their score reduced for lack of information.

1. Responses must be submitted no later than **April 22, 2011 at 3:00 p.m.**, Central Daylight Time, via email to **health.communications@state.mn.us**. The project title should be included in the subject line of your Response e-mail.

Responses sent to any other e-mail address will not be considered.

It is the vendor's sole responsibility to ensure that their submittal is **received** at the health.communications@state.mn.us email address by the response deadline. Responses **received** after the deadline will not be considered, regardless of any documentation showing when the response email was sent. Please note that there is a 20MB size limit on emails.

2. The Responder must be qualified for the service categories indicated on this SOW, under its 902TS Professional/Technical Services Master Contract with the Office of Enterprise Technology, before the response deadline.

3. Responses must include the following:

a. **Cover letter** identifying the responded and the respondent's representative during the procurement process.

b. **Conflict of interest statement** as it relates to this project (see General Requirements section)

c. **Statement of acceptance of all terms and conditions** stated within this SOW or a detailed statement of exception for each item excepted by the Responder (see General Requirements section).

d. **Organizational qualifications:**

Provide descriptions of at least two projects where vendor converted a static website to CMS. Describe the vendor's role in these projects. Describe vendor experience in Java programming, web information architecture, Cascading Style Sheet (CSS) creation and accessibility. Provide information demonstrating how vendor meets any Desired Qualifications

e. **Project Manager and Business Analyst qualifications**

Resume for resources dedicated to this SOW through its completion. Resume must clearly demonstrate how the resources meet Required Qualifications and any Desired Qualifications.

References and contact information for at least 2 successful web site CMS conversions.

f. **Work Plan** – proposed work plan, with enough information to be used as schedule and managing tool. Include the following:

High-level overview that demonstrates understanding of the services requested.

Project management methodology

Task groupings

Detailed tasks within these groupings, with deliverables and staff allocation defined

Resource allocation – vendor and state staff

Realistic timelines that meet MDH's needs for this SOW

Risk assessment and mitigation plan

g. **Total Cost** – detailed total cost proposal to complete all work, based on the following structure:

Hourly rate and total estimated hours

4. **Required forms** – These forms must be signed by the appropriate individual within the company, scanned into a file, and included with the e-mail submission. If you do not have access to a scanner, please send an e-mail health.communications@state.mn.us and other options will be considered.

a) Affidavit of non-collusion

<http://www.mmd.admin.state.mn.us/doc/noncollusion.doc>

b) Immigration Status Certification (if over \$50,000)

<http://www.mmd.admin.state.mn.us/doc/immstatcert.doc>

c) Location of Service Disclosure

<http://www.mmd.admin.state.mn.us/Doc/ForeignOutsourcingDisclosureCertification.doc>

d) Veteran-Owned/Service Disabled Veteran-Owned Preference Form

<http://www.mmd.admin.state.mn.us/doc/vetpref.doc>

Please note that when verifying eligible service categories and hourly rates, MDH uses the information on the Office of Enterprise Technology's Website. It is the Responder's responsibility to verify that the website information matches their current records and inform the Office of Enterprise Technology of any discrepancies.

## **General Requirements**

### **Proposal Contents**

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential award of a this work order. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

### **Liability**

#### **Indemnification**

In the performance of this contract by Contractor, or Contractor's agents or employees, the contractor must indemnify, save, and hold harmless the State, its agents, and employees, from any claims or causes of action, including attorney's fees incurred by the state, to the extent caused by Contractor's:

- 1) Intentional, willful, or negligent acts or omissions; or
- 2) Actions that give rise to strict liability; or
- 3) Breach of contract or warranty.

The indemnification obligations of this section do not apply in the event the claim or cause of action is the result of the State's sole negligence. This clause will not be construed to bar any legal remedies the Contractor may have for the State's failure to fulfill its obligation under this contract.

### **Disposition of Responses**

All materials submitted in response to this SOW will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this SOW that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minn. Stat. § 13.37, the Responder must: clearly mark all trade secret materials in its response at the time the response is submitted, include a statement with its response justifying the trade secret designation for each item, and defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFP, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

### **Conflicts of Interest**

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise

impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division ("MMD") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to MMD, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

### **IT Accessibility Standards**

Responses to this solicitation must comply with the Minnesota IT Accessibility Standards effective September 1, 2010, which entails, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 Subparts A-D which can be viewed at:

[http://www.mmd.admin.state.mn.us/pdf/accessibility\\_standard.pdf](http://www.mmd.admin.state.mn.us/pdf/accessibility_standard.pdf)

### **Nonvisual Access Standards**

Nonvisual access standards require:

- 1) The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
- 2) That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;
- 3) That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
- 4) That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

### **Preference to Targeted Group and Economically Disadvantaged Business and Individuals**

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. Eligible TG businesses must be currently certified by the Materials Management Division prior to the solicitation opening date and time. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at [mmdhelp.line@state.mn.us](mailto:mmdhelp.line@state.mn.us). For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

### **Veteran-owned/Service Disabled Veteran-Owned Preference**

In accordance with Minnesota Statute §16C.16, subd. 6a, veteran-owned businesses with their principal place of business in Minnesota and verified as eligible by the United States Department of Veterans Affairs' Center for Veteran Enterprises (CVE Verified) will receive up to a 6 percent preference in the evaluation of its proposal.

Eligible veteran-owned small businesses include CVE verified small businesses that are majority-owned and operated by either recently separated veterans, veterans with service-connected disabilities, and any other veteran-owned small businesses (pursuant to Minnesota Statute §16C.16, subd. 6a).

Information regarding CVE verification may be found at <http://www.vetbiz.gov>.

Eligible veteran-owned small businesses should complete and **sign** the **Veteran-Owned Preference Form** in this solicitation. Only eligible, CVE verified, veteran-owned small businesses that provide the required documentation, per the form, will be given the preference.

**Foreign Outsourcing of Work Prohibited**

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

Statement of Work does not obligate the state to award a work order or complete the assignment, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest. The Agency reserves the right to reject any and all proposals.