



May 15, 2020

ADDENDUM NO. 4

REQUEST FOR PROPOSALS (RFP) #MWJ2020-01 – WEBSITE REDESIGN AND CONTENT STRATEGY

ONE (1) ORIGINAL SIGNATURE HARD COPY AND ONE (1) USB OF THE BID TO BE SUBMITTED TO:

City Colleges of Chicago
Dawson Technical Institute
Procurement Services
3901 S. State Street, Room 102
Chicago, IL 60609

Attn: Marietta Williams-Johnson, Buyer

Proposal responses must be received no later than 10:00 a.m. local Chicago time, on Friday, June 5, 2020.

**Deliveries of proposals are accepted at the rear parking lot building entrance
from 8:30 am – 3:00 pm local Chicago CDT daily.**

Part I - Follow-up to Addendum No. 3 – Questions and answers:

- Q88 When will the new ACMP platform be ready for integration?
A. The first phase will be released August 1, 2020 and will be ready for integration at that time.
- 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. CCC's priority is to launch a new website that is SEO optimized and takes into account the technical challenges of a phased redesign. The vendor should offer a strategy, resource recommendation and an executable vision for SEO that aligns with our redesign goals. The vendor is not expected to deliver a paid social marketing/SEM strategy.
- 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. The vendor will be working in tandem with CCC's communications and marketing team. This is an area where a cost range might be helpful in your response, as it is not currently possible to identify the amount of copy we will need from an outside agency.
- Q110 Is CCC interested in content personalization for the new site?
A. CCC is interested in exploring how this option will help us achieve our goals but it is not a requirement.

Part II – The following Questions were submitted by the deadline but omitted in Addendum No. 3

Q143 Is the RFP open for non-US vendors to bid?

A. Yes. The awarded Vendor will comply with the requirements of the City Colleges of Chicago – Vendor Application packet, see <http://www.ccc.edu/services/Pages/Become-a-Vendor.aspx>.

Q144 If so, how does a non-US vendor respond to MBE/WBE participation questions considering accreditation requirements?

A. As stated in RFP Appendix 1, CCC will consider MBE/WBE certifications from agencies not listed on a case by case basis. The requirements for requesting a Waiver can be found on Schedule D, ensure to read the Schedule D instructions.

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