**VENDOR QUESTIONS AND ANSWERS**
**REQUEST FOR PROPOSAL (RFP) #24-02.**
**WEBSITE DESIGN AND DEVELOPMENT**

**Posted Date: March 5, 2024**

| No. | Question/Answer |
|-----|-----------------|
| 1. | What is driving the dates of this project? <br><br> *The proposal review and approval timeline are based on the College's interest in encumbering funds during the current fiscal year and starting and completing the majority of the project during the summer months.* |
| 2. | What happens if you miss any or all of the dates of this project? <br><br> *Disqualification of bidder if the deadlines related to submission are missed.* |
| 3. | Will you consider anyone that cannot have design, development, training completed within 4-6 months. <br><br> Please see Scope of Services Phase V: Development – *Develop a transition plan based on goal six (6) in section 3. It is the College's goal to have the website transitioned within four (4) to six (6) months of contract signing, however a vendor should develop a transition plan based on goal six (6) in section 3 – if an alternative timeline is proposed it will need to be mutually agreed upon by both parties.* |
| 4. | In regard to content migration: <br><br>   a. Will you require content migration services? <br>      *Yes.* <br>   b. Will the entire .edu domain need to be migrated? <br>      *No – most but will be excluding some elements.* <br>   c. Are there parts of the site that will not be migrated? <br>      *Yes.* <br>   d. Are there additional domains that need to be migrated? <br>      *No.* <br>   e. In regard to migration, how many different page layouts do you have on your current site? <br>      *Fewer than 5.* |
| 5. | Who currently hosts your website(s)? Are you looking to change this arrangement? <br><br> *Cloudflare, Inc. We would be open to exploring the benefits of changing this arrangement.* |
| 6. | How many developers do you have to work on templates, and other CMS-related development? <br><br> *None* |
| 7. | How many individuals at your institution will need to use the CMS? <br><br> *Fewer than 30* |
| 8. | What is the established budget for this project? |

*The project budget is not to exceed $175,000.*

9. What systems do you have that you would like integration with?
   Desired integrations include but are not limited to:

       a.     *Acalog*
       b.     *Career Coach*
       c.     *Everbridge*
       d.     *www.polkeagles.com*
       e.     *Ellucian Banner*
       f.     *Blubrry PowerPress*
       g.     *Ocelot*
       h.     *Sucuri Security*
       i.     *Yoast*

10. Is there a priority of system integrations?

    *No.*

11. What specifically would you like to integrate within these systems?

        a.     *Acalog*
        b.     *Career Coach (API to academic pages)*
        c.     *Everbridge mass notifications (RSS feed to a homepage banner)*
        d.     *www.polkeagles.com events (API to the polk.edu calendar)*
        e.     *Ellucian Banner academic calendar events and employee directory (API to polk.edu)*
        f.     *Blubrry PowerPress (API? to podcast pages)*
        g.     *Ocelot chatbot (active on specific pages identified by the Registrar's office)*
        h.     *NeoEd (new for HR – replacing Silkroad)*
        i.     *Sucuri Security*
        j.     *Yoast*
        k.     *News stories from the website (API to Ellucian Banner Experience Student/Employee)*

12. How important is a support plan/option for you with the new CMS?

    *Required.*

13. Are you willing to use a non-open-source CMS?

    *Yes*.

14. The RFP mentions the involvement of multiple stakeholders, content creators, and a website steering committee (OCPA). Could you describe the departments and roles for the stakeholders that are expected to work with the chosen vendor? Departments include, but are not limited to:

    - *Student Services – Registrar, Advising, Student Activities*
    - *Financial Aid*
    - *Academic Affairs – Academic Programs, Academic Support Services*
    - *Collegiate High Schools*
    - *Foundation*

15. To date, what has the College done to prepare stakeholders to manage this project?

    *The College's Executive Leadership Team and the volunteer screening committee are aware that the solicitation has been released.*

16. How did the College arrive at the $175k budget? Is that based on anticipated level of effort, historical spending, available funds, or something else?

*Available funds and historical level of participation for college staff in projects of this type and scale.*

17. Could you elaborate on the anticipated decision-making process and how consensus will be reached among these stakeholder groups?

    *It is expected that the vendor will work with the OCPA and the College's Website Steering Committee and department stakeholders to establish the guiding principles and expectations regarding the website's performance, mapping, look, and feel. Following that process, and using those principles, all decision-making will be completed by OCPA.*

18. How do you envision your content strategy changing (if at all) with the new website?

    *Content strategy will be more focused on customer types – prospective students, community, and current students, and will be more structured regarding governance and content creation.*

19. Are there any target audiences you feel you are currently not reaching or would like to expand?

    *No.*

20. How do you currently measure the success of your website in attracting and informing your audience?

    *Success is not measured in a formal way.*

21. What types of success metrics are important to you in this redesign?

    *Time on site and time on page are of interest to us – additionally, this is not a metric as much as a critical goal – the ability for users to access everything on the site via mobile device.*

22. Could the Polk State branding and identity manual that the vendor will need to work within be provided for assessment during the bidding period?

    *The College is in the process of updating the style manual which will be ready prior to vendor selection, however, general guidance regarding branding standards can be located here: www.polk.edu/office-of-communications-and-public-affairs/identity/*

23. Please describe the expected relationship between the vendor's designers and the College's graphic designer. How involved will the College's designer be in creating and/or approving final designs?

