**May 12, 2020**
**ADDENDUM NO. 3**
**REQUEST FOR PROPOSALS (RFP) #MWJ2020-01 – WEBSITE REDESIGN AND CONTENT STRATEGY**

<u>**ONE (1) ORIGINAL SIGNATURE HARD COPY AND ONE (1) USB OF THE BID TO BE SUBMITTED TO:**</u>
**City Colleges of Chicago**
**Dawson Technical Institute**
**Procurement Services**
**3901 S. State Street, Room 102**
**Chicago, IL  60609**
**Attn:  Marietta Williams-Johnson, Buyer**
*<u>Proposal responses must be received no later than 10:00 a.m. local Chicago time, on Friday, June 5, 2020.</u>*
**Deliveries of proposals are accepted at the rear parking lot building entrance**
**from 8:30 am – 3:00 pm local Chicago CDT daily.**

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## Part I - Answers to commonly asked questions:

1. The COVID19 crisis has delayed this RFP, as CCC Marketing and OIT were focused on helping our institution transition to online learning and student support since mid-March. While this delay will necessarily impact our timeline, we also believe it will streamline the actual project, as the crisis forced CCC to surface the most vital content topics, create a new content governance model, and introduce a culture of change and adaptation. Our internal CCC stakeholders for the first time can see the difference between our current SP2010 site and a site built with modern technology. The crisis also further lessened our reliance on the current CCC.edu site, as critical content was developed through WordPress. at
https://prepare.ccc.edu/virtual-student-services/
2. The overall budget is 1.1 million over a two-year period
3. CCC currently uses Wordpress platform for smaller public-facing microsites and landing pages. Wordpress, as an open source platform that is widely used in higher education, should be strongly considered going forward, though all recommendations, with the exception of SharePoint, will be considered.
4. The CCC web team can support Lamp, Mean, and .Net technology
5. Questions about page count are not relevant as we are rethinking our entire content strategy, and will not be migrating all existing content over.
6. CCC can provide user personas and research; additional research may be required
7. The chosen team will work with a central team from Marketing, OIT, and Academic and Student Affairs, as well as with members of each college
8. As to whether or not we are looking for a distinct set of templates or design elements for each college, please review the RFP: *"II. Website Design & Templates One of CCC's design challenges is determining how the respective college sites can be represented as separate entities, while also being unified under a single*

*brand."* We don't anticipate seven distinct looks and structures. Rather, we expect the ability for each college to differentiate itself with content about its students, faculty, programs, and unique identity in its community. Our current design strategy uses color to differentiate one college from the other, and we anticipate this will remain the case with the new site(s).

9. The new CCC website will need to have a tight integration with the LeepFrog Academic Catalog platform and the chosen CRM solution, as well as a possible event management solution. The CCC student journey traverses many platforms, including the student portal (my.ccc.edu) and while a technical integration is not required, the portal must be considered within the overall redesign strategy.

10. CCC and the chosen vendor will agree upon a timeline once the discovery portion of the project is complete. CCC desires to impact our enrollment cycle. Given the current timeline of the RFP process, our hope is to have an impact on the Spring 2021 enrollment cycle provided we can complete the procurement and contract phase by the end of June, which means that an initial solution would need to go live in November 2020. Given CCC's recent experience with moving our entire student services operations online within a matter of weeks, we now know that anything is possible!

11. CCC needs to understand the amount of custom code being used for the project, and whether there is any sort of warrantee or ongoing upgrades or maintenance, or whether CCC can pick up the ongoing development at the conclusion of the engagement. In short, how and in what ways will you support the solution during and after the engagement.

12. In addition to the district site and seven college sites, CCC's prolific WordPress sites will need to be absorbed in one way or another into the new strategy, not necessarily as sub-sites, but as an example of the sort of functionality that we require, such as event landing pages, program specific marketing, and high profile initiatives. For example:
    - 12.1.      http://pages.ccc.edu/apply/
    - 12.2.      http://success1.ccc.edu/
    - 12.3.      http://graduation.ccc.edu/
    - 12.4.      http://apprenticeship.ccc.edu/
    - 12.5.      http://bootcamp.ccc.edu
    - 12.6.      https://prepare.ccc.edu/virtual-student-services/

13. Branding: CCC's website redesign will utilize the college and district core branding (colors and logos), but will be forward thinking in brand execution.

