

Texas Association for Pupil Transportation

Agreement for Webmaster Services REQUEST FOR PROPOSAL

BACKGROUND

The Texas Association for Pupil Transportation (TAPT) promotes safe and efficient pupil transportation for Texas public school districts. The organization encourages the exchange of ideas and cooperation between transportation departments across the Lone Star State. Its members work to improve pupil transportation policies, standards and equipment on the local, state and national level.

TAPT has maintained an internet presence since 1997 when it launched TAPT.com. Since that time, the TAPT website has become a vital tool for communication and outreach to the organization's members and industry professionals regarding news, updates, bylaws, and educational opportunities.

STATEMENT OF NEEDS

TAPT is seeking to enter into an agreement for services with an individual on a contract basis to provide webmaster services to include design, maintenance, and technical support according to the details outlined below.

LENGTH OF AGREEMENT

TAPT will engage the contracted services of a webmaster for a period of twelve (12) months beginning on or before October 1, 2015 with the option to extend the agreement for successive twelve (12) month periods as deemed necessary and valuable to the organization.

SCOPE OF SERVICES

- Secure and maintain online server through a commercial provider to ensure adequate storage, bandwidth, and security (server rental to be paid by webmaster and reimbursed by TAPT as an approved expenditure.)
- Monitor website infrastructure for functionality, security, and stability.
- Renew TAPT's internet domain name through GoDaddy.com annually (domain registration to be paid by webmaster and reimbursed by TAPT as an approved expenditure)
- Prepare annual cost estimate for TAPT Executive Committee by July 31 for budget planning
- Provide and maintain email services in support of the following:
 - Email forwarding for TAPT Executive Committee members from @TAPT.com email addresses to individually designated email addresses
 - Email listserv for TAPT members and other interested parties to communicate industry information and network with other industry professionals
 - Email listserv for TAPT Executive Committee members to communicate internally between Executive Committee members regarding the business of the organization
- Provide, setup, and maintain system for online event registration for TAPT events to include annual TAPT conference, certification classes, surveys, etc. (software purchase/service agreement to be paid directly by TAPT)
- Provide website design that is aesthetically appealing, professional, and informative.
- Provide graphic design services in conjunction with website design as necessary.
- Post and update information (documents, photos, uploads, forms, job openings, etc.) to the website to ensure timely and accurate information as directed by the TAPT Executive Secretary and Executive Committee
- Analyze website traffic
- Communicate with the Executive Committee, Executive Secretary and Technology Chair any issues or necessary updates
- Regulate and manage access rights of different users on website

- Suggest and recommend changes and updates to the Executive Committee and Executive Secretary to promote the website and encourage usage and visitation.
- Inform the Executive Committee and Executive Secretary of all necessary license updates, payments needed and equipment necessary to maintain the website.
- Fix links and photos that are not appearing properly
- Test different browsers and ensure people with different computers can access a website
- Debug issues that arise with the performance of the website
- Plan for future changes to the website
- Create emergency backup procedures

REQUIREMENTS, SKILLS AND QUALITIES

The webmaster for TAPT must possess the following skills and qualities:

- Knowledge of basic web design, content management, animation, video editing and fundamentals of design imaging
- Ability to create and maintain websites
- Ability to utilize scripting languages such as JavaScript, CSS or HTML or PHP
- Ability to configure web servers
- Ability to create and modify appearance and setting of website
- Ability to layout content on web pages
- Self-motivated
- Creative and imaginative
- Ability to adapt and pick up new techniques
- Good interpersonal and communication skills
- Thorough and precise work ethic
- Thorough knowledge and understanding of the mission, focus, and activities of the organization
- Work with and be available to the TAPT Executive Committee, Executive Secretary and Technology Chair
- Attend TAPT Executive Committee meetings as required and deemed necessary by the Executive Committee for information and updates
- Attend TAPT conference
- Maintain confidentiality in all matters concerning the organization, its members, and its functions

COMPENSATION

- Compensation for services will be paid quarterly upon receipt of invoice for services. Invoice shall be mailed or scanned and emailed to the Executive Secretary
- Compensation is not to exceed \$3000 per year
- Any increase in compensation shall be considered annually upon request of the webmaster and shall not be approved in excess of 5% annually.
- Services will be reviewed annually by the Executive Committee
- Renewal of services will be performed on an annual basis

PROPOSALS

Proposals should be prepared and submitted electronically to Marisa Weisinger (marisa@tapt.com), TAPT Executive Secretary, by **midnight, Monday, August 31, 2015** to be considered for approval. Proposals will include samples of Proposer's work, previous experience and contact information. Interviews will be conducted Friday, September 25 in Beaumont, Texas. Candidates will be notified of time and location.