Proposal

Presented to

BOARD OF REGENTS STATE OF IOWA

For

Website Design Request for Proposal
Using SiteViz Premier Content Management System

January 29, 2016

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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,

Iacovos Zachariades
President and CEO
Office: 515-996-0996
iacovos@globalreach.com

Table of Contents

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.

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.
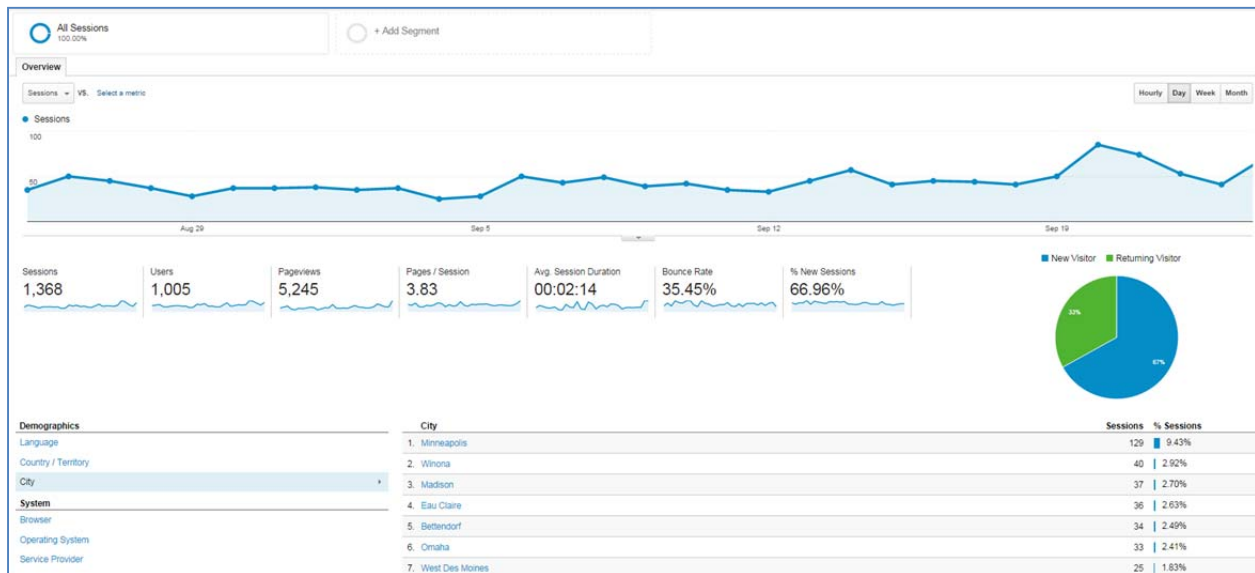
Often times clients may need our assistance to analyze either of these reports to determine action items or recommendations to improve engagement with your site visitors. In those cases, our Internet Marketing Services are available on either a monthly or quarterly basis. These services can be provided 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):

ALLOCATED WEB SPACE	DATABASE STORAGE	BANDWIDTH
4 GB	**250 MB**	**30 GB / month**

Additional Hard Drive Space:	*$0.05 per MB per month*
Additional Database Space:	*$0.10 per MB per month*
Additional Bandwidth:	*$5.00 per GB per month*

DAILY BACKUP	VIRUS PROTECTION	STATISTICS
Included	**Included**	**Included**

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

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

Additional Requirements

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

Search Engine Optimization

ITEMS	SETUP (one time)	HOSTING (per month)
Search Engine Submission	Included	-
404 Page & Site Map Creation	Included	-
301 Redirects for up to 20 navigational items	Included	-
Metadata Transfer and Management	Included	-

Timeline & Payment Schedule

Timeline

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.

Project Phase	Board of Regents Responsibilities	GRIP Responsibilities
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.

ID	Task Name	Duration	Start	Finish	Predecessors
1	**Board of Regents Website Design**	75 days	Fri 2/5/16	Thu 5/19/16	
2	Announcement of Purchase Decision	0 days	Fri 2/5/16	Fri 2/5/16	
3	Finalize Agreement	2 days	Fri 2/5/16	Mon 2/8/16	2
4	Agreement Sign-off (First Payment Trigger - 40%)	0 days	Mon 2/8/16	Mon 2/8/16	3
5	**Phase 1: Project Planning and Discovery**	5 days	Tue 2/9/16	Mon 2/15/16	4
6	Identify and Secure Client and GRIP Resources	2 days	Tue 2/9/16	Wed 2/10/16	
7	Confirm RFP Requirements and identify any additional needs	1 day	Thu 2/11/16	Thu 2/11/16	6
8	Preparation and review of Detailed Project Plan	2 days	Fri 2/12/16	Mon 2/15/16	7
9	Project Plan Sign-Off	0 days	Mon 2/15/16	Mon 2/15/16	8
10	**Phase 2: Architecture**	10 days	Tue 2/16/16	Mon 2/29/16	5
11	Review website content and provide recommendations	5 days	Tue 2/16/16	Mon 2/22/16	
12	Define concepts and general architectural needs	5 days	Tue 2/16/16	Mon 2/22/16	
13	Define information design and site structure	5 days	Tue 2/23/16	Mon 2/29/16	12
14	Architecture Phase Closure	0 days	Mon 2/22/16	Mon 2/22/16	11
15	**Phase 3: Artwork**	20 days	Tue 3/1/16	Mon 3/28/16	10
16	Homepage Design	8 days	Tue 3/1/16	Thu 3/10/16	
17	Homepage Design Revisions	4 days	Fri 3/11/16	Wed 3/16/16	16
18	Hopepage Design Sign-off	0 days	Wed 3/16/16	Wed 3/16/16	17
19	Interior Design	5 days	Thu 3/17/16	Wed 3/23/16	18
20	Interior Design Revisions	3 days	Thu 3/24/16	Mon 3/28/16	19
21	Interior Design Sign-off	0 days	Mon 3/28/16	Mon 3/28/16	20
22	Artwork Phase Closure (Second Payment Trigger - 40%)	0 days	Mon 3/28/16	Mon 3/28/16	21
23	**Phase 4: Development**	19 days	Tue 3/29/16	Fri 4/22/16	15
24	SiteViz Premier Set-up	2 days	Tue 3/29/16	Wed 3/30/16	
25	Implementation of Artwork	10 days	Thu 3/31/16	Wed 4/13/16	24
26	Develop PDF Import Script	2 days	Thu 4/14/16	Fri 4/15/16	25
27	Develop Inside Page Rotating Images Functionality	2 days	Thu 4/14/16	Fri 4/15/16	25
28	Internal Quality Assurance Testing	5 days	Mon 4/18/16	Fri 4/22/16	27
29	Development Phase Closure	0 days	Fri 4/22/16	Fri 4/22/16	28
30	**Phase 5 – Testing and Delivery**	19 days	Mon 4/25/16	Thu 5/19/16	23
31	Content Migration by Global Reach	10 days	Mon 4/25/16	Fri 5/6/16	
32	Import PDFs	1 day	Mon 5/9/16	Mon 5/9/16	31
33	Training	1 day	Tue 5/10/16	Tue 5/10/16	32
34	Additional Content Entry by Client Staff and Acceptance Testing	5 days	Wed 5/11/16	Tue 5/17/16	33
35	Go Live Preparation Activities	2 days	Wed 5/18/16	Thu 5/19/16	34
36	Go Live	0 days	Thu 5/19/16	Thu 5/19/16	35
37	Testing and Delivery Phase Closure (Third Payment Trigger - 20%)	0 days	Thu 5/19/16	Thu 5/19/16	36

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:

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

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 loose 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.

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

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

Best of Des Moines
Web Developer
2006, 2007, 2008, 2009, & 2010
Sponsored by the Des Moines Business Record.

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

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 2011
Sponsored by the Ames Chamber of Commerce.

2012, 2013, 2014
Top Workplace
Honored by the Des Moines Register for being a top workplace in Iowa.

Selected Clients

Iowa Attorney General

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.

|	
Address	Office of the Attorney General of Iowa Hoover State Office Building 1305 E. Walnut Street
City, State, Zip	Des Moines IA 50319
Website Address	www.iowaattorneygeneral.gov
Contact Person	Geoff Greenwood
Contact's Title	Communications Director
E-mail	geoff.greenwood@iowa.gov
Phone	515-281-6699

Treasurer of the State of Iowa

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.

| Address	Capitol Building
City, State, Zip	Des Moines, IA 50319
Website Address	www.treasurer.state.ia.us
Contact Person	Karen Austin
Contact's Title	Deputy Treasurer
E-mail	karen.austin@iowa.gov
Phone	515-281-7677

