

ADDENDUM #1
RFQ&P #1718-16, CTE Branding, Online Optimization and Promotion Consulting

This Addendum forms a part of the Contract Documents and modifies the original Contract Documents. Acknowledge receipt of this Addendum in space provided on the Bid Proposal Form. Failure to acknowledge may subject Bidder to disqualification.

I. REQUEST FOR INFORMATION:

1. Do you have any demographic information on the target audience for this marketing and brand strategy?
A. The Office of Institutional Research at each college tracks and posts on their respective websites the current student demographics. The target audiences will vary between the credit and non-credit institutions.
2. Is there any awareness and perceptions tracking surveys and or ongoing tracking of awareness and perceptions among the student target population available?
A. There have been some surveys, but no broad baseline survey for this project.
3. Is the website: <http://www.cypresscollege.edu/services/cpc/careerClasses.aspx> representative of the content required?
A. No.
4. What is the scope of the main Career Education website? How many pages? How much content is expected to be delivered? Is this solution to encompass approximately 27 CTE Departments at Cypress College, 28 at Fullerton College, and 12 at NOCE?
A. It is envisioned that each school will have one main career education landing page, with links to a landing page for each of the CTE Departments (27 CTE Departments at Cypress College, 28 at Fullerton College, and 12 at NOCE). From the *department* landing page, there may be links to *program* landing pages. For example, the Hotel, Restaurant, and Culinary Arts Department, may have three sub-pages for each program: hotel, restaurant, and culinary arts. The program landing pages will answer the top six questions. (Please note that in some cases, as in the Photography Department, the department landing page may also serve as the program landing page).
5. Is the website solution required to be in WordPress?
A. Currently being evaluated.
6. Will you provide the top six frequently asked student questions?
A. Each school will provide the questions and answers. For example: How much will it cost? How long will it take? What are my certificate/degree/transfer options? What are the jobs? What is the salary? Where do graduates work?

7. What is the scope of Implementation of (Clarus) Personalized Information Packet content. Does the North Orange County Community College District have the content available for implementation?
- A. Yes, the schools will provide the content for the information packets.**
8. What is the budget for the entire project?
- A. The bids will help define the budget for the project.**
9. What is the media buying budget?
- A. The bids will help define the budget for the media buys.**
10. Section 2...1.1.3.2.I mentions one Career Education website to serve as the key landing page. But 1.1.b states the development a main webpage for each school. Do you envision one main page with three links to individual college sites?
- A. At this point, we envision one main career education site for each college.**
11. The main pages mentioned in Section 2, 1.1.b...would these three main pages need to be designed to match each college's website style or can they be in their own style? Do they each need to include the individual college's main navigation structure in addition the structure developed for this project?
- A. An overarching goal of this project is to incorporate a CTE branding project that incorporates each institution's respective image; however, no decisions have been made yet about whether the main website navigation structure must be included on the three main CE pages.**
12. Section 2 mentions students' top six frequently asked questions. Have you established what those questions are or will that be part of the contractor's responsibility? If these have already been established, could you share them?
- A. Yes. Please see 6A above.**
13. Section 2 mentions Clarus personalized information packets. Have these been completed? Are they already live?
- A. These are currently being developed, and they are not live.**
14. How will these pages be hosted? By each college, the district, or by the vendor?
- A. Each institution will host its own site.**
15. Does the project call for the design and development of all webpages? Or will the colleges/district take the design and implement (develop) on their own?
- A. It is envisioned that common templates will be developed for program and subordinate pages that will engage prospective students while making it easy for them to find answers to their questions. The colleges will develop the content for the appropriate templates and provide it to the vendor who will tailor it for each department. We further envision these templates being available for other areas of the website outside the scope of this project.**

16. Which CMS system does each college use? Does the vendor have a choice to use a development system of its choice?
- A. Both of the credit insitutions currently use WordPress, though CMS options are being evaluated. The website solution will be housed in the cloud.**
17. Who will be responsible for updating information on these websites? The vendor or the colleges themselves?
- A. The colleges will update the information.**
18. Could you provide an explanation of Attachment 1?
- A. Attachment 1 was provided as a sample of a previous project that includes CTE Department links. However, Cypress College is migrating to a new website, and while there will be new links, the departments remain the same.**

END OF ADDENDUM #1