

Addendum #1
RFP08312015
Website Development Service
McHenry County College

This Addendum is in response to the inquiries from potential bidders. This Addendum constitutes changes to the specifications as sent out in the original RFP and other pertinent information shared with all vendors. All changes and information listed on this Addendum should be considered as the official modifications to the specifications and should be included in your proposal with these in mind.

Please acknowledge your receipt of this addendum by attaching a signed copy of the addendum with your proposal response.

Received and acknowledged by: _____

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1. Whether companies from Outside USA can apply for this? (From India or Canada) **Yes**
 2. Whether companies from Outside USA need to come over there for meetings? **It is ideal that the selected vendor attend at least an in-person kickoff meeting. That is also the preference for follow-up meetings, however if there is another meeting option that allows regular communication without onsite visits, that will be considered.**
 3. Can we perform the tasks (related to RFP) outside USA? (From India or CANADA) **If your company has worked with U.S. website development, specifically U.S. federal regulations related to compliance and information, that will be considered.**
 4. Can companies from Outside USA submit our proposals via email? **Yes**
 5. Estimated budget (even a budget range