



**Pennsylvania
Interscholastic
Athletic
Association, Inc.**

REQUEST FOR PROPOSAL

June 9, 2008

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1. Summary

PIAA is accepting proposals to (1) maintain and enhance the Association's Web site and back office databases; and (2) integrate the back office data bases with Microsoft Dynamics Great Plains (MDGP) accounting software. The purpose of this RFP is to provide a fair evaluation for all potential vendors and to provide the vendors with the evaluation criteria against which they will be judged.

The current PIAA Web site is a new system that was completed in the first quarter of 2008 and includes historical data from the previous system. The Web site URL is <http://www.piaa.org>. MDGP accounting software was installed in the first quarter of 2000 and has been regularly updated and in continuous use ever since.

2. Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after 4:30 p.m. EDT, Monday, July 21, 2008 will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The quoted price should be inclusive. If the quoted price excludes certain fees or charges, a detailed list of excluded fees with a complete explanation of the nature of those fees must be provided.

If the execution of work to be performed requires the hiring of sub-contractors, it must be clearly stated in the proposal. Sub-contractors must be identified and the work they will perform must be defined. PIAA will not refuse a proposal based upon the use of sub-contractors; however, PIAA retains the right to refuse the sub-contractors that have been selected.

Provisions of this RFP and the contents of the successful response are considered available for inclusion in the final contractual obligation.

3. Reason for Requesting a Proposal

3.1 Problem Statement

PIAA has recently converted from proprietary and inefficient systems architecture to an industry standardized solution that is based on Microsoft's .NET and SQL 2000. The new system works very well and requires normal maintenance, updates, and enhancements.

4. Project Description

4.1 Project Goal

Select an experienced Web site and database development company to (1) repair, maintain, develop, upgrade, and enhance the PIAA Web site and back office databases; and (2) integrate the back office data bases with MDGP accounting software.

4.2 Project Objectives

1. Obtain a single point of contact (SPOC) for all Web site and database related issues.
2. Submit emergency support requests for items that may need prompt or immediate repair.
3. Work with one company that has expertise in all products that comprise the PIAA Web site and database systems, as well as MDGP accounting software.
4. Maintain the system in a manner consistent with the original Web site RFP. This includes, but is not limited to:
 - a. A Web site in which all functions can be completed with Internet Explorer Web browser and not require any client side installations.
 - b. All third-party products approved by PIAA before they are adopted for use in the maintenance or development process.
 - c. The use of industry best practices and adherence to industry standards.
5. Integrate the back office data bases with MDGP accounting software, which includes sales transactions from the PIAA Web site online store migrating properly to all appropriate fields within MDGP accounting software.

5. Timeline

- RFP will be released to interested vendors/posted to the PIAA Web site on Monday, June 9, 2008.
- RFP responses due to PIAA no later than 4:30 p.m. EDT, Monday, July 21, 2008.
- RFP will be opened before a Committee of the PIAA Board of Directors at 8:00 a.m. EDT, Thursday, July 24, 2008.
- Vendor presentations (if required) to PIAA will be scheduled on Monday, July 28, 2008.
- Award contract to vendor by 4:30 p.m. EDT, Monday, July 28, 2008.
- Vendor work begins Monday, August 4, 2008.

6. Budget

Please provide cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the Web site, and for the data maintenance application to be used by

PIAA personnel; and the integration of the back office data bases with MDGP accounting software.

7. Background of Organization

The Pennsylvania Interscholastic Athletic Association, Inc. (PIAA) is a non-profit corporation and a voluntary membership organization. The members of PIAA consist of all of the public and most of the private junior high/middle schools and senior high schools in the Commonwealth of Pennsylvania. Generally stated, the function of PIAA is to develop and enforce rules regulating interscholastic athletic competition, which are authorized or adopted by the member schools.

PIAA was formed in Pittsburgh on December 29, 1913, by a group of high school Principals who wanted to eliminate abuses, establish uniform rules, and place interscholastic athletics in the overall context of secondary education. The purposes of PIAA, as set forth in ARTICLE II of its Constitution, are to:

- Organize, develop, and direct an interscholastic athletic program which will promote, protect, and conserve the health and physical welfare of all participants.
- Formulate and maintain policies that will safeguard the educational values of interscholastic athletics and cultivate the high ideals of good sportsmanship.
- Promote uniformity of standards in all interscholastic athletic competition.