14. Traffic on www.ccc.edu, excluding key WordPress sites like apply.ccc.edu to show cyclical fluctuations in traffic.

15. We are not accepting electronic proposal submissions in response to this RFP.

## *Part II - Questions, Responses and Clarification of Information:*

Q1      Has the district identified/earmarked a budget to take on this project already or will this RFP process be used to identify what budget range would be needed? (is the project already funded?)
A.   CCC has funded this project, which will span multiple fiscal years, with the ability to adjust the budget if needed.

Q2      If the project is funded can you share any information about the desired budget range? This helps us identify if we can develop a solution that meets all your requirements within your desired budget.
A.   See response above in Section I

Q3      On the prebid call, you indicated a preference for WordPress. Can you tell us what factors have you leaning toward WordPress?

A.   CCC currently uses Wordpress platform for smaller public-facing microsites and landing pages. As an open source platform that is widely used in higher education, CCC may be interested in adopting it. Though all recommendations will be considered.

Q4      On the prebid call, you discussed the composition of your team, including 1.5 developers. What technologies are these developers proficient and comfortable with?

A.   LAMP, MEAN, and .NET

Q5      On page 8 you note that we should provide or purchase photography. What content/photography/development resources exist at CCC?

A.   CCC has a creative team of designers and video team on staff. As part of the thematic of the new site we understand that new creative, video, and photography will need to be created. CCC will likely utilize a combination of agency and inhouse resources for the new website.

Q6      On the prebid call, you mentioned the IT department's network team that the selected vendor would be integrating with. Does IT have any platform preferences that we should be aware of? Are your WordPress environments hosted on Windows servers or are they hosted on LAMP environments?

A.   We are currently using a third party hosting solution in a LAMP environment

Q7      (Asked on the PreBid call), A phased transition from the current site to a new solution will likely require some modifications to existing URL patterns. For example, it may be necessary to move individual colleges to subdomains of the main CCC.EDU domain. This could mean that the current site at ccc.edu/malcolmx might need to be moved to malcolmx.ccc.edu. Do you foresee any issues with this, assuming redirects are in place to properly maintain existing SEO capital?

A.   CCC understands that the transition from the old site and new site will require multiple phases. We are looking for the vendor/agency to provide a recommendation/roadmap for a graceful transition between the two sites that will include the best approach to redirects and SEO concerns.

Q8      What analytics platform(s) are you using to track site interaction metrics?

A.   Currently we use very basic functionality of Google Analytics.

Q9      Is there a timeline for awarding the contract?

A.   The contract will be awarded in Summer 2020

Q10     (Asked on the PreBid call) While you are soliciting firms to provide you with a roadmap, can you provide what your expectations are as to when you hope to launch the first site? When to complete the project entirely?

A.   CCC We would like the shortest possible sprint as our initial phase. Due to the COVID19 crisis we have in effect begun our first phase of the site redesign out of necessity. We would like to go live with some improvements as soon as possible and add functionality on a weekly or bi-weekly basis.

Q11     Are you currently using any 3rd party accessibility testing tools? Would the vendor have access to run tests on redesign efforts through that service?

A.   We currently use Silktide. This is largely ineffective because our current content management platform is Sharepoint2010 and out of date in terms of managing accessibility concerns.

Q12     Is CCC looking for one main site that serves as a template for the seven separate college sites, or one main site with seven distinct looks and structures for each college?
A.      CCC and the seven colleges will reflect a unified brand, however each of the colleges will have unique content. Each college has a color and logo associated with it. CCC would like a fluid, modular approach to surfacing content on the colleges as opposed to seven separate websites.

Q13     Is there existing research on the audience (persona development) or will vendor need to create from scratch?
A.   The vendor will not need to create from scratch. CCC will provide all available audience research. Some additional persona development may be needed.

Q14     What is the current team make up?  Those that will be working closely with vendor (Marketing/IT).
A.   Marketing and Information Technology will be leading the website redesign. Additional project resources may be assigned.

Q15     We would like to know what the estimated contract value for the project is, and if that is an unknown, what is the allocated budget?
A.   See above in Part I

Q16     What limitations, if any, have you experienced with your current WordPress site/server? Any improvements that you would hope for?
A.   Our experience with Wordpress is very limited. We use it as a workaround for Sharepoint. We are looking for a comprehensive solution for security, uptime monitoring, themes, content taxonomy, integration with ADFS, and a test and dev environment.

