

RFP OVERVIEW

Marketing Website Development

Mandatory Pre-Submittal Meeting

February 24, 2021



Florida Virtual School serves students across the nation.

In Florida law, FLVS is one of four educational options, serving 200,000+ students annually in grades K-12.

Nationally, FLVS is a leading provider of online solutions.

We serve multiple audiences across the nation.



Consumer Audience (B2C)

- Students
- Parents
- School Counselors (seeking info on behalf of students)



District & School Leaders (B2B)

- Education Professionals
- District and School Administrators
- Decision Makers



Other Stakeholders

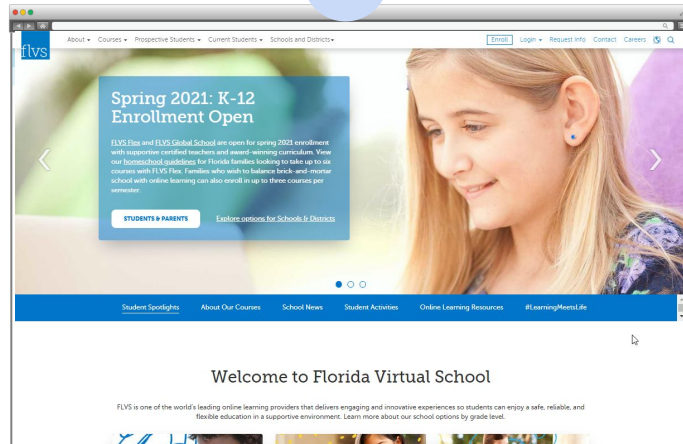
- Board Members
- Legislators
- Media
- Donors
- Employees (prospective & current)

Goal: Make web content **relevant by audience** to increase usability and engagement.

Our intent is to unify the brand with a new corporate site and aligned sites for B2B and B2C audiences.

Currently, information is split across (2) regional sites with separate URLs and unique branding, but not organized by audience.

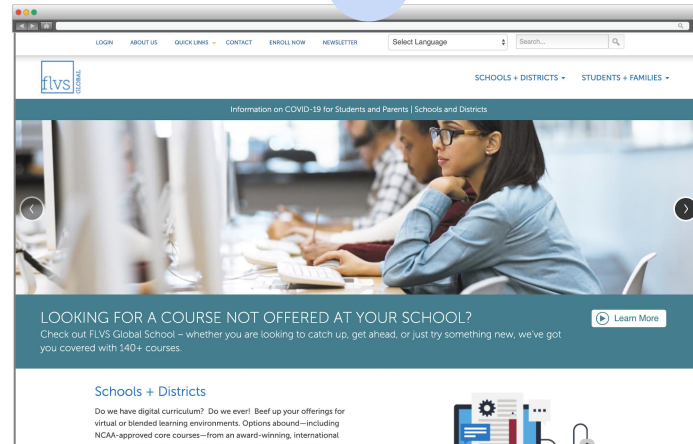
1



FLVS.net

Florida & Corporate Information

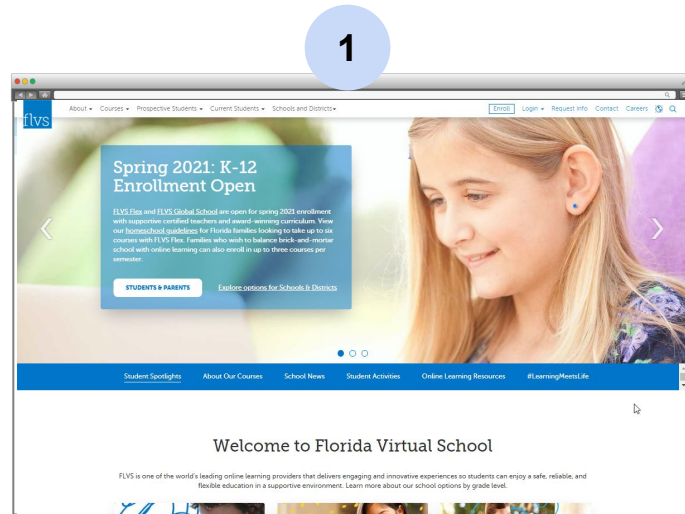
2



FLVSGlobal.net

Sales Products & Services Outside Florida

Our goal is to start over with a national site.

