

ADDENDUM #1
RFP #2122-19, For NOCCCD Website Redesign

This Addendum forms a part of the RFP Documents and modifies the original RFP Documents. Acknowledge receipt of this Addendum by submitting a copy of the addendum with Bidder proposal. Failure to submit may subject Bidder to disqualification.

I. REQUEST FOR INFORMATION:

1. Budget – Please provide a budget or budget range for this project. Alternatively, what is the anticipated not-to-exceed amount and/or budget range? Please let us know if your budget includes the CMS Costs?
 - A. The total budget we’ve put aside is \$500,000. Yes, this includes any CMS costs.
2. CMS – your RFP states that the existing cms is a custom cms – What cms are you currently using?
 - A. The site is on a custom CMS platform, which is built on a LAMP Stack (Linux, Apache, MySQL, PHP).
3. If you prefer to change your CMS, do you prefer a proprietary CMS or open source CMS? Have you demo’d any other CMS platforms? If so, which ones?
 - A. We do not have a preference. We have not demo’d any other CMS platforms.
4. One of your requirements is that you want CMS implementation and ongoing web developer support, in addition to design expertise. Do you expect the Design vendor to implement the designs into your CMS or are you ok with the design vendor handing off html for the cms provider to implement?
 - A. We are looking for a new CMS and are open to options. We expect the design vendor to implement the designs into the selected CMS.
5. Are you interested in completing any qualitative or quantitative analysis to inform the designs and user experience as a part of the Website Redesign Project? Analysis items may include user focus groups, surveys, heatmaps, engagement review of the current site, audience-based navigation, and content review, and/or online user experience recordings.
 - A. Not at this time. We can do this internally with our key stakeholders.

6. You mention that you want the new vendor to provide guidance re: SEO. What are the expectations surrounding content optimizations for SEO?
- Will the chosen vendor optimize existing content or is the expectation that we create new content?
 - Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.) or “tier” of pages (e.g. tier 1)?
 - Or, are you just looking for the chosen vendor to provide guidance only for SEO best practices?
- A.** NOCCCD is responsible for copywriting/editing. We are seeking SEO guidance and best practices and we will have a tier of pages that we want to optimize.
7. As a part of the Website Redesign Project, will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, in order to provide an accurate quote, how many pages of content should the chosen vendor plan to:
1. Copywrite (provide new content)
 2. Copy edit existing content
- A.** District Services will be responsible for copywriting/editing and providing content to the vendor for implementation.
8. Are you interested in having the chosen vendor provide a Content Strategy that would include a content audit of your high-level pages to help determine what pages to move to the new website, what content is missing, what content needs to be edited, etc?
- Or will this effort be conducted internally by NOCCCD?
- A.** This effort will be conducted internally by NOCCCD.
9. Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the redesign discovery process?
- A.** Yes, we know our users/audience well and do not need to include this in the redesign process.
10. You mention that you currently use Google Analytics to measure website engagement? Do you currently manage the GA yourself or do you use a 3rd-party?
- A.** We currently manage GA ourselves.
11. Are you expecting the vendor to create a new GA setup or simply install the existing GA within the new site?
- A.** We expect the vendor to install the existing GA within the new site.

12. Please explain whether the scope is specific to the District or whether the other 2 college websites and non-credit institution are part of the redesign efforts?

A. The scope is specific to the District website.

13. What is meant by “flat and flip-out” design layouts?

A. We consider our current website a “flat” design layout. It does not give the perception of multiple dimensions, utilizing shadows or other elements. A “flip-out” design layout is the opposite. It gives the perception of multiple dimensions, utilizing shadows or other elements. To us, it has more movement and is more interactive. There are pros and cons to both design aesthetics in terms of user experience.

14. What types of templates do you anticipate requiring for the redesign. Our standard offering generally consists of templates for homepage, landing page, standard/interior page, news listing page, news detail page, program listing page, and program detail page. Are there additional templates needed?

A. Your standard offering covers what we need. There has been more interest in displaying events and training information on the website. We would be interested in templates for these pages as well.

15. Will you need to have a template for your faculty/Staff directory?

A. Our current faculty/staff directory pulls from Banner, but does not always display accurate information. We are looking to improve on the current directory.

16. What calendar are you currently using? Are you anticipating that an Event Calendar page/module be included as part of the scope?

A. One staff member currently updates the calendar manually. We are interested in an event calendar module to help automate this process.

