Southwestern Community College District

RFP No. 1617-153 Web Content Management Services

Addendum No. Two (2)
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Note:

All documents remain unchanged except section(s) or part(s) added to, revised, deleted and clarified by this Addendum. This Addendum consists of the following changes/clarifications to the RFP document.

1. Can you please give some insight into the rational into the number of Service and Migration hours requested?
    a. Is it to compare like with like or is it your expectation that project will be completed in the specified hours or is it to compare like with like. e.g., is it your expectation that the whole migration will be complete in 40 hours or do you want us to take 40 hours to provide a knowledge transfer as to how you would complete the migration?

ANSWER: Our current site contains approximately 3,400 pages, 8500 images, 9,500 documents, 2800 calendar items, and 2500 staff directory entries. We anticipate the amount of pages to go down slightly as we do some clean-up in preparation of the new system. Provide a cost/time estimate for the migration based on the numbers identified above.

2. Can you confirm that you want the firm to recommend a CMS and handle back end development/implementation of the re-designed site?

ANSWER: The District is looking to procure a CMS system (proprietary or open source) and needs a new design to be implemented.

3. Assuming that the answer to the first question is 'yes', do you prefer open source or proprietary CMS platforms?

ANSWER: The District is looking to procure a CMS system (proprietary or open source).

4. Do you have a budget for this project that you can share?

ANSWER: We are looking for a system that provides the best fit for the District while cost is not the primary driver the most economical system that best addresses all District needs (as identified in the scope) will be selected. There is no set budget for this project.

5. What CMS is your site on now?

ANSWER: Vision Internet – Version 5

6. Are there any other 3rd party integrations or databases not already covered in the RFP?

ANSWER: No

7. Are there microsites or orphan sections of the website?

ANSWER: Yes, but we intend to migrate those into the new system.

8. Will there be any third party database integrations for the initial site build?

ANSWER: Not in the initial site build.

9. Will there be any third party API integrations for the initial site build

ANSWER: Not during the initial site build.

10. Is the vendor responsible for providing skins for connected sites such as https://sccd.peopleadmin.com/

ANSWER: No.

11. What are Southwestern College's biggest challenges from a marketing and brand perspective? For example, what's holding the institution back from achieving its goals?

ANSWER: Student awareness of content on website and accessibility issues. Some reliance on tools outside of website due to inabilities of the current CMS. The current website has too many pages, is not intuitive and most definitely not student focused. It is faculty and department driven and that dynamic need has to change 180 degrees. Antiquated website technology is holding us back from building proper SEO and maintaining an engaging user experience.

12. What institutions does Southwestern College consider to be among its peer institutions/competitors on a local and national level?

ANSWER: While our peer institutions are the local community colleges (San Diego Community College District, Grossmont-Cuyamaca Community College District, MiraCosta College and Palomar College). Local universities, such as UC San Diego and San Diego State University are where the majority of our students transfer to.

13. What additional information can Southwestern College provide about the target audiences?

ANSWER: The primary intended audiences are prospective and current students. The secondary intended audiences are employees and the local community. Information regarding programs and services must be easily accessible and pleasing to the eye.

14. Does the institution have documentation regarding brand or content guidelines or any kind of style guide (e.g a web style guide) which clearly defines elements such as visual marks, typefaces, color palates, photography treatments, etc.?

ANSWER: No, we only expect a consistent look and feel.

15. Can you provide access to stakeholders to participate in focus groups and stakeholder interviews (i.e. current students, prospective students, faculty, staff, alumni, etc.)?

ANSWER: Access will be provided after contract award.

16. Has any research already been completed (e.g. user testing, feedback, surveys, etc.)?

ANSWER: The District has conducted some focus groups and surveys.

17. Do you have an existing library of visual assets (i.e. original photography) that can be used on the website? If yes, can we use these assets in the visual design?

ANSWER: Yes, we have an existing library of visual assets. Access will be provided upon contract award.

18. Page 19 of the RFP states, "Separation of Content and Design - Site redesigns will not require changes to the content files" as a requirement. Could the College please provide further explanation regarding this requirement?

ANSWER: Existing content (such as images, and more importantly text) shall not be altered when the design is altered.

19. Have you conducted any demos or evaluated any potential systems? If yes, which systems have you evaluated?

ANSWER: No.

20. What personnel does the College have available within Public Information & Government Relations and the Information Technology Department to keep the website up to date? What skills do they have in terms of website design and development?

ANSWER: There currently is a web strategist in the Public Information & Government Relations office. Each department with a page on the website has people trained to input and update information.

21. Does your institution have an intranet, portal or any kind of internal-facing website? If yes, will the public-facing website need to perform any kind of advanced functionality beyond simply linking to that portion of the web presence?

ANSWER: Yes, we have a portal and other intranet services, the new site will only need to link to the portal and intranet. Currently the only integration is an RSS feed from the public website to the portal.

22. Are there any deadlines (e.g. a specific launch date) set by Southwestern College? If yes, is there flexibility in these dates or are they hard deadlines?

