

ADDENDUM #1
BID #1819-04, NOCE Website Redesign

This Addendum forms a part of the Bid Documents and modifies the original Bid 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. The ability to translate the NOCE website into different languages.
 - How many languages do you anticipate needing?
A. We are interested in utilizing Google Translate or something similar. That way it can translate many languages instead of narrowing it down to a few languages.
 - Do you want an actual translated version of the website or an installation of Google Translate to allow users to switch languages?
A. We are interested in utilizing Google Translate or something similar. We are open to options that will work best to serve our multi-lingual students.
 - If you prefer a translated version of the website, do you have access to translated versions of the Content? Or will you need assistance with that?
A. We will likely be using Google Translate.

2. Map and/or virtual tour application
 - Do you already have a digital map or virtual tour and just need it integrated? Or do you need one of these built?
A. We do not currently have a digital map of our campuses and would like to discuss the possibility of creating one for the website.
 - If you don't already have one, which would you prefer? We ask because there would be a big difference in cost and timeline depending on the choice.
A. We do not currently have a digital map and are interested in developing one. We are open to discussing this as an optional feature of the website at a later time.

3. Porting of a template to a new NOCE blog
 - Do you mean you just need the content from the current news migrated to a newly designed blog/news area
A. Yes, we want the ability to transport our old content on the new site.

4. NOCE would like to incorporate a "News Center" site.
 - Is the goal to have the news site and the main site to operate off the same backend, but with separate templates? Or did you want 2 separate backends, one for the main site and one for news?
A. We currently have a news section on the NOCE site. However, we want it more detailed with more features (archiving campus news articles, announcements, videos, etc.) View the [Fullerton College News Center](#) as an example.

5. Development of flat and flip out design layout options.
Can you provide clarification on what you mean for flat vs. flip out design?
A. Our ultimate goal is to update the website utilizing the latest design trends. For this example, the "flip out design" involved tiles that would flip for more information or a secondary graphic (a somewhat animated design).

6. Do you have a budget for the project?
A. Budget to be determined.
7. Could you share who your third party host is, or who it might end up being for this website?
A. Our current CMS is Concrete5, therefore we hosted with PortlandLabs. For the redesigned WordPress site, we would like to use AWS.
8. Do you have a timeline for the project, or any milestones driving certain dates?
A. Anticipated timeline is approx one year (to be discussed during scope of work). This is a priority project for us.
9. Can you outline any third party integrations the website connects with and what they're used for?
A. We need to connect with Ellucian Banner.
10. Can you outline any third party API's the website connects with and how they're used?
A. We do not currently connect to any APIs, but we are planning to connect to Tableau and potentially Ellucian Banner.
11. Are there any budget parameters to be aware of?
A. Budget to be determined.
12. Could you further unpack the scope of some of the custom content pieces, specifically your needs for "how to" videos, virtual tours, key videos for welcome / registration, key infographics?
A. We would like to work with a vendor to scope out the videos, but basically we would like simple (1-min?) videos to show our students "how to" do some of the basic functions for registering, etc. that we can then post on the website. We would like to "show" rather than "tell".
13. Are you flexible on the means of training? We've found on-site training to be far less effective than iterative, agile, on the fly training with staff, with videos and documentation produced to supplement.
A. Yes.
14. Are you open to a two phased project beginning with Discovery and Project Definition, followed by a functional Build phase?
A. We already did a research phase; we are looking to work with a vendor to develop the site and implement the site.
15. About the Current Site
 - How big is the current site?
A. Approximately 100 pages.
 - Was the last redesign an internal or external effort? If external, is that agency or partner also bidding on this project?
A. Internal.
 - When did you last complete a content audit? What were the results?
A. The content audit was on the old site, so it does not apply anymore. We have not done a content audit for the current site.
16. About Competitors and Aspirants

- Which websites (both inside and outside of higher education) do you look to for inspiration?
A. We really like CSULB's website at www.csulb.edu.

17. Capacity and Governance

- Please tell us about the team that will be managing the site long term — titles and roles, please.
A. Director of Campus Communications, Campus Marketing and Outreach Assistant, Manager of Instructional Technology Services, and Instructional Technology Specialists, Systems Applications.
- Which office currently owns the academic program pages?
A. Campus Communications is the manager of the website content. The academic programs work with campus communications to maintain their pages.
- 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. We don't have an official web governance policy, but would like to develop one as part of this process.
- What gaps would you like to address in revisiting governance through this project?
A. We would like to have a content management system where programs can update their pages but will need to go through an approval process, approved by Campus Communications, before going live.