Q17     During the Pre-Proposal Conference Call we asked, "On the current website when you click 'apply now' it appears to go to another site if the Admissions function outsourced do you intend to continue to outsource?"
A.   The current site goes to Wordpress landing page and then to a central application (for all seven colleges). This is not outsourced. If you mean the online application itself we expect that to continue to be on a platform distinct from the main CMS.

Q18     Number of expected pages to be migrated from the various websites ?
A.   Unknown. "Pages" and "page counts" really are not relevant as we a looking for overhaul on our content and content strategy. Also see above in Part I.

Q19     Will the Colleges provide ready to migrate content or will the Vendor be required to provide that or a portion of the new content?
A.   See above in Part I.

Q20     What is the ADA Standard to meet ?
A.   ADA Section 508 & WCAG 2.1

Q21     What level of ongoing post deployment of ADA support, monitoring, content repairs would the College's want?
        A.   Please provide a recommendation. We currently use Silktide.


Q22     In the RFP, in Section III – Submittal Requirements, #5.a.i., do you want the Vendor to provide video, images, and graphic development services? How would you like those services quoted?
        A.   As part of the recommendation video, copy development, images and graphic design related to the new website should be quoted from the vendor.


Q23     Current 3rd party applications, In addition to Leapfrog, what other current 3rd party applications are the Colleges using that will need to be migrated?
        A.   We will need to integrate with our student portal, built in PeopleSoft Interaction Hub, and the new CRM solution whatever that ends up being

Q24     Will each of the 8 district sights have their own Super Admin?
        A.   CCC Yes

Q25     How much control will the District's Super Admin have?
        A.   CCC We will need granular roles, with a super admin who can access all eight sites, and separate super admin roles for each college site.


Q26     Will each College require a separate analytics' dashboard or will all analytics be via the District's main website ?
        A.   Yes, we will need robust analytics to support the new website with multiple dashboards. And the ability to customize dashboards for different audiences and sets of pages/sites/content areas.

Q27     Is there a current overall District or City Colleges style guide?
        A.   This will be shared with vendor who secures bid


Q28     Is a Brand guideline available ?
        A.   New branding guidelines are under development and will be provided to awarded vendor.

Q29     Will the new CMS system manage the sales of the enrollment feature for each College?
        1.      Are all enrollment payments coordinated and run through a single service provider
        2.      If yes – who
        3.      If no – does each College handle the enrollment payments separately and via what service provider?
        A.      No payment function will be needed on this site. CCC uses a payment gateway integration within our student information system (Touchnet Information Systems, Inc.)

Q30     What is driving the reason to switch to a new CMS?
        A.   CCC currently uses Sharepoint 2010.

Q31     What optimizations would improve your experience with SharePoint 2010?
        A.   None

Q32     What areas of SharePoint 2010 do you find most challenging?
        A.   All

Q33     What are your strategic objectives for the website in 2020? (number of visits, apps completed, enrollment targets?)
        Increase enrollment is a primary driving objective. See goals listed in RFP document, Scope of Services.

Q34     How will you measure success of this project?
        This is addressed in the RFP:
        o   The ability to track and measure user activity complete with analytics and conversion goals
        o   A content editing user interface that allows authorized users to create dynamic content which highlights the unique character of each college
        o   A responsive site that works well on all devices
        o   An architecture and content solution that represents both the larger CCC brand and the individual identity of each college
        o   A content solution that allows content to be tagged, modular, and easily surfaced in other platforms
        o   Measurable data that the content is being consumed by the right audience and is helping more students understand their path at CCC or understand the value of CCC in helping them achieve their educational goals

Q35     What is driving the dates of this project?
        A.   CCC would like to make an impact on admissions content in year 1 of contract.

Q36     What happens if you miss any or all of the dates of this project?
        A.   We understand the plan presented by the vendor will require both parties to work

Q37     In regards to content migration, will you require content migration services?
        A.   Not necessarily

Q38     Will the entire .edu domain need to be migrated?
        A.   No

Q39     Are there parts of the site that will not be migrated?
        A.   Yes

Q40     Are there additional domains that need to be migrated?
        A.       Yes

Q41     In regards to migration, how many different page layouts do you have on your current site?
        A.       See response above in Part I

Q42     What form of data export is available from your current CMS setup?
        A.       CCC is looking for overhaul on our content and content strategy.