Ames Chamber of Commerce
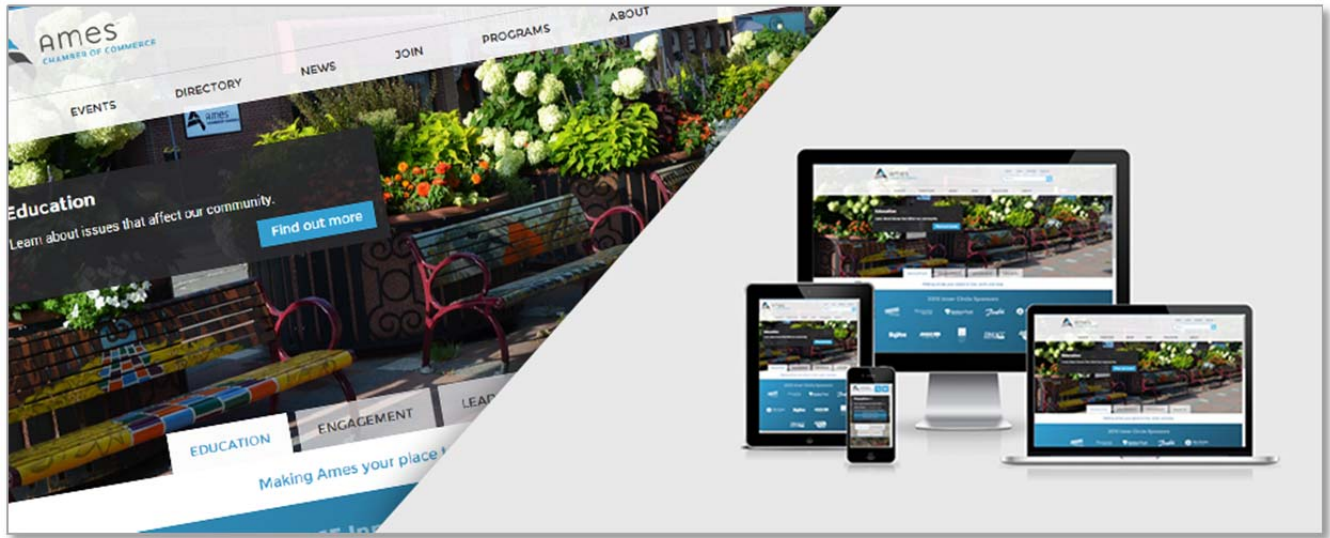
Our team combined the SiteViz Premier content management system and SiteViz Connect member management tool so the Ames Chamber administrators could take control of all online operations from a single control panel. Staff can automate membership renewal fees and reminders, set up events and registration 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, Fowler, Proctor, and Fairgrave Law
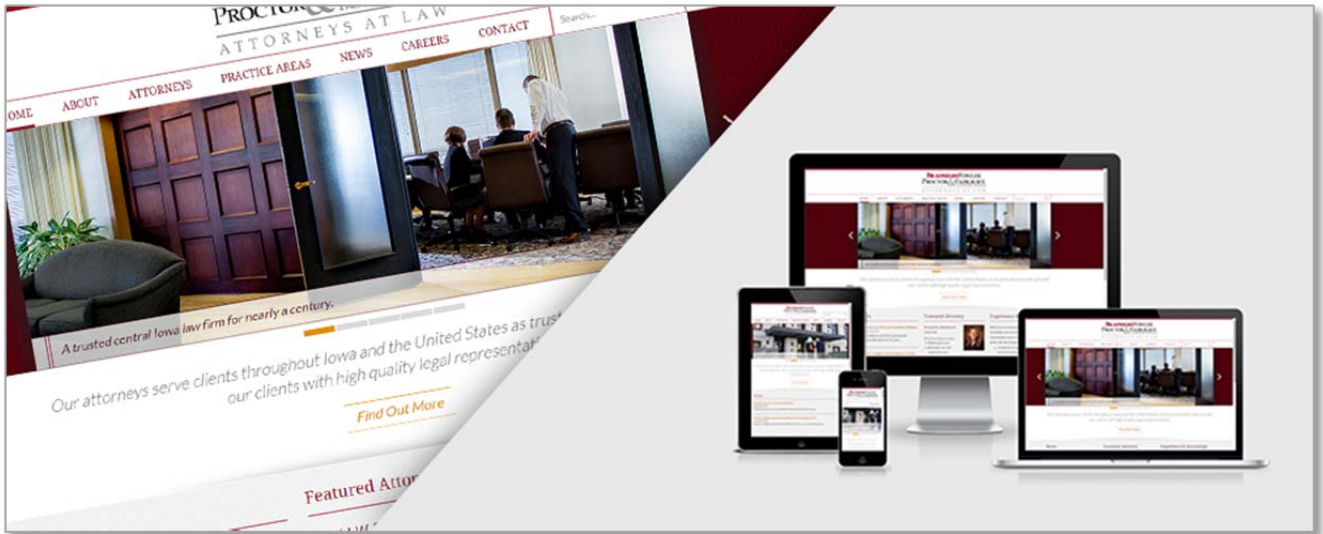
Bradshaw is a leading Des Moines law firm and needed to update their web presence so they could be accessible 24/7 for current and prospective clients. SiteViz Premier and it's powerful modules created specifically for the needs of law firms allows Bradshaw to keep a directory of detailed attorney profiles 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.

