

Request for Information (RFI) for District and School Website Services

S2026-0019

1. Purpose

This announcement constitutes a Request for Information to identify firms interested in providing website design, content management, hosting, migration, accessibility, training and support services to Colorado Springs School District 11.

The purpose of this RFI is to gather information about available website platforms, service models, implementation approaches, estimated costs and potential procurement options. Information received may be used to help the district development of technical requirements scope, and procurement strategy for a future solicitation issued by the District.

This Request for Information is for informational and planning purposes only and is not a competitive solicitation. It is not a Request for Proposal (RFP), Request for Quote (RFQ), or Invitation for Bid (IFB), and does not commit District 11 to acquire any products or services, issue a future solicitation, or award a contract.

2. Background

Colorado Springs School District 11 is the central public school system in Colorado Springs, serving approximately 23,000 students across 58 schools.

The district maintains a central website, individual school websites and webpages for departments, programs and initiatives. These sites serve as a primary source of information for families, students, employees and community members. They also play an important role in communicating the district's identity, promoting its schools and programs, and helping prospective families understand the opportunities available within D11.

Website content is managed by both central district personnel and authorized employees at schools and departments. The district is interested in a platform that supports consistent districtwide standards while allowing schools to maintain current information and reflect their individual identities.

District 11 currently uses Finalsight and is exploring available alternatives for its district and school websites.

3. Current Technology Environment

District 11 maintains a master agreement with PowerSchool and will continue using PowerSchool products, including SchoolMessenger, for mass notifications and family communication.

The district is seeking information specifically about public-facing website services. It is not seeking to replace SchoolMessenger or its existing family communication systems. Any proposed website solution would need to operate effectively within this existing technology environment.

4. Services and Information of Interest

Beyond serving as a reliable source of information, the district is seeking a nimble marketing platform that enables staff to quickly create compelling, visually engaging content showcasing D11 schools, programs, opportunities and achievements to current and prospective families without requiring extensive technical expertise or vendor intervention. District 11 is interested in learning how firms approach the design, implementation and ongoing support of a large, multi-site K–12 website system.

Respondents are invited to provide information regarding:

- Website strategy, design and user experience
- Content management systems for district and school-level users
- Districtwide branding and governance with flexibility for individual schools
- Mobile-responsive and multilingual website functionality
- Website accessibility and support for compliance with applicable standards
- Content migration from an existing website platform
- Hosting, security, reliability and data ownership

- Integration with PowerSchool, SchoolMessenger and other commonly used district systems
- Website search, analytics and reporting
- Training for central and school-level content contributors
- Ongoing technical support and account management
- Typical implementation timelines
- Available contract structures and public-sector purchasing options
- Estimated pricing and the primary factors that influence cost

District 11 is particularly interested in solutions that make it easy for nontechnical employees to maintain accurate and engaging content while giving the district appropriate oversight of branding, accessibility and critical information.

5. Requested Response Information

Interested firms should provide the following information in no more than ten (10) total pages:

- Vendor name and address
- Primary point of contact, telephone number and email address
- Overview of the company and proposed website platform
- Experience serving public K–12 school districts
- Number and size of districts currently served
- Examples of comparable district and school websites
- General description of the services and capabilities offered
- Description of the firm’s implementation, migration, training and support approach
- Description of accessibility, hosting, security and data-ownership practices

- Information about compatibility or integration with the PowerSchool environment
- Representative implementation and annual pricing, including major cost variables
- Available cooperative purchasing agreements or other procurement vehicles
- Typical contract length and annual price-adjustment structure
- References from comparable school districts, particularly districts operating approximately 40 to 80 school websites
- Availability to provide an informational demonstration or participate in follow-up discussions

Optional communication products, mobile applications or other services outside the requested website scope should be identified separately from the core website platform and pricing.

6. Submission Requirements

Responses should be submitted electronically through Government Bids Opportunities and RFP | BidNet Direct.

Responses are due no later than 4:00 p.m. Mountain Time on October 12th, 2026.

Please direct questions to Julie Torres, julie.torres@d11.org.