

**Massachusetts Library System Online Reading Program Tool**

**Request for Proposals**

The Massachusetts Library System (MLS) seeks proposals for an online reading program platform accessible primarily for use during the summer months, by our 371 public library members. We seek to contract with a company to provide this tool, as well as hosting and support services.

If you are interested, please respond via email with a description of your services, a cost estimate for developing/offering the tool, hosting and support services. Please provide cost estimates for a three-year contract.

Scope of Service:

The Massachusetts Library System will offer a fully web accessible program to our public library members for use in library reading programs. The program offers a separate instance for each participating library, as well as the opportunity for customization by the library. The program must be offered in two parts: one public interface and one staff interface. The public program must offer tracking of book titles and time spent reading, as well as a participatory component for each registrant. The staff interface must allow for designated staff to set up multiple public programs, access to registrant information, and report running opportunities. The program will be an integral part of summer programming in Massachusetts libraries, engaging patrons as they develop their literary, technological, and creative skills. While the program will see high use during the summer months, it must be available year round.

The program will be hosted by the company, and will provide updating and annual enhancements at the request of MLS staff. Additionally, we request hosting of our statewide portal, [www.readsinma.org](http://www.readsinma.org)

The program will be customized each year to match the program themes planned by the Collaborative Summer Library Program, of which Massachusetts is a participant. Each library must have the opportunity to create multiple programs for different age groups. Program templates will need to be created using CSLP artwork. Continual and independent access to reports and statistics by the library is required.

The participatory component will have a game component, allowing users to earn points that can be used to create and manipulate a character through a game designed to encourage the user to read in all formats (text, audio, multimedia, etc). The game should match the annual CSLP themes.

**Requirements**:

| **Category** | **Requirements** | **Priority** |
| --- | --- | --- |
| Program basics | The Program should offer:   * One instance for each public library * Two interfaces per instance: one staff and one public * Year round access * Continual and independent access to reports and statistics | Must have |
| CSLP Integration | The Program needs to integrate CSLP art, theme, and slogans:   * CSLP artwork integration matching their themes each year. * Each age group represented by CSLP should make use of each program slogan/theme. | Must have |
| Program components | Each program must have two components   * One for logging books or titles, awarding points for each logged item * One for participation from the user, for example a gaming component that builds on the points awarded in the first component. | Must have |
| Program support | MLS members and staff should have access to full support for the use of the product:   * Offer a comprehensive website for support materials, including handouts, step by stepo instructions, descriptions of customization options, recorded videos, live and recorded webinars * Phone and email support with a member of your company’s support team | Must have |
| Mobile/App site | The Program will have:   * A mobile responsive site, accessible on iOS and Android operating systems.   AND/OR   * A Mobile App option accessible on iOS and Android operating systems | Must have |
| Support to MLS | The program will have:   * A dedicated liaison to MLS, responsible for communicating with designated staff about program updates, down time, annual reviews, year round assistance and training. | Must have |
| Program evaluation | Librarians and patrons must vet the program. It should be fully tested and functional no later than February 1, 2015. | Must have |
| Company experience | The company should:   * Have experience working with statewide and/or regional library system contracts both on an annual and multi-year basis * Provide a list of all statewide/regional clients in the past three years. * References for statewide/regional clients | Must have |

**Considerations**:

The vendor must work with designated MLS staff, as well as outside individuals designated by MLS.

**About the MLS Summer Library Program:**

The Summer Library Program has a long history in Massachusetts. The Massachusetts Library System and our partners provide financial and administrative support for the program . Massachusetts is a member of the Collaborative Library Summer Program, a consortium of over 45 states that work together to provide a high quality program to members every year. Massachusetts has provided its member public libraries with an online tool to compliment their library programs since 2007. Grant funds administered by the Massachusetts Board of Library Commissioners are used to license this tool. In 2013, over 30,000 people used the online tool exclusively to participate in their library’s program. The Summer Library Program is a Core Service offered by the Massachusetts Library System.