PIAA believes that a system that best serves the student-athlete emphasizes the amateur, educational, and character-building aspects of high school sports and recognizes that athletics is not the driving force. Students are in school primarily to obtain an education.

The membership of PIAA consists of more than 1,470 schools, of which 757 are senior high schools and 713 are junior high/middle schools. Of that membership, approximately 200 are private schools. Nearly 350,000 students participate in interscholastic athletics at all levels (varsity, junior varsity, or otherwise) of competition under PIAA jurisdiction, which placed Pennsylvania seventh among the states for 2006-2007. Similar associations exist in all 50 states.

PIAA is divided for administrative purposes into 12 geographic districts, each of which has a District Committee elected by the member schools within the District. Each District Committee elects a chairman, who becomes the District's representative on the Board of Directors, the statewide governing body of the organization.

Other members of the Board of Directors include representatives of the member junior high/middle schools, the Pennsylvania School Boards Association (PSBA), the Pennsylvania Association of School Administrators (PASA), the Pennsylvania Association of Secondary School Principals (PASSP), the Pennsylvania State Athletic Directors Association (PSADA), the Pennsylvania Coaches' Association (PCA), the Pennsylvania Department of Education (PDE), one female and one male PIAA-registered sports' official, the chairpersons of the Girls' Athletics and Private Schools' Steering

Committees, and one female and one male representative from the Parents' Advisory Committee. With the sometime exception of the officials' and parents' representatives, members of the Board of Directors are experienced professional educators who have background and experience in dealing with high school athletics.

As with the Board of Directors, nearly all members of the District Committees are experienced professional educators with background and experience in dealing with high school athletics.

PIAA is governed by a Constitution adopted by its member schools and By-Laws adopted by its elected Board of Directors.

Schools become members of PIAA by applying for membership to the District Committee. The application must be signed by the school Principal and must be accompanied by a resolution of approval executed on behalf of the School Board stating that in all matters pertaining to interscholastic athletic activities, the school shall be governed by the PIAA Constitution, By-Laws, Policies and Procedures, and Rules and Regulations.

The Principal of each member school is responsible to PIAA in all matters pertaining to the interscholastic athletic relations of the Principal's school. PIAA deals with individual coaches, students, and their parents through its member schools.

The four major areas in which PIAA currently operates are:

1. Establishing and enforcing rules governing the eligibility of high school athletes to participate in interscholastic athletics, including rules for academic performance and attendance, age, amateur status, and transfers.
2. Adopting the Contest rules for each sport under its jurisdiction. With the exception of bowling, golf, rifle, and tennis, the National Federation of State High School Associations (NFHS), of which PIAA has been a member since 1925, publishes all other Contest rules adopted by PIAA. As NFHS does not have rules in these four sports, PIAA adopts those published by their respective national governing bodies.
3. Registering and providing training opportunities for officials to officiate at Contests in which PIAA-member schools participate. Approximately 13,500 officials are currently PIAA-registered. PIAA requires its officials to be involved in continuing education and provides classes for them to attend on a local basis throughout the state.
4. Organizing and operating Inter-District Championship Contests in 12 girls' sports and 12 boys' sports.

All of this is accomplished without any federal or state funds. PIAA's principal source of revenue is the sale of tickets to its Inter-District Championship Contests. Operating these Inter-District Championship Contests is also PIAA's largest expense. Junior high/middle schools pay annual dues of \$150; senior high schools pay annual dues ranging from a low

of \$350 to a high of \$500, based on school size. Those dues constitute less than 5% of PIAA's gross revenue, and are paid by many of the schools from their athletic budgets, which come from ticket sales to their own Regular Season Contests. Gate receipts enable PIAA to operate without taxpayer financing.

In addition to these specific categories of operations, PIAA also provides numerous services to its members on a day-to-day basis through its headquarters near Mechanicsburg, Cumberland County.

On a national comparative basis, PIAA has a small staff for such a large state. The organization operates with a full-time staff of 12 and approximately 200 volunteers. Most of those volunteers are professional educators in Pennsylvania schools. Without substantial volunteer assistance from people concerned about student-athletes and their experiences, PIAA could not operate as it does.

8. Audience

8.1 Constituency

- PIAA Administrative and Support Staff
- Twelve (12) PIAA District Committees
- Member Schools (Principal, Athletic Director, Coaches)
- Registered Sports' Officials
- Chapters of Registered Sports' Officials
- Tournament Personnel (Tournament Directors, Game/Contest Managers, Event Personnel)
- Sports Medicine Professionals
- Public
- Media
- Corporate Partners

9. Current State Infrastructure and Operations

9.1 Existing Web site

Hosting - PIAA currently hosts its Web site in-house, and Internet connectivity is provided via a 5MB/5MB fiber connection. This connection handles all traffic to and from the Web site as well as all traffic between the in-house desktops and the Internet.