    *The College's designers will provide design parameters and examples of previous work and will be involved in all design approvals. College designers will also assist in collecting and producing photos and video content.*

24. Have any design templates already been created?

    *No design templates have been created.*

25. Please provide a list of current and desired integrations that the vendor may be responsible for as part of the new platform with descriptions for each.

    *See Questions 9-11 above.*

26. Can you detail the expected functionality of the college's automated emergency notification system and integration with Everbridge?

    *See Questions 9-11 above.*

27. Could you provide more details regarding the requirement to integrate components such as academic calendars and employee directories into the site?

    *See Questions 9-11 above.*

28. Can we submit the proposals via email?

*Please comply with the proposed submittal format outlined in the RFP.*

29. The RFP specifies that "The site will not host information exclusive to current students, employees, or prospective employees." Can you confirm that the site will not require accommodating authenticated content beyond the listed sites (PASSPORT, Canvas, PIE, and careers.polk.edu)?

*It is expected that the site will maintain links to other related sites which function independently. These include: Ellucian Banner (which will replace PASSPORT), Canvas (the College's LMS), PIE (the College's intranet through SharePoint); ETRIVE (document upload).*

30. We wanted to reach out to see if you had any more information on the RF #24-02 Website Design, Development, Hosting, and Maintenance. We are an agency that would be intrigued to learn more about the RFP, but unfortunately, there isn't much information on the Polk State College website. Are you able to direct us in the right direction for more information?

*The Request for Proposal document is posted on the College's website on the Bids & RFPs page of the Purchasing section.*

31. Whether companies from Outside USA can apply for this (like, from India or Canada)?

*All companies regardless of location are welcome to apply if they can comply with the requirements outlined in the Request for Proposals.*

32. Whether we need to come over there for meetings?

*While the RFP does not specify on-site, in-person meetings, each respondent should consider the project goals and scope of services and whether they can be satisfactorily met without being on site.*

33. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?

*Please see the response to Question 31 above.*

34. Can you elaborate on "a simplified front-end enrollment and registration "?

*The website should be clear and easy for users to understand and engage in the process for application, registration, and enrollment.*

35. Are these new systems that need to be developed as part of this project or does the website simply need to make it easy for users to get to the right system when they need it?

*No new systems – just improved navigation to information that users need.*

36. The RFP mentions surveying various audiences. Do you already have contact lists for each audience, or would we need to source a panel?

*The College will provide the lists for such groups.*

37. The RFP mentions providing three design concepts. What is the expectation for what will be included in each concept?

*Concepts should illustrate mock-ups of desktop and corresponding mobile views of pages that show examples of the new homepage, an academic page, and a student services page, at a minimum. Concepts should illustrate how graphics, photos, text, and video content will be organized to help users navigate and access information.*

38. Are you expecting to see mock-ups of potential emails, social posts, and print materials?

*See the response to Question 40 below.*

39. The RFP mentions creating a bank of photography. If this requires new photography, will that be paid for with a separate budget?
*Please see the response to Question 23 above. College designers will collect and produce photo and video content in partnership with the vendor.*

40. The RFP mentions creating a multichannel content strategy that spans social, email, etc. What is the expectation for what that will include?

*The College has a robust social media presence and a variety of printed materials that have been designed to reflect changes in the College's marketing of academic programs. It is anticipated that the design and development of the College's new website will be informed and amplified by these existing organizational structures and resources. The expectation will be that the development of the website will underscore or serve to inform and improve what already exists.*

41. In the Development section, you mention migrating content "with an emphasis on full page development deep into the site". Can you explain in more detail what that means?

*It is expected that the design elements and navigation process are thoughtfully and deliberately carried throughout the site, regardless of how "deeply" the user has clicked in.*

42. The RFP mentions the site should meet ADA compliance standards. Can you clarify the level of compliance you're looking to reach (e.g. WCAG 2.2 AA)?

*Web Content Accessibility Guidelines (WCAG) 2.2*

43. The RFP mentions the site should be "transitioned in four to six months". Can you explain what is meant by "transitioned"?

*The term should be migrated.*

44. Can the College extend the due date by a week?

*The College must maintain the current schedule due to funding timing requirements.*

45. Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort, and contract value.

*See attachment No. 1.*

46. Will the incumbent be eligible to bid on this project?

*All companies regardless of location are welcome to apply if they can comply with the requirements outlined in the Request for Proposals.*

47. Can the work be done remotely?

*Please see response to question 32.*

48. Can part of the work be performed outside the US, such as in India?

*Please see response to question 32.*

49. Is there any pricing format specification?

*No, there is not.*

## cnp

# Scope of Work

Polk State College • May 16, 2023

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### Web Maintenance & Hosting                              $1,844.40/mo

**Contract Dates: July 1, 2023 - June 30, 2024**

CNP will continue providing website hosting and maintenance services to Polk State College from July 1, 2023 to **June 30, 2024**. CNP will outsource the physical infrastructure (server hardware, software, power and internet pipe) to Kinsta and Sucuri on behalf of Polk State. CNP will ensure the website admin and all related plugins are updated monthly. On-going support requests are also covered for up to 10 hours per month.

Services covered by Polk State's monthly retainer include:

- Managed Wordpress hosting provided by Kinsta with Sucuri web application firewall
- 100GB of outbound data transfer
- Daily backups and recovery support
- SSL Certificate
- Monthly updates to Wordpress core software and plugins. Critical security patches applied within 48 hours of release.
- Ongoing maintenance request support (up to 10 hours)
- WordPress technical support for faculty and staff

**APPROVAL** Email approval of this estimate carries the same weight as a physical signature.

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**SIGNED**                          DATE                TITLE