17. Would you please elaborate on the legacy databases being used and any 3rd party services that will need to be integrated into the site? Are these basic links or other database integrations?

A. We are looking to do more integration in the future (i.e. Tableau data dashboard). Currently, we use Bloomerang to collect online donations for our Foundation. Our current vendor implemented the form for us after it was created in Bloomerang.

18. Hosting – Is hosting of the production web server part of this project scope? Are you considering hosting of both the CMS and the web server or do you want the cms and webserver to be hosted by the vendor?

A. We are open for discussion on hosting. We would like it all to be cloud hosted.

19. Please confirm or explain the vendor requirements regarding video creation and photography. We are assuming that NOCCCD will be responsible for any new photography or development of any video. Is that accurate?

A. Yes, NOCCCD will be responsible for providing photo and video content.

20. One of your requirements is to link and feature campus news from the college and institutions websites. Please describe how the other sites News and events are created and where they exist, i.e. within their existing CMS'?, on a shared application?, other?

A. Cypress College, Fullerton College, and North Orange Continuing Education each manage their own website and post their own campus news and events. If the District is interested in sharing something on one of the campus sites, it is typically linked in the homepage hero gallery or reposted as content on the News and Announcements section of the District website. We would need to speak with the campuses if we wanted to do further integration.

21. Content – How many pages are on the current website? Will NOCCD, the vendor, or a combination of the two be responsible for the content migration?

A. Here is a link where you can access the site map/page count:
<https://noccdd.edu/sitemap.php>. A combination of the vendor and NOCCCD will be responsible for content migration.

22. What are your timeline expectations for the website redesign/CMS implementation Project?

A. We would like to begin the process in summer 2022 and launch within one to one and a half years.

23. The rfp indicates that an electronic submittal is requested but in Exhibit A (Certification ...) the requirement indicate 6 hard copies and 1 electronic copy are to be supplied. Please confirm that an electronic submittal is preferred.

A. Yes, electronic submittal is preferred.

24. What provisional budget have you set for this project?

A. \$500,000

25. What is the expected launch date for the site?

A. January 2024

26. What languages would you need to have the site display? Are you expecting that all pages will be translated, or merely a subset for specific audiences?

A. English, Spanish, Arabic, Chinese, Vietnamese, Korean, and Farsi are the most common spoken languages in our District. Priority pages would be those designed for the public/students. English is okay for pages designed for employees.

27. What is the current or anticipated staffing to maintain the site, post-launch?

A. District Services does not have a dedicated web position/team. One staff member in the Public Affairs Office performs the majority of web updates. Information Services and one staff member from each District Services department also have access to the CMS to perform content updates. A support plan/option is very important to us. We are unable to perform any coding to build new pages, etc. on the site.

28. In the Proposal, you mention having apps which need to integrate with the platform. While we rarely have any issues working with 3rd party apps, we'd like to know the depth of required integration so that we can account for this in our proposal. Do you have this integration scoped yet, or are these apps you plan to use in the future?

A. We are looking to do more integration in the future (i.e. Tableau data dashboard). Currently, we use Bloomerang to collect online donations for our Foundation. Our current vendor implemented the form for us after it was created in Bloomerang.

29. Under Goals, item #7, while our team does have extensive experience with AWS, we host all of our clients within the Microsoft Azure cloud environment. This is our own environment, offered through a contract with Microsoft, and which includes redundancy, security, and a robust backup schedule. Is the AWS environment a requirement?