**About MLS:**

Mission

The Massachusetts Library System, a state-supported collaborative, fosters cooperation, communication, innovation, and sharing among member libraries of all types.  The MLS promotes equitable access to excellent library services and resources for all who live, work, or study in Massachusetts.

Please read the MLS Strategic Plan ([**http://tinyurl.com/k6btese**](http://tinyurl.com/k6btese)) for more information.

# Special Issues

# General Information

# The Massachusetts Library System, Inc. (MLS) wishes to obtain proposals for a online summer program tool. Respondents should indicate preference for contract term on the Response Form.

# MLS will not be responsible for any costs incurred by a bidder in preparing and submitting a proposal in response to this request.

# Any information which may have been released either orally or in writing prior to the issuance of this request shall be deemed preliminary and bind neither MLS nor the Contractor.

# MLS may cancel this proposal in whole or in part at any time.

# MLS retains the right to award this proposal in whole or in part or to choose not to make and award.

# MLS shall have a reasonable opportunity to inspect all service performed by, work produced and portfolio of the Contractor.

# The Contractor is retained solely for the purposes of and to the extent set forth in the proposal. Contractor’s relationship to MLS during the term of this contract shall be that of an independent contractor.

# Contractor is responsible for having all insurance, licenses, permits, etc. which may apply to this type of service.

# Any appeal of decisions made related to this proposal are subject to the process designated by MLS’s Executive Board.

# MLS prefers the Contractor to have employees who perform the services necessary to carry out this contract. If any part of the work under this proposal is to be performed by a subcontractor, the bidder will provide a complete description of services to be subcontracted along with a complete description of qualifications and capabilities and equipment capacity of the subcontractor. No subcontractor may be used unless the bidder has submitted the above in writing. We reserve the right to approve or disapprove any and all such subcontractors and to revoke any approval previously given.

# MLS reserves the right to reject any proposal which, in our judgment, fails to meet the requirements of this proposal or which is incomplete, conditional, or obscure; or which contains additions or deletions not called for, erasures, alterations, or other irregularities; or in which errors occur.

# MLS reserves the right to waive discrepancies or permit a responder to clarify such discrepancies and so conduct discussions with all qualified responders in any manner necessary to serve the best interests of MLS. MLS reserves the right to award a contract based on written proposals received without prior discussions or negotiations.

# Final acceptance of a proposal will be based on all information from the response form, attachments, and subsequent communications with responders.

# Evaluation Criteria Checklist

### Please address all the criteria listed in your written proposal. You do not have to limit your proposal to only these criteria; and should consider the entire proposal in your response.

### Proposals will be rated based on how well responses correspond with MLS needs. Some questions will be weighted more heavily than others to reflect their importance to the implementation of the summer online program tool.

Does your proposal address all items listed in the program basics section?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will your program integrate CSLP artwork, themes, and slogans?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will your program have the two components listed?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will your company be able to comply with the listed support requirements?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will you be able to offer a mobile responsive program site and/or a mobile app, that follow the listed specificatsion?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will your company be able to adhere to the support requirements needed for this project?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Will your program be vetted and evaluation using the criteria listed?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

Does your company have the experience listed for this proposal?

YES \_\_\_\_\_\_ NO \_\_\_\_\_\_

**Responses:**

Please email your response to [summeronline@masslibsystem.org](mailto:sarah@masslibsystem.org) by November 21, 2014.

Include:

Description of proposed product, including screenshots and images

Detailed cost proposal to develop the online reading program tool, instance creation, hosting and support services and, if offered, hosting of readsinma.org web site.

List of all statewide clients in past three years

Contacts for other statewide clients references

A Question and Answer session will be held on Wednesday, October 29, 2014 at 12:00PM EST.

Please email Sarah Sogigian, [sarah@masslibsystem.org](mailto:sarah@masslibsystem.org) for session instructions.