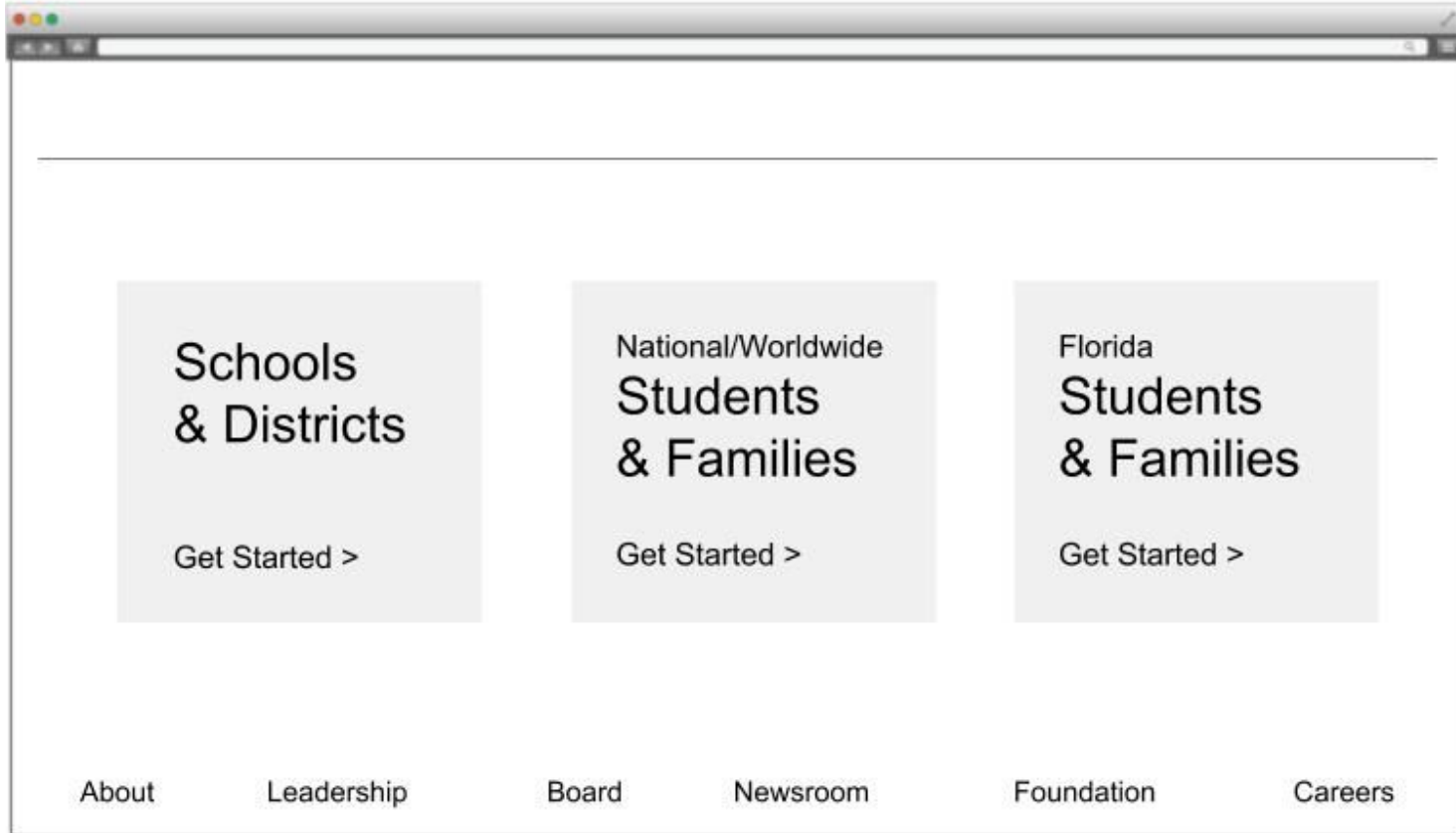


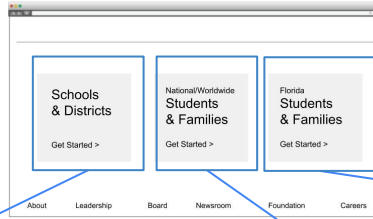
FLVS.net
Florida & Corporate Information