Address	201 Kildee Hall Osborn Drive
City, State, Zip	Ames, IA 50011
Website Address	http://www.eggindustrycenter.org
Contact Person	Lesa Vold
Contact's Title	Communications Specialist
E-mail	lvold@iastate.edu
Phone	515-294-4037

Iowa Rural Power
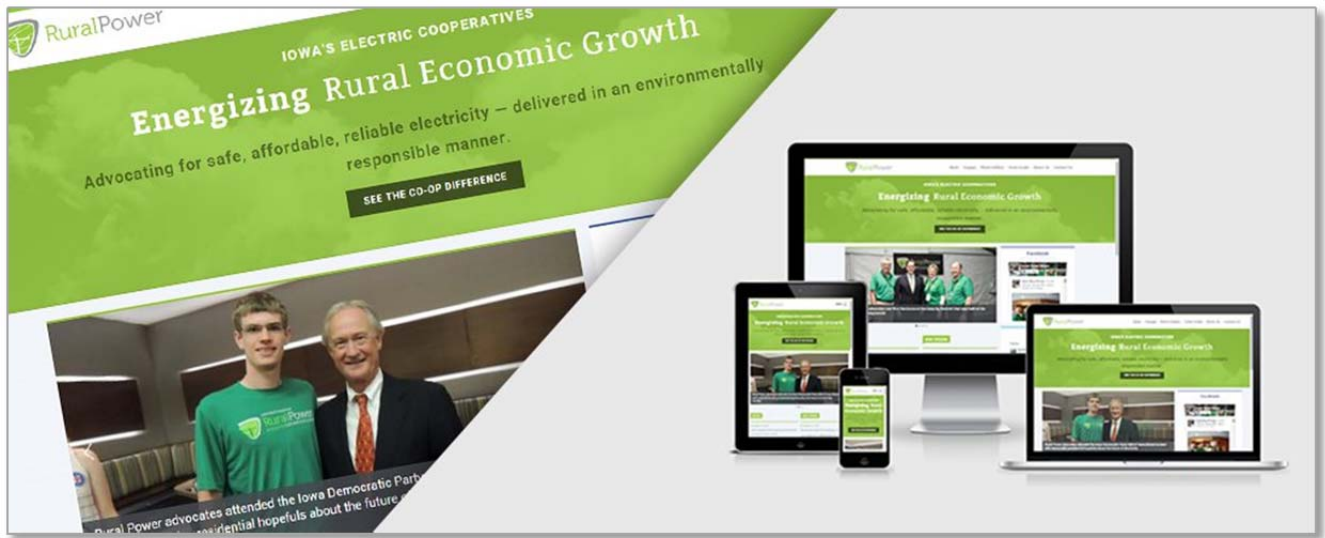
With a strong new design on a responsive framework, the new IowaRuralPower.org is an influential new force in the Iowa electric coop community. The SiteViz Premier content management system allows website admins to easily create sharp-looking news posts, curate RSS feeds, maintain photo galleries, and 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
    http://www.w3.org/TR/2014/NOTE-WCAG20-TECHS-20140408/pdf.html

Additional resources:
http://www.section508.gov/
https://www.section508.gov/content/learn/standards
http://www.w3.org/WAI/intro/wcag
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