



| SELECTION CRITERIA RATING SHEET FOR WRITTEN PROPOSAL |   |
|--|---|
| RFP NO. 24-02  | Website Design, Development, Hosting, and Maintenance |
| Project Location: Winter Haven Campus                |   |
| Name of the Firm:                                    |   |

**INSTRUCTIONS:** Rate the information in each of the following sections and sign below.

| Evaluation Criteria   | Maximum Points | Awarded Points |
|---|----------------|----------------|
| <b>Organizational Experience and Related Work:</b> The proposer has successfully completed similar projects and has the qualifications necessary to undertake this project (Experience with higher education preferred).  | 15             |                |
| <b>Website Design:</b> The proposer’s website solution addresses the established service goals for website design, development, and hosting, as well as the requirements outlined in the Scope of Services section regarding research, architecture, and content.   | 20             |                |
| <b>Expertise of Project Team:</b> The proposer demonstrates the expertise of the project team to recommend and communicate appropriate technical and aesthetic solutions as evidenced by the proposal. In addition, the proposer’ team demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers | 15             |                |
| <b>Quality and Completeness of Proposal:</b> The proposer presents a high quality and complete proposal, with the information presented in a clear, logical, well-organized manner.   | 10             |                |
| <b>Proposal Price:</b> Price, including value added: Proposal provides comprehensive cost information as requested in the RFP in addition to benefits, features, and services in relation to the cost.  | 20             |                |
| <b>General Organization Structure and Financial Strength:</b> The proposer demonstrates the financial capacity, leadership, and resources to undertake and complete the project.  | 10             |                |
| <b>References:</b> Evaluation of company’s references and reputation, and specifically, their experience.   | 5              |                |
| <b>Location:</b> As describe on page 17.  | 5              |                |
| <b>Total Score:</b>   | <b>100</b>     |                |

Scorer Printed Name:

Scorer Signature:

Date:



| SELECTION CRITERIA RATING SHEET FOR PROPOSAL PRESENTATION |   |
|---|---|
| RFP NO. 24-02   | Website Design, Development, Hosting, and Maintenance |
| Project Location: Winter Haven Campus                     |   |
| Name of the Firm:   |   |

**INSTRUCTIONS:** Rate the information in each of the following sections and sign below.

| Evaluation Criteria   | Maximum Points | Awarded Points |
|---|----------------|----------------|
| <b>Community engagement:</b> The presented website facilitates community engagement, easy access to essential student services, and dedicated sections for faculty and staff members.   | 5              |                |
| <b>Examples of other Websites:</b> Examples of websites created for other clients display a diverse range of designs, functionalities, and diligence in their layout, navigation, and user experience, providing a clear path to information and intuitive interactions.  | 5              |                |
| <b>Presentation Questions and Answers:</b> The proposer thoroughly and satisfactorily answers the questions that were asked during the presentation/demonstration.  | 5              |                |
| <b>Overall Presentation:</b> During the presentation, the proposer demonstrated a thorough understanding of the college, target audience, branding guidelines, and functional requirements; offered innovative and creative solutions, unique design approaches, and customization options; demonstrated technical expertise, professionalism, and creative problem-solving skills. | 5              |                |
| <b>Total Score:</b>   | <b>20</b>      |                |

**Evaluation Rating Criteria for each item reviewed and evaluated:**

| Rating (1-5): | Basis for Scoring:  |
|---------------|---|
| 1             | Non-responsive. Inadequate material/information. Unsatisfactory presentation.     |
| 2             | Presentation provided is in compliance but lacking or unsatisfactory in some way. |
| 3             | Adequate, satisfactory, or good presentation.                                     |
| 4             | Very good presentation. Reflects a distinct advantage or benefit to the Owner.    |
| 5             | Outstanding presentation. Superior characteristic, feature, and/or offer.         |

Scorer Printed Name:

Scorer Signature:

Date: