

Addendum III – Q & A Responses RFP# SEA 1903 Website Redesign

Q 1:

- What's driving this project now, beyond the site's current outdated status and update limitations?
- Any ties to enrollment/fundraising trends or goals?
- Do you believe or have data to show that the current site is negatively impacting either of these areas?

A 1: The main reasons are the website's outdated status and challenges with the ability to update. The current website is 10 years old, lacks mobile compatibility, structurally lacks an ease of navigation and has limited with the ability to leverage marketing efforts. Current file size restrictions make placing content (like the College Catalog) impossible without a large reduction in quality and removal of images.

Q 2: How big is the current site?

A 2: Approximately 400-600 published pages

Q 3:

- When did you last complete a content audit?
- What were the results?

A 3: During the Spring of 2019 semester, many information updates were made to the existing information provided on the website.

Q 4: Which institutions do you compete with on a regular basis?

A 4: We compete primarily with institutions that are located geographically in a 1-hour radius and with a growing online provider presence.

Q 5: Which websites (both inside and outside of higher education) do you look to for inspiration?

A 5: Several websites have been reviewed --- the most desirable features have been outlined in the RFP

Q 6: Please tell us about the team that will be managing the site long term — titles and roles, please.

A 6: The college is hoping to decentralize the website management to allow specific department or activity owners to be able to update and maintain information. This may include the current website personnel who have strong foundation in website development to individuals who only have a basic knowledge of website management.

Content updaters may include Faculty and key staff members who may be assigned to keep the content for their areas up to date; Deans and Directors will be responsible for approval and publication of the content. Marketing will provide branding guidelines.

Q 7: What governance policies are currently in place? What's working? What isn't? What gaps would you like to address in revisiting governance through this project?

A 7: See answer above --- The college is looking to move from a single point of management to a more decentralized approach.

Current website governance is performed by one person, responsible for all content. This does not work, as the single point of work may not be given up to date information in a timely manner, resulting in out of date sections that become obvious only when issues arise. Departments must become invested in their content and ensure that it is kept up to date instead, and the governance of the proposed site should reflect this.

Q 8: What issues are you encountering with the current CMS — biggest pain points, please?

A 8: CMS is currently operated by a limited number of people with files stored and managed exclusively by those individuals.

All changes to the website, updates, etc., depends on these people's entire focus being placed on the site. This is further compounded by a lack of timely delivery of updated materials to the individuals for use on the website.

Q 9: Do you have a preference to use an open source or commercial CMS moving forward?

A 9: At this time the RFP is just for the design and implementation of a new website. Once complete the best CMS solution will be determined.

Q 10: What team will we be working with on this project?

A 10: Primary implementation team will include personnel representing a cross section of the campus and to specifically include individuals from, Marketing, Business Services, Academics and Student Affairs, and IT. As need is identified additional team members will be added in support of the project.

Q 11:

- What is the anticipated project timeline?
- What key drivers are determining that timeline?

A 11: Timeline is critical will implementation completed by end of calendar year.

Q 12: How many agencies did you send the RFP to proactively?

A 12: None

Q 13: Do you have a preference of working with a local agency?

A 13: NO

Q 14: Who are the decision-makers for awarding this project?

A 14: Decisions are made in compliance with purchasing regulations.

Q 15: What is your anticipated budget for this project? If you can't share a specific number, can you confirm that the budget exceeds \$250,000?

A 15: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 16: Please identify the top three things you want in your chosen partner, in order of importance.

A 16: Partner expectations are outlined in the RFP

Q 17: What platform are you currently using?

A 17: Drupal 6

Q 18: Are you looking to have a link for students to click into for their LMS accounts or are you looking for department/ program pages to have LMS integrations on the page?

A 18: A link. We are not looking for LMS integration into the page

Q 19: Other than the obvious goal of redesigning the website, what specifically concerns you about this project?

A 19: Timeline for implementation and overall budget for the project.

Q 20: Request you to kindly extend the deadline by two weeks to give us sufficient time to respond to the RFP.

A 20:

- Implementation timeline is critical.
- The Revised Proposal Submission Deadline Date has changed to June 19, 2019 at 2:30 PM CST
- The Revised Opening Date and Time has changed to June 19, 2019 at 3:30 PM CST
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Q 21: We note that RFP No: SEA1902 was a call for proposals for a content management system; that RFP closed on April 2 with an Intent Not to Award.

It is not clear whether or not a CMS solution ought to be part of the Web Redesign proposal response. The web RFP lists some requirements for managing the site, but there's no explicit request for a CMS proposal.

- May we ask for a clarification?
- CMS products within the RFP?

A 21: At this time the RFP is just for the design and implementation of a new website. Once completed the College will determine best solution for the CMS.

Q 22: Can you confirm the big difference between this RFP and the past one is the removal of a CMS as part of this project?

A 22: Correct

Q 23: What is the plan for a CMS for this project, are you expecting the winning firm to help you select one or do you plan to issue an RFP for the CMS part of the project?

A 23: Once redesign and implementation are completed; the college will determine the best solution for a CMS.

Q 24: What is your budget, and if you can't provide a number, can you provide a range? i.e. Less than \$100K, \$100K to \$150K, more than \$150K?

A 24: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 25:

- When do you want to go live?
- What is driving that date?

A 25: End of calendar year is the required go-live date. Date is driven by need for redesign and consideration for recruitment and marketing cycles.

Q 26: We were asked to provide a BAFO on the last RFP, and then the project was cancelled. Can we assume the cancellation was because the BAFO was more than you were willing to spend on this project?

A 26: Yes

Q 27: What sort of payments do you currently process on the website? What payment gateways do you use?

A 27: Current website does not process payments. Any similar actions are addressed through 3rd party services.

Q 28:

- Can you clarify what is meant by integration with a Master Calendar of Events and Office 365 Calendar Integration?
- What are the different calendars used for?
- What level of integration is required?

A 28: Desired intent is the ability to display and sort different campus calendars on the website. This will allow members of the campus community insight into the different activities and deadlines of the campus.

Q 29:

- Can you clarify what is in the resource library?
- Are they tagged PDF internal resource files?
- Or academic resources?

A 29: The resource library are materials that we will use on our site and may include (but are not limited to) PDF documents (such as Academic calendars, policies, etc.), Images, and other assets.

Q 30: Do you have any current schedule expectation?

A 30: Implementation by end of calendar year.

Q 31: What is your current CMS?

A 31: Drupal 6

Q 32:

- Do you have any concerns or issues with your current CMS?
- If so, can you describe them?

A 32: Current CMS is not optimized for mobile use. Content addition is heavily restricted by policy regarding file size. Code snippets and widgets cannot be used (no JavaScript, etc.)

Q 33: Do you have a preference between an open source and licensed system?

A 33: No

Q 34: What is your current site traffic?

A 34: Estimated at 5K per day average – increase traffic is expected

Q 35: Can you define your targeted audiences?

A 35: Prospective and Current Students, Employees and Communities members, and Alumni

Q 36: Have you set measurable goals that will allow you to determine if your target audiences are performing as you expected?

A 36: Yes, but new measurable goals are anticipated as this project develops

Q 37: Do you have overarching business objectives for the website?

A 37: Objectives are outline in the RFP

Q 38: What is the budget for the project?

A 38: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 39: How many content editors will be interface with the CMS?

A 39: We expect all departments to interface with their content section on the CMS, which is where the security levels will come in. Approximately 20.

Q 40: Do you have your own photography and/or video?

A 40: Yes

Q 41: Regarding content migration, do you have internal resources to help move content to the new site?

A 41: We have internal resources; however, there is an expectation of assistance from the development company for at least part of the materials that will migrate.

Q 42: What type of social media integration are you looking for in the new site?

A 42: All platforms with primary focus on Facebook, Twitter and Instagram

Q 43: What is the budget or budget range for this project?

A 43: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 44: "Content Management System" is not included in this RFP.

- What is SEARK College's intention in regard to the CMS for your organization?
- Will it be updated as part of this project, or will it remain as-is?

A 44: Current RFP is solely for the development of a new website. CMS needs will be assessed once new site is implemented.

Q 45: Is SEARK College interested in a specific Content Management System?

A 45: Not at this time

Q 46: Will there be a chance for finalists to present to SEARK College in person or via teleconference?

A 46: No, all information needed for decision should be included in the submitted proposal.

Q 47: What is the new projected launch date of the new SEARK.edu?

A 47: Before end of calendar year.

Q 48: Is there a budget or targeted budget range for yearly website support?

A 48: No, budget has not been determined at this time.

Q 49: Does "Annual Maintenance" begin at the beginning of the project, or upon site launch?

A 49: Those details should be outline in the RFP Response.

Q 50: Will website support/maintenance be required for the current website, leading up to site launch?

A 50: Current website will be maintained consistent with the status quo until a hard switch occurs.

Q 51: Responses to questions are due to be returned to bidders by the 10th of June. To facilitate the use of this information, printing and shipping is it possible to have a short extension to the submission date?

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Q 52: Do you have a budget? If you do not have a budget do you have a budget range?

A 52: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 53: Can you please advise how the cost is to be evaluated, for example, is it year 1 costs or the total cost over 2,3, or 5 years?

A 53: The cost will be evaluated for not less than 3 years, but not more than 5 years.

Q 54: What is the name of your current CMS system?

A 54: Drupal, version 6

Q 55: Do you currently pay any annual fees such as License, Support or Hosting (application/web)?

A 55: Yes, currently we pay hosting on a monthly basis

Q 56: Are you open to an annual license fee for the proposed CMS?

A 56: When the time comes to select a CMS, the determination will be made at that time.

Q 57: Would you prefer SaaS and/ or website hosting.

A 57: The website must be hosted externally, whether it is SaaS or not.

Q 58: Can you please let us know how many concurrent users you expect to have logged into the CMS at one time?

A 58: We do not expect more than 20 at this time, but that could change.

Q 59:

- Please advise how many end users require training?
- Are you interested in a Train the Trainer approach?

A 59: Approximately 15-20 end users; Train the Trainer is what the school would prefer.

Q 60: Can you tell us more about the evaluation team members and their roles?

A 60: It is recommended by the State of Arkansas' office of procurement that the Agency Procurement Official review and approve the RFP review committee members. For obvious reasons, it is also highly recommended that not all committee members be direct reports of the area(s) that will be responsible for the RFP item and/or the RFP committee chair. Faculty representation is always good to include, and business office representation will be included.

Q 61:

- What websites do you aspire to?

A 61: We do not have a list of specific websites in mind, only features that other sites may have. Those features are outlined in the RFP.

Q 62:

- Can you confirm migration will be conducted by the college?
- If migration is within scope how many pages are on your existing website?

A 62: Migration should be within scope, but with active participation on the part of the College.

Q 63: Do you require any integration with third-party applications (apart from the Active Directory Authentication for the CMS content editors)?

A 63: No, only Active Directory for Content Editors, Approvers/Publishers, and Administrators.

Q 64: Are you able to give any further information about the type of seamless functionality that you would expect the website to have with these other systems?

A 64: There should be none. There should be links to the other services (as applicable).

Q 65: Do you require external website search?

A 65: We are currently managing our own SEO

Q 66: Under Instructions to bidders point 2. Can you confirm the documents listed i-viii are to be provided upon the award of the contract and not before?

A 66: This is correct. These documents must be completed by the selected vendor upon award of contract.

Q 67: Would you please consider an extension, of a week, so that vendors can fully understand your needs and requirements after receiving the Q/A responses?

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Q 68: Why was there no award given to your previous RFP for Content System Management?

- Can you please share what were the three firms elected to issue Best and Final Offers?
- Can you please share what you like of their proposals and offerings?
- Also, can you please share what you thought could be improved in regard to their proposals or offerings?
- If there were, what was the lessons learned from that RFP experience?

A 68: The college's administration team determined that the previous RFP should not be awarded based upon the proposed cost received for the combined content management

system and website redesign. The college's administration made the decision that website design should be the focus of the current (new) RFP.

Q 69: What existing integrations with third parties' systems exist that we should be aware of?

A 69: None

Q 70: Do you have preferences for on-premise vs cloud (Azure, AWS, etc.)

A 70: None

Q 71:

- What experience does the staff that will be making edits to the content have with CMS systems?
- Comfort level with HTML?

A 71: Most will be low experience w/HTML

Q 72: How often will content changes to the website be made?

A 72: Several times per week, depending on department/section

Q 73: Does Seark have a budget in mind for this project?

A 73: The budgeted amount for RFP SEA1903 is an amount not to exceed \$70,000.

Q 74: Does Seark already have a preferred vendor for this project?

A 74: None

Q 75:

- Is content development in scope?
- If so, how many pages/stories do you anticipate needing help writing?

A 75: No

Q 76: Do you have a preference for an open source or a commercial solution?

A 76: No preference