Q43     Do you prefer that the CMS be installed locally on your own servers, or hosted as a cloud solution?
        A.   CCC Hosted as a cloud solution

Q44    Who currently hosts your website(s)? Are you looking to change this arrangement?
       A.   Catalyst consulting manages our site at AWS. We are open to changing this arrangement.

Q45    How many people are on your web team?
       A.   4-6 people

Q46    How many developers do you have to maintain the new CMS?
       A.   2

Q47    How many individuals at your institution will need to use the CMS?
       A.   TBD. Our current site has 200+ users in the CMS. We expect this to be much lower.

Q48    What are the main needs of each of the committee members as it relates to a new CMS?
       A.   This question is unclear.  We have provided as much information as possible in the RFP and Addendum
            documents.

Q49    What is the established budget for this project?
       A.   1 million over a two year period.

Q50    Are you interested in an open-source or commercial CMS?
       A.   We are leaning towards WordPress but are open to other suggestions

Q51    How important is a support plan/option for you with the new CMS?
       A.   We need to be able to be self-sustaining or have the ability to engage consultants as needed, but may
            opt for managed hosting

Q52    What systems do you have that you would like integration with? Is there a priority of system integrations?
       A.   LeepFrog, the new online academic catalog platform, the new CRM solution, not yet chosen, and the
            PeopleSoft Interaction Hub student portal

Q53    Page 3 mentions that you currently use SharePoint 2010 and the site has led to a reliance on a WordPress
       server for other pages. What sites are within WordPress and can your provide a list of those URLs? If there
       are sites, are they considered in scope for this project?
       A.   We have many microsites on Wordpress, however these will probably be rethought at when we have a
            new CMS available.  See https://prepare.ccc.edu/virtual-student-services/

Q54    Page 8 mentions a content database. Do you need a database, or do you need the ability to deploy content
       to multiple sources? Please elaborate.
       A.   We need the ability to deploy content to multiple sources.

Q55    Page 10 mentions a process to migrate data between various environments (2,d).Please elaborate more on
       the intended meaning.
       A.   CCC desires lower environment in which to develop and test code changes before they are deployed to
            production.

Q56    Page 12 mentions references. Would you like references from both the designer and CMS vendor?
       A.   We would like references of past clients for whom you have done similar work.

Q57     What kind of budget could we expect to work with to complete this project? This will give us a better idea of what we can do to meet your needs. (Please indicate if this budget includes the cost of a new CMS or if it's for the website redesign only.)

A.   See Above. The cost is all inclusive

Q58     In regard to CMS recommendation, we have found in recent experience that it is best to select a CMS before moving forward with a design and development firm as it makes for a more streamlined, efficient decision process. During the pre-proposal conference you mentioned a preference for WordPress as the new CMS. Have you considered any proprietary CMS systems? Would you be open to a demo of Cascade CMS or OmniUpdate's OU Campus CMS? We partner with both and believe their solutions are best-in-class for institutions of higher education.

A.   We would be open to your recommendations

Q59     In the pricing spreadsheet, there is a line item for "post-launch support (eg database refresh…)." Can you provide more details regarding this refresh of your database?

A.   Is there a cost for a content refresh for the lower environments

Q60     In regards to hosting, you stated in the pre-proposal conference that you wanted a solution that you could eventually take over yourself in the near future. Our company provides dedicated hosting services, fully managed by our in-house managed services team. Would hosting with us and having our team manage your server for the long-term be a consideration? Or do you definitely want to take over those responsibilities at some point?

A.   We are open to your in-house managed services team.

Q61     In the RFP Section III – Submittal Requirements, #4. Response Questions – Technical, #4. - Application Support; can you provide more details regarding your expectation from the chosen vendor? What type of applications do you have planned/need for this project?

A.   We need to understand the amount of custom code being used for the project, and whether there is any sort of warrantee or ongoing upgrades or maintenance, or whether CCC can pick up the ongoing development at the conclusion of the engagement. In short, how and in what ways will you support the solution during and after the engagement.

Q62     Do you believe or have data to show that the current site is negatively impacting enrollment or fundraising goals?

A.   The current website's content management system makes the creation, tracking of and maintenance of web content very difficult. The fact that we can't even answer this question is evidence enough that the current site is negatively impacting enrollment. See RFP

Q63     About the Current Site, how big is the current site, including all college subsites?

A.   This information is in the RFP

Q64     When did you last complete a content audit? What were the results?