ANSWER: The District has an aggressive deployment expectation, with most of the content migration, design, copy write and templates to be completed and available for testing on or before September 1, 2017, with a hard deadline for completion set at December 15, 2017.

Proposers are encouraged to use the above timeline to propose a feasible implementation schedule and the District will evaluate each proposer on the nearest adherence to our deployment expectation.

23. What is a reasonable cost range to stay within for the work requested?

ANSWER: See answer to Question 4.

24. Can you please provide clarification on the point below. It is contained within proposal form D

    a. **Separation of Content and Design — Content shall be stored in open-standard XML files within the CMS and transformed with the appropriate output styling through XSL templates. Site redesigns will not require changes to content files. Use of XSL or similar tool will provide the ability to sort, index, and group data in the presentation layer; change the output depending on actual values; use data structure information to drive your UI.**

    b. **Question:**
While our system provides strong separation of content & design templates/features, in your requirement it appears that you have a very specific requirement that this is achieved in a particular way (using XSL templates). The method described, while common a decade ago wouldn't been seen as modern best practice. Is it a must have that your templates use "XSLT templates" or are more modern techniques acceptable?

ANSWER: Proposal Form D: Mandatory Features on page 30, bullet 3 and all references to XML and XSL shall now read:

Content shall be stored in a SQL database, with content created via a scripting language, such as ASP.NET or PHP. HTML5 and CSS will be used to style the content.

25. Is there a preference for the CMS of the new website?

ANSWER: No preference.

26. How many pieces of content (web pages, images, files) do you anticipate needing migration and what source(s) will these be migrated from?

ANSWER: See answer to Question 1.

27. How many content editors do you anticipate using this system?

Answer: 210 content creators, 40 approvers and 5 Administrators.

28. What are some of the institutional goals that the District would like to accomplish with the new website?

ANSWER: The primary goals are:

- **The website shall not be cumbersome (uncluttered design) and shall be intuitive (ease of use for individuals and offices adding content).**
- **All pages to be streamlined with uniform landing pages for every single department/school.**
- **A clean front page of the website with limited number of categories launching from the front page.**
- **All legally compliant accessibility features built-in.**
- **Mobile friendly.**

29. How will these institutional goals be measured?

ANSWER: Surveys, traffic analysis, focus groups, SEO rank, user feedback.

30. Are there any websites (within the industry or outside) that the District likes or finds visually appealing?

ANSWER:
- **Miracosta College: www.miracosta.edu**
- **UCSD: www.ucsd.edu**
- **San Diego State: www.sdsu.edu**
- **University of Montana: www.umt.edu**
- **Pasadena City College** www.pasadena.edu

31. On Page 19 of the RFP, you state that you would like a "robust search tool." Would this tool be used by visitors to the website or by end-users within the CMS?

ANSWER: Both visitors and back end users shall have access to a robust search tool.

32. Will you require content migration services? If yes, please specify in which file format(s) your site is managed.

ANSWER: Yes, SQL database for content. Current website is built on ASP.NET infrastructure.

33. Do you prefer that the CMS be installed locally on your own servers, or hosted as a cloud solution?

ANSWER: The District would prefer a hosted solution but are open to hosting locally. Pricing of the proposed solution will affect the decision.

34. Who currently hosts your production website(s)/webservers? Are you looking to change this arrangement?

ANSWER: Currently hosted on site. See answer to question 33.

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

ANSWER: Subject to any applicable state or federal law, companies outside of the United States that are lawfully permitted to conduct business in the United States, may submit proposals.

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

ANSWER: Subject to any applicable state or federal law, a proposer may choose to include the outsourcing of tasks in its proposal. All proposals will be evaluated based on the extent which they satisfy the RFP requirements, including method of delivery and quality of services, in accordance with the evaluation criteria.

37. Can we submit the proposals via email?

ANSWER: All submission requirements as identified in the RFP shall be met.

38. Can the data be hosted outside of the United States?

ANSWER: No.

39. On Page 20, what hosted solutions would the District prefer?
"Server and Platform Independence – will include the ability to be installed on all major server environments (Linux, Windows, Solaris, OSX) and accessed from all modern web browsers (Chrome, Firefox, Internet Explorer, Safari)"

ANSWER: The District primary preference is Windows and secondary is Linux. Solaris and OSX does not apply.

40. On Page 19, how many pages of Copywriting will be required?

ANSWER: Approximately 50.

41. What level of 508 Compliance is required?

ANSWER: WCAG 2.0 AA

42. On Page 21, Campus Map; does a custom map need to be created or does the editor need capabilities to integrate with Google Maps?

ANSWER: This is a preferred feature and we would like to have a custom map capabilities to identify campus locations.

43. On Page 19, how many Multi –sites are there and what is the expectation?

ANSWER: At this stage the District does not require multi – site management, but would like a solution that will be able to address this need in the future.

44. On page 19, do you need the WCMS to be translated into multiple languages?

ANSWER: We need the WCMS to integrate with Google Translation Tool or equivalent.

** END OF ADDENDUM 2 **