Platform - Windows Server 2003, IIS and .NET

Interoperability with Other Software - PIAA's accounting software is MDGP. School dues and most other billings are accomplished via individual invoices and statements generated from the MDGP accounting software. Officials' Registration Fees billing is accomplished via reports and individual bills/statements generated from the Officials' database, and individual payments are recorded in the Officials' database. There is currently no interface between the Officials' database and MDGP, which causes much duplication of data and data input.

10. Requirements

10.1 Requirements for the New System (Framework) of Applications

10.1.1 Web site

Platform - Microsoft technologies are required, including SQL Server as the database engine. PIAA currently maintains a SQL Server installation for its MDGP accounting software. All development languages or tools should be from the Microsoft family of products. Server-based third party software and/or Active-X controls should be avoided unless clearly justified by special circumstances. Pre-approval by PIAA is required before the use of such controls and third party products. There should be no special Active-X or other controls required on the browser side by users of the Web site.

Maintenance - Organization, navigation, and overall look and feel are to be maintained in close coordination with designated PIAA personnel, and will be subject to PIAA approval at all stages.

Data - All data should be housed using Microsoft SQL Server. Any data that is accessible and/or updatable via the Web site by various individuals or role members should be protected by appropriate individual and/or role-based authentication and security measures in the complete retrieval path.

Search - Full search capability should be maintained on the Web site, including the ability to search dynamically generated content where appropriate.

Load, Content Delivery, and Tracking - A large percentage of general users of the Web site are likely to be using dial-up connections. All design considerations should therefore target this type of connection. Integrated usage tracking, which can identify usage by specific roles as well as by the general public, is desired.

Current information about peak and average loads suggests that there will be no need for multiple Web servers or other load-balancing techniques.

Security – The incorporation of standard security measures is assumed by PIAA. This includes but is not limited to the use of SSL and encryption of Social Security numbers stored in the database.

10.2.2 In-House Data Maintenance Application

Language - All development tools should be from the Microsoft family of products.

Platform - All software components should comfortably and efficiently run on the existing PIAA Windows XP computers.

Data - All data storage will be in Microsoft SQL Server 2000. The in-house application should be able to run efficiently and effectively by connecting to a SQL Server instance that may be remotely hosted, outside of the PIAA facility at an ISP.

Security – The incorporation of standard security measures is assumed by PIAA. This includes but is not limited to the use of SSL and encryption of Social Security numbers stored in the database.

Interoperability with Other Software - The application should include a means of integrating dues billing and payment data, and all other supporting data, between the data maintenance application and the existing MDGP accounting software in order to eliminate duplication of data entry where possible.

11. Qualifications

- List the five (5) Web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted (no screen shots).
- Describe any experience in producing Web sites for non-profit and/or community focused projects.
- Describe any experience in producing an interface/integration of separate custom databases with MDGP accounting software or other similar accounting software.
- List the three (3) business information management applications your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. Screen shots or live demonstration may be requested.
- Provide current reference information for three clients.
- Provide a company profile, length of time in business, and core competencies.

- What type of team will be assigned to this project? Please describe each role.
- Please discuss any hardware/software or sub-contract vendor relationships relevant to your plans to deliver this project.

12. Criteria for Proposal Evaluation

The following criteria will form the basis upon which PIAA will evaluate proposals. The mandatory criteria must be met and include:

Three (3) copies of your proposal must be received no later than 4:30 p.m. EDT, Monday, July 21, 2008. Your proposal must include a cost proposal as described within. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. Any cost quotes submitted in the form of an hourly rate without a project cost cap will not be accepted.

Deliver proposals to the attention of:

Gregory G. Biller, Director of Business Affairs
Pennsylvania Interscholastic Athletic Association, Inc.
550 Gettysburg Road
P.O. Box 2008
Mechanicsburg, PA 17055-0708

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability – the proposed solution meets the needs and criteria set forth in the RFP.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage constituencies.
- Experience – Vendor has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value – The price is commensurate with the value offered by the vendor.
- Quality – Demonstrated commitment to high service level agreements (SLAs).
- Presentation – The information within the proposal is presented in a clear, logical manner and is well organized.