A. No, AWS is not a requirement. If the vendor is hosting, we have no preference.

30. In the relationship with your stakeholders, we understand that our project with you would allow us to work alongside those stakeholders. We'd like to know more about the expectation here, especially as it pertains to these stakeholders working alongside us with the web project. Are there any known challenges or goals at this time?
- A. The main stakeholders are Public Affairs and Information Services. Other stakeholders include the Chancellor's Office and department representatives. The vendor would work more directly with the main stakeholders, and Public Affairs and IS would work more with the various departments and communicate desires/needs with the vendor.
31. Could you please provide examples of "flat and flip out design layouts?" This is not a term we're familiar with specifically, but we may refer to it as something else in our work.
- A. We consider our current website a "flat" design layout. It does not give the perception of multiple dimensions, utilizing shadows or other elements. A "flip-out" design layout is the opposite. It gives the perception of multiple dimensions, utilizing shadows or other elements. To us, it has more movement and is more interactive. There are pros and cons to both design aesthetics in terms of user experience.
32. Will communication during the project be directly with our Project Manager and a representative from your team? Or do you anticipate a team working with our PM?
- A. Communication during the project would be between your Project Manager and three NOCCCD team members – Director, Public Affairs; Communications Coordinator; IS representative.
33. Our CMS provides a number of the Functional Requirements at no additional cost to the project. Would you still require an itemized cost on these items? They would be considered included items that do not incur additional development cost.
- A. No, we do not need this itemized, but we would like these functional requirements listed.
34. We'd like a bit more information on the specific platform you use for your Active Directory and your Events calendar. What platform are these two things served through?
- A. Our current faculty/staff directory pulls from Banner, but does not always display accurate information. Internally, we are looking to improve on the current directory. One staff member currently updates the calendar manually. We are interested in an event calendar module to help automate this process. We are looking to integrate this with Azure/Office 365.

35. Do the applications you want to have integrated come with defined APIs with endpoints?

A. Most of the integrations are simple iFrames. Those that require an API/endpoint have those available or can be created as needed.

36. What is the current CMS being used?

A. The site is on a custom CMS platform, which is built on a LAMP Stack (Linux, Apache, MySQL, PHP).

37. For the migration and new content writing required, would we simply then put this as an option in our pricing as the scope of the work is currently unknown.

A. NOCCCD is responsible for copywriting/editing. Migration and implementing new content can be added to the pricing.

38. Would all three websites be moving across, or would it be merged in one, or ..?

A. No, the scope is specific to the District website, nocccd.edu, only.

39. For the translation do you require auto-translate or a full translation with content provided by yourselves across various languages?

A. English, Spanish, Arabic, Chinese, Vietnamese, Korean, and Farsi are the most common spoken languages in our District. We would prefer something that auto-translates. Priority pages would be those designed for the public/students. English is okay for pages designed for employees.

40. Could you let us know what the budget is for this project?

A. \$500,000

41. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

A. We are open to working with a Canadian agency.

42. What are your expectations for onsite meetings for this project?

A. A small number of onsite meetings will be expected for this project, including in-person interviews, if possible

43. What is your ideal launch timeline for the new site?

A. January 2024

44. Can you confirm the campus sites are outside the scope of this project?

A. Yes, the scope is specific to the District website.

45. Have you set a budget for this project? Can you share the budget range for this work?

A. \$500,000

46. How many content editors do you currently have?

A. We have about 20 content editors currently.

47. Have you demoed any CMS solutions? Are there any you know you like or don't like?

A. No, we have not demo'd any CMS solutions.

48. What qualities do you seek in a new agency partner? Which are most important?

A. Communication and project management skills are the most important qualities to us. We seek full transparency over the course of the project and need to work with someone who is available when needed and helps to keep us on track with project progress.

49. What role will pricing/cost play in your selection of a partner?

A. We want to find the best partner at a competitive price.

50. What is the estimated budget for this project? Alternatively, what is the anticipated not-to-exceed amount and/or budget range? Please separate expected budget allocation by redesign efforts vs. CMS costs.

A. Our budget is \$500,000 for all costs (redesign/CMS/etc.). We want to find the best partner at a competitive price.

51. What is the desired launch date for the new website?

A. January 2024

52. Page 12 (references): How many would you like us to provide?

A. Please provide a minimum of three references.

53. NOCCCD is exploring new CMS options. Have you been part of any CMS demos or evaluated any CMSs? If so, which systems have you examined?

A. None so far. We are open to various options. IS has evaluated the following:

Sharepoint

Joomla

WordPress

uPortal

Salesforce

Slate

Ellucian Experience

Liferay

54. At this point, are you considering either open source or proprietary (or just one or the other)?

A. The site is on a custom CMS platform, which is built on a LAMP Stack (Linux, Apache, MySQL, PHP).

55. How many pages are on the current site?

A. A. Here is a link where you can access the site map/page count:

<https://nocccd.edu/sitemap.php>.

56. For the redesign, are you still planning to keep the content under the “Employees” tab on the public facing site?

A. Yes. As District Services, our site is largely for employees.

57. When you note the site has not been updated since its launch in 2016, do you truly mean no updating or do you mean no design, navigation, architectural, or other structural or branding updates? Have you been making regular/ongoing updates to content over the past 6 years?