18. Evaluation

- How many agencies did you send the RFP to proactively?
A. 16
- Do you have a preference of working with a local agency?
A. No
- Who are the decision-makers for awarding this project?
A. We have a website redesign workgroup that includes staff and faculty from Campus Communications, IT, instructional and counseling faculty, a student, and a front-line/customer service staff member.
- What is your anticipated budget for this project?
A. Budget to be determined.

19. Process

- What team will we be working with on this project?
A. Director of Campus Communications, Campus Marketing and Outreach Assistant, Manager of Instructional Technology Services, and Instructional Technology Specialist, Systems Applications.
- What is the anticipated project timeline? What key drivers are determining that timeline?
A. Anticipated timeline is approximately one year (to be discussed during scope of work). This is a priority project for us.

20. How many references do you want?

- A. Approximately 3.**

21. Which forms are required to be sent?

- A. This information is present in the RFP Document.**

22. Are you still working with VisionPoint or another firm currently on your website?
A. No, our contract with VisionPoint was for website research and a new brand.
23. Do you have a budget range in mind for this project?
A. Budget to be determined.
24. Do you have an in-house web team? If so please describe?
A. Not a formal team, however Campus Communications oversees content while IT assists with the technical aspects/back-end of the site. Staff include: Director of Campus Communications, Campus Marketing and Outreach Assistant, Manager of Instructional Technology Services, and Instructional Technology Specialist, Systems Applications.
25. The RFP references to a section 12 in submitting proposals, but there is no number 12 in the instructions for submitting proposals. What is section 12 supposed to be?
A. On page 8 of 23 on the RFP, there is a typo referencing section "1-12" – There are only 11 sections. Therefore, please submit only sections 1-11.
26. Do you have a preference for the WordPress version? (p. 2, Background)
A. Yes, the latest version (4.9.7).
27. What metrics will define a successful website implementation? (p. 2, Goals)
A. This will be defined during the initial client/vendor meeting.
28. Has your analytics data remained relatively consistent in the last three years? (p. 4, Analysis Finding)
A. The interim website has been up in the last two year. Since that time it has remained consistent from term to term.
29. Are you requesting a translation service (automated or manual) for your content? (p. 5, Stakeholder Finding)
A. We were interested in utilizing Google Translate or something similar. We are open to options that will work best to serve our multi-lingual students.
30. Would you like us to provide an estimate for a governance plan? (p. 5, Stakeholder Finding)
A. Yes.
31. What is your current system/database for schedules and calendar? If you currently don't have one, is this a product we should include in the proposal cost?
A. For calendars, we currently use Google calendar. But would like to use it through WordPress. For the class schedule, we are currently using MySQL and a PHP front end. We are still determining if this schedule build-out will be part of this website redesign scope.
32. Are you seeking hosting solutions? Who is hosting your CTE program pages? (p. 6, Content Management System)
A. Our website is currently being hosted with a third party, PortlandLabs. Our CTE pages are being hosted with AWS.
33. Can you clarify what you mean by "flip out design?" (p. 6, Functional Requirements and Website Features)

A. Our ultimate goal is to update the website utilizing the latest design trends. For this example, the "flip out design" involved tiles that would flip for more information or a secondary graphic (a somewhat animated design).

34. Social media embeds are falling out of trend, because it takes the visitors out of the website (i.e. Facebook and others wants to attract visitors to their ecosystem and keep them there), and APIs are constantly changing, requiring maintenance. Can we price this customization as an optional cost instead of the core cost? (p. 6, Functional Requirements and Website Features)

A. Yes.

35. How many individuals will require training and what is their level of technical proficiency (from a scale of 1 to 5, with 5 being the most experienced)? We find that training the trainers work best and having individuals of a similar level results in a more productive training session. (p. 7, Training)

A. Approximately 5 will need to be trained and then these trainers can train the other staff. The level of technical proficiency varies - two staff are at a 4/5 while the others are at a 2/3.

END OF ADDENDUM #1