FLVSGlobal.net
Sales Products & Services Outside Florida

Organize content by audience. Drive engagement.





1

Solutions for Schools & Districts (B2B Benefits, Products, Services)



National Services

Benefits, Key Messaging, Differentiation

Products

- Curriculum
- LMS
- SIS
- Tech Tools

Services

- Teacher Training
- Tech Support
- Customer Service
- Admin Training



State Specific

Products

Course Catalogs

Services

• TBD

FLVSGlobal.net

2

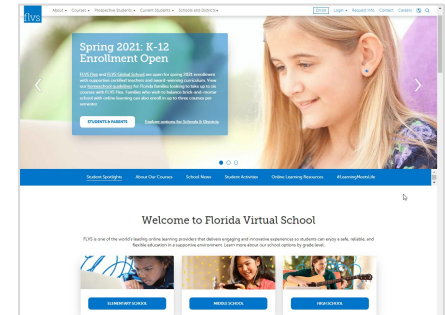
Tuition School (B2C National)

*Global School
(tuition-based)*

3

Florida Virtual School Public School District (B2C Florida)

*FLVS.net
(Florida public school)*



Project Scope:

- 3 Areas of Focus

1. Corporate / B2B Site **NEW** (all phases)
2. National School Site **NEW**
3. Florida Schools **UPDATE**

- 300 Content Pages (approx.)

Phase 1: Planning

- Personas/User Flows
- Site Architecture

Phase 2: Design

- Wireframes Lo-Fi
- Usability Testing
- Style Guides
- Interface Design - Wireframes Hi-Fi

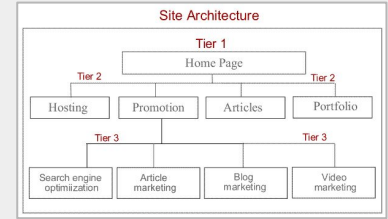
Phase 3: Production

- Content Development (copy, images, videos, etc.)
- Full Site Design
- Programming & Coding
- SEO

Phase 4: Testing, Approvals & Launch

- Testing and QA
- Review
- Launch

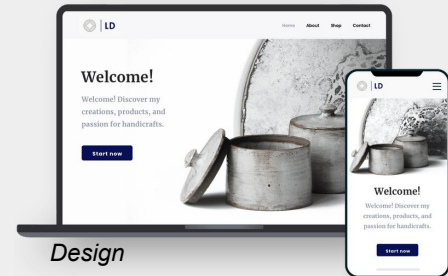
Phase 5: Maintenance & Support



Site Architecture



Wireframes Lo-Fi



Design

RFP Timeline

Description	Purpose/Short Description	Date & Time
Issue Date	Date of RFP posting	February 10, 2021
Pre-submittal Conference (Mandatory Meeting)	Overview presentation by the Marketing department	February 24, 2021
Question & Answer Deadline	Written question and answer period	March 8, 2021
Bid Due Date/Time	All responses due. The names of the respondents will be announced	March 22, 2021
Proposal Evaluation Committee Meeting	Responses evaluated to identify shortlisted proposers for interview	March 31, 2021
Presentation and/or Interviews (Optional)	Finalist interviews and scoring (public meeting)	April 7, 2021
Notice of Intent to Award Date	Public notice of FLVS intentions to proceed	April 10, 2021
Negotiations Date	Begin negotiations	April 15, 2021
Award Date Date	Date of FLVS Board approval	June 22, 2021

Q&A