A. We mean no major structural updates have been done. We have been making regular/ongoing content updates to most pages, but not all.

58. Regarding content migration: What form of data export is available from the current CMS?

A. Our current web vendor will be able to provide a structured JSON output of all pages and a folder of images.

59. What are your expectations for improving existing pages prior to migration? Do you seek assistance from the selected agency to optimize (either heavily or lightly) existing content pages? If you require content optimization services, approximately how many pages of existing content would the selected agency be expected to edit?

A. NOCCCD will work with its internal departments on copywriting/editing throughout the project. We are interested in having a certain tier of higher level webpages optimized. This would need to be discussed further with the chosen vendor.

60. How many different design templates are employed on the current site?

A. Our current web vendor shared a site map regarding this: <https://nocccd.edu/sitemap.php>.

61. Has NOCCCD implemented GTM (Google Tag Manager)?

A. No, we would be interested in learning more about this.

62. The NOCCCD website has many target audiences. Have you established user personas for any/all audiences/segments?

A. We know our users/audience well, but don't employ personas in our current website.

63. When looking at a translation, we recommend a third-party that uses a translation tool. Is NOCCCD interested in auto translations or they would like to manually translate the content?

A. Auto translations would be preferred.

64. Which content management system, if any, are you currently using at the district?

A. The site is on a custom CMS platform, which is built on a LAMP Stack (Linux, Apache, MySQL, PHP).

65. What is driving the reason to switch to a new CMS?

A. Our current CMS is custom, but limiting in terms of design. We are looking for something a little more robust, more options, etc.

66. What optimizations would improve your experience with current CMS?

- A.** Our current CMS is limiting in terms of page templates and design features. We would like to have more variety/options to display page content.

67. What areas of current CMS do you find most challenging?

- A.** The current CMS is limiting in terms of design. We are looking for something a little more robust, more options, etc.

68. What are your strategic objectives for the website in 2022? (number of visits, apps completed, enrollment targets?)

- A.** Our goal is to improve the user experience. We want the site to be more engaging and easier to navigate. We also want to improve our SEO and ADA compliance.

69. How will you measure success of this project?

- A.** Success will be based on the user experience. We want the site to be more engaging and easier to navigate. We also want to improve our SEO and ADA compliance.

70. What is your desired start date of this project?

- A.** Summer 2022, possibly June

71. What is your go-live date for the newly designed website?

- A.** January 2024

72. What happens if you miss any or all of the dates of this project?

- A.** We are looking to work with a partner who matches our communication and project management skills. We expect full transparency throughout the project. We are flexible, but also expect both parties (us and vendor) to stay on track with project progress.

73. In regards to content migration:

- Will you require content migration services?
- Will the entire .edu domain need to be migrated?
- Are there parts of the site that will not be migrated?
- Are there additional domains that need to be migrated?
- In regards to migration, how many different page layouts do you have on your current site?
- What form of data export is available from your current CMS setup?

- A.** Yes, we will require content migration. Our current web vendor will be able to provide a structured JSON output of all pages and a folder of images. No, we are not migrating the entire

.edu domain or any other additional domains. Please see our site map:

<https://nocccd.edu/sitemap.php>

74. Who currently hosts your website(s)? Are you looking to change this arrangement?

A. The site is on a custom CMS platform, which is built on a LAMP Stack (Linux, Apache, MySQL, PHP). We are open to other CMS options.

75. How many individuals at your institution will need to use the CMS?

A. We currently have about 20 content editors. Editors only have access to department-specific pages, not the whole site.

76. Who makes the final decision and how is it made?

A. Following interviews, the interview committee will make a recommendation to the Public Affairs and Chancellor's Offices who will make the final decision.

77. Can you share an established budget or at least budget range for this project?

A. \$500,000

78. Do you prefer an open-source or commercial content management system solution?

A. We do not have a preference.

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

A. District Services does not have a dedicated web position/team. One staff member in the Public Affairs Office performs the majority of web updates. Information Services and one staff member from each District Services department also have access to the CMS to perform content updates. A support plan/option is very important to us. We are unable to perform any coding to build new pages, etc. on the site.

80. What systems do you have that you would like integration with? Is there a priority of system integrations?

A. We are looking to do more integration in the future (i.e. Tableau data dashboard). Currently, we use Bloomerang to collect online donations for our Foundation. Our current vendor implemented the form for us after it was created in Bloomerang.

END OF ADDENDUM #1