A.   See response above Part I or refer back to RFP

Q65     Your RFP speaks to your selected partner working on content strategy. Is content development in scope as well? If so, how many pages/stories do you anticipate needing help writing?

A.   We are looking for the vendor to assist in developing content and copy.

Q66     On page 7 of your RFP, you indicate that "CCC's priority is launching a standalone admissions-focused site", with a transition to a completely new site in later phases. Our interpretation is that you're looking for a microsite to help bridge the gap between the current and future site. Is this correct? What are your expectations for when this microsite will launch? Do you have a CMS preference?
        A.   CCC would like to see an impact in Year one of contract. See response above in Part I.

Q67     Which institutions do you compete with on a regular basis?
        A.   CCC serves as a cost-effective pathway to a 4-year degree. We are not directly competing with 4 years, but have many partnerships that make attending CCC a smart move for our students.

Q68     Which websites (both inside and outside of higher education) do you look to for inspiration?
        A.   We look to best in class institutions as well as college systems with similar multi-location structures. Maricopa, Alamo, CUNY, University of Alabama

Q69     Please tell us about the team that will be managing the site long term — titles and roles, please.
        A.   Marketing and OIT will be managing the site long term.

Q70     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.   CCC will be redefining site governance to make this site successful. We need help with governance that supports our district's relationship to seven separately accredited colleges. Some content is the same for all locations and some is different. We also need a way of managing the turnover when a current staff member in charge of web content leaves, and a way of enforcing an update schedule.

Q71     On page 10, Section III, Item 4.8.a, you ask "What is your proposed CMS and why?" We believe that CMS selection is done best as part of discovery, when we can really dig into your tech landscape and needs. Is this an acceptable approach to submit in a proposal?
        A.   Yes, please indicate in your response that as mentioned in the pre-bid questions we agreed that this is an acceptable approach.

Q72     What team will we be working with on this project?
        A.   A central team from district marketing and OIT as well as college teams.

Q73     Asked at the Pre-Conference, March 9, 2020 – Is CCC looking for one main site that serves as a template for the seven separate CCC sites, or one main site with seven distinct looks and structures for each CCC?
        A.   Please review the RFP: "II. Website Design & Templates One of CCC's design challenges is determining how the respective college sites can be represented as separate entities, while also being unified under a single brand." We don't anticipate seven distinct looks and structures. Rather, we expect the ability for each college to differentiate itself with content about its students, faculty, programs, and unique identity in its community.

Q74     Asked at the Pre-Conference, March 9, 2020, is there existing research on the audience (persona development) or will vendor need to create from scratch?
        A.   See response above in Part I

Q75     Asked at the Pre-Conference, March 9, 2020, what is the current team make up?
        A.   Those that will be working closely with vendor (Marketing/IT).

Q76     Section II / B. Scope of Services  Under Approach, the RFP mentions the priority as "launching a standalone admissions-focused site." Should we consider all the current sections and content on the ccc.edu website as in-scope for this redesign? Or will this new standalone site have a narrower focus in terms of content compared to the current ccc.edu?
        A.   The new standalone site will have a narrower focus in terms of content compared to the current CCC.

Q77     Section II / B. Scope of Services, the RFP calls out the need for a digital strategy and roadmap, and under Approach references "subsequent phases that must correspond to a budget spanning multiple fiscal years" Can CCC clarify what requirement(s) from the RFP it would earmark for future phases/future fiscal budget cycles?
        A.   See response above and in Q7, Q10

Q78     Section II / B. Scope of Services
        Under Website Design & Templates, the RFP mentions the need for the seven CCC websites to be separate entities, while also being unified under the brand of the new master CCC website. Should we assume that each of the seven CCC websites require unique page templates and design components to be created and presented?
        A.   See response above in Part I

Q79     When will CCC implement the CRM system?  Should the vendor assume it will be implemented during the website redesign period?
        A.   Yes

Q80     Is the vendor expected to perform this integration?
        A.   This may be part of the solution. We can discuss.

Q81     Roughly how many pages of content will the vendor create?
        A.   We cannot answer this question. See response above in Part I.

Q82     Will each of the 7 colleges share the same IA/UI structure and content or will the vendor be required to establish a unique IA/UI and content for each college?
        A.   We anticipate that the colleges will largely share the same IA/UI structure. See above

Q83     What is the timeline for the project?
        A.   TBD

Q84     Is there a preference for a local agency to conduct this work?
        A.   CCC prefers a local agency.

Q85     Do you have a preference for in person or video presentations throughout the life of the project?
        A.   We prefer in person presentations throughout the life of the project, but will accept video. We understand the cost increase associated with in-person meetings for remote agencies.

Q86     What is the timeline for completion of this project?
        A.   We would like to begin the work this summer. We can determine a timeline after the discovery phase.

Q87     What internal resources exist to support this project?
        A.   Approximately 2-4 front-end and full-stack developers

Q88     When will the new ACMP platform be ready for integration?
        A.   Yes

Q89     Other than program/course catalogue information from the ACMP, is there any other content/information types that will need to be shared across the CCC and individual College sites?
        A.   Student success content, tagged news and events, recruitment lead forms, "centralized" content such as tuition and fees, which is the same across the district.

Q90     How many WordPress websites/domains are currently in use for your strategic, high profile initiatives? Will all/most of these be absorbed by content in the new site?
        A.   Too many to count. Most or all will be absorbed by new site

Q91     With a CRM system being set up at a later date, what is currently being used to track acquisition lifecycle? If none, will the new site/standalone admissions site need to manage/process applicant submissions until the CRM system is ready for integration?
        A.   That is a good question. We would like a way to manage process prospect submissions which will not be so labor intensive as to take away from the actual CRM solution. We are hoping that these are some of the challenges you can help us solve!

Q92      Some usage information is provided in the RFP itself, but in order to quote hosting as part of the proposal, can you provide the number of page views per month, currently?
        A.   We do not believe this is a relevant question.

Q93     What is the average bandwidth usage per month?
        A.   We do not believe this is a relevant question.

Q95     Are there predictable seasonal/event spikes? How much over the average are those?
        A.   CCC experiences cyclical increases in traffic due to registration, possibly as much as 30% over normal traffic. CCC expects to have a completely new usage profile with the launch of a new site.

Q94     Can you provide current storage requirements for both database and files?
        A.   We do not believe this is a relevant question as so much will change.

Q95     Are there any special security considerations that should be taken into consideration for platform provisioning (HIPPA, PCI, etc.)?
        A.   No.

Q96     Does CCC leverage a Content Delivery Network? If so, what level of customization is required?
        A.   No

Q97     Does CCC currently leverage a Web Application Firewall? Would this be a requirement?
        A.   No

Q98     If the Academic Catalog is handled with the integration by Leepfrog Technologies, will the pending CRM solution handle all aspects of Academic Registration?
        A.   We expect so.

Q99      Other than Admissions, what are all the CCC-related aspects of individual student user engagement is in scope for this Website project? For example, billing, extra-curricular registrations, health, Campus Recruitment, Library System (see below), Housing, etc.? In other words, will aspects of student life be accounted (aside from Admissions) for by the new ACMP & CRM and, if not, what is the itemized scope of these two platforms?

         A.    We do not anticipate that the scope of the web RFP will include many other aspects of the individual student user engagement. CCC does not manage housing. Billing is managed elsewhere. What we do anticipate is a possible need for a way of storing and surfacing relational, dynamic content. For example, how can we capture all of the data elements related to a student club or a transfer agreement, and surface this data to a student? Can we create faceted search strategies that allow students to pinpoint their needed data? Working with the CRM solution, can we market our student life and student services to our current students? How do we measure and track current as well as prospective student engagement? This really goes back to our content/search strategy.

Q100    The current site has a link to what appears to be an Employee HR Portal. Is there a separate HR Portal/Platform or is that platform within the overall scope of this Project?

         A.    The employee HR Portal is out of scope for the current project.

Q102    Please describe the usage of the event management tool further. Does this include systems integration to campus physical plant and/or resourcing systems? Is this a faculty/staff/student user base?

         A.    At a bare minimum, colleges need to be able to create events, accept RSVPs, and manage attendees. The primary user base is prospective/current students. CCC may or may not integrate our facilities resourcing system with the event management solution but in either case this would be out of scope for the current project.

Q103    Is there currently or anticipated any planned usage of an online classroom/educational platform, including resourcing, instruction, and testing?

         A.    Not in scope for this project

Q104    What other 3rd-party integrations are included? (Examples: LiveChat, newsletter signups, etc.)

         A.    Elements of our CRM solution such as AI or Livechat, prospect forms, etc, will be integrated with our website. We are not expecting the selected vendor to be responsible for all of this integration, but rather to help us plan a web architecture strategy which accommodates multiple integrations.

Q105    Is it within the scope of this project to provide CSS/HTML for external sites that are not being rebuilt (Examples: Academic Catalog, etc.)?

         A.    No

Q106    Are there existing branding guidelines?

         A.    New branding guidelines are under development and will be provided to awarded vendor.

Q107    What aspects of messaging, document/data exchange is anticipated to be handled by this new site?

         A.    None

Q108    Please describe the scope of "Digital Strategy" in more detail.  For example, is the Vendor expected to offer a strategy and resourcing towards social media marketing and SEO strategy? Is this understood to be a lower priority than the website efforts?
   A.   We will provide a response in Addendum No. 4

Q109    Please clarify further what specific resourcing that CCC will or will not provide to this Project (aside from Stakeholders), specific to content. Examples include: developing governance guidelines, content creation, editorial reviews, etc.
   A.   We will provide a response in Addendum No. 4

Q110    Is CCC interested in content personalization for the new site?
   A.   We will provide a response in Addendum No. 4

Q111    How many people will be administering content?
   A.   Hard to say right now but there could be up to 100 people with differing levels of access to content.

Q112    After the 5 yr. Project Timetable and 2 * 2 possible extension years, what is the current thinking on the ongoing site support arrangement? Should the Vendor be building a platform with the idea of handing it off and/or co-developing with CCC staff?
   A.   The 2 possible 2 year extension years may or may not come to pass. Our preference would be for a platform that you could hand off and/or co-develop with CCC staff.

Q113    Is there any significance to the timing of this RFP? Why was it released now instead of, say, Q4 2019 or Q2 2020?
   A.   Our current website is in dire need of replacement; the current timing reflects our ability to secure resources and prioritization.

Q114    Where does the CCC see itself in 1 year and how does this website re-design fit into that picture? How about in 5 years?
   A.   We will discuss our short and long-term vision with the awarded vendor chosen for the project.

Q115    Does the site need to be translated into other languages?
   A.   No

Q116    Can you share the sign in list from the pre-bid, both in-person and call-in?
   A.   See separate attachment and to be posted on CCC website shortly.

Q117    Who currently supports CCC's website?
   A.   Internal resources

Q118    How many users from CCC would need to be trained on this new site?
   A.   Please list training separately, as we may use a train-the-trainer model.

Q119    Is CCC open to any branding changes for this redesign, or will the design be expected to stick to current branding?
   A.   CCC's website redesign will utilize the college and district core branding (colors and logos), but will be forward thinking in brand execution.

Q120    Please elaborate on this requirement on Page 6 of the RFP: "Enable program-specific marketing for our 200+ Programs".
   A.   CCC has 200+ academic programs and wishes to have a landing page for each one, or for a series of programs, with an embedded lead generation form. The landing pages will need to pull in content from the LeepFrog Academic Catalog Management System, and possibly career data from EMSI, or event data from the event management system. CCC would drive traffic to these pages through social media or other advertising efforts.

Q121    What CCC staff will be made available to support the successful vendor on this endeavor?
   A.   This information will be disclosed to the awarded Vendor

Q122    Please elaborate on this requirement on Page 8 of the RFP: "Focus Groups/Research".
   A.   We don't need focus group prior to the site development, but would like usability testing throughout the development process.

Q123    Can we count on CCC for support in recruiting efforts for in-person focus groups?
   A.   Yes

Q124    Has CCC conducted focus groups/received end-user feedback on its existing website?
   A.   Yes, but it's been so long ago that it is no longer relevant.

Q127    Please identify the top three things you want in your chosen partner, in order of importance.
   A.
      1.   Expertise and resources in all relevant areas
      2.   A partner who we feel has listened to, heard, and understood CCC's needs and requirements, and who has a plan to help us execute the project
      3.   A partner who understands future trends in marketing and technology

Q125    In the pre-bid call the insurance requirements were brought up. Section III does not request that we show proof of insurance in the proposal should we add that as # 18?
   A.   Proposers are not required to submit a copy of their Certificate of Insurance (COI) but the recommended/awarded Vendor will be required to submit in accordance with CCCs insurance requirement as detailed the RFP.

Q126    When will the CRM RFP mentioned in this bid be released?
   A.   Anticipated in 2022

Q128    Who are the decision-makers for awarding this project?
   A.   That information is not disclosed during the RFP solicitation and selection process.

Q129    Page 12, Section III, item 10 details requirements regarding financial statements from proposers. We typically provide financial statements when we're a finalist in a redesign partner selection process, rather than at the proposal stage. Would this have an impact on our evaluation score?
   A.   Financial information is required to be submitted/included with all proposal responses as stated in the RFP, see Section III – Submittal Requirements. Failure to include this information may deem your proposals as non-responsive.

Q130   (Asked on the PreBid call) Are you open to receiving pricing by phase/roadmap. I. E. Phase 1 may take X months at a price of XXX hours and XXX dollars.
       A.   Yes

Q131   We operate as a fixed price estimate. Do you need a time and materials estimate or will what we provide be satisfactory?
       A.   Please respond in accordance with the RFP in Section VIII-Cost Proposal requirements.

Q132   In Section III - Submittal Requirements, 10. Financial Statements, is it acceptable to provide the  D&B numbers and the process in which CCC can obtain the requested financial statements directly from Supplier as it is not corporate policy to submit them as part of a RFP response.
       A.   Financial information is required to be submitted/included with all proposal responses as stated in the RFP, see Section III – Submittal Requirements. Failure to include this information may deem your proposals as non-responsive.

Q133   In Section VI - Evaluation Criteria, is the Evaluation Criteria in Section VI (1-6) 1) in order of scoring weight OR 2) are they equally weighted from a scoring points perspective?
       A.   This information is not disclosed during the RFP solicitation/selection process.

Q134   In Section III - Submittal Requirements, can the CCC please clarify how a respondent would count "indirect spend" in section III, B.12 on page 13 of the RFP.  Would one list this as normal on Schedule A?  Does the "indirect spend" have to be in relation to the project or can the respondents total organizational spend with MBE and WBE firms be counted in their entirety to meet the goal?
       A.   On Schedule A mark participation as Indirect.  The spend for indirect does not need to be in relation  to the project.  Multiple vendors can be listed for Direct and Indirect credit. List percentages for credit.

Q135   In Section III - Submittal Requirements, will the CCC equally accept Indirect WBE spend (WBE spend within the respondent's organization, but not on this specific project) if the 25% Minority Owned Business spend is met directly?  Would there be a lower scoring of the response in this instance vs. meeting both directly?
       A.   The goals listed in Appendix 1 can be met using a combination of Indirect and Direct participation. The Schedule D can also be presented for incremental shortfalls.  For example MBE commitment, Direct is 15%m Indirect MBE 5% Schedule D request for 5% MBE waiver reduction consideration.

Q136   In Section III - Submittal Requirements, sill the CCC equally accept Indirect MBE spend (MBE spend within the organization, not on this specific project) if the 7% Minority Owned Business spend is met directly?  Would there be a lower scoring of the response in this instance vs. meeting both directly?
       A.      This information is not disclosed during the RFP solicitation/selection process.

Q137   In Section III - Submittal Requirements, will an organization that is not an MBE or a WBE who fulfills the 25% and 7% spend requirements for both categories in Schedule A, be scored as high as an MBE/WBE entity bidding as the prime contractor?
       A.   This information is not disclosed during the RFP solicitation/selection process.

Q138    In Section VI - Evaluation Criteria, is the scoring of the MBE/WBE compliance referenced (pt. 6) in Section VI on page 21, a pass/fail score or will different point scores be awarded commensurate with a respondent's plan from Schedule A.
        A. This information is not disclosed during the RFP solicitation/selection process.

Q139    WBE – please define what you consider indirect WBE participation
        A.   Indirect participation credit for work done in the WBE's area of specialty related to aspects beyond what is included in the scope of work.  Examples would be firms handling payroll, IT support, Training, investment services, office supplies, landscaping, etc.

Q140    Can an internal WBE vendor who is providing support services to our firm (like payroll, cleaning service, etc.) qualify as our indirect WBE participation for this project?
        A.  Yes

Q141    Does CCC has a list of current – certified WBE firms that we can contact?
        A.   No, but the various certifying agencies listed in the RFP are a resource. (See Appendix 1 Page 5 for list of certifying agencies recognized by CCC and check their websites)

Q142    How should a proposer handle exceptions to the professional service agreement (PSA) language?
        A.   Exceptions should be included in your proposal submission on a separate sheet(s) titled "Exceptions".


                    **Please acknowledge receipt of all Addendums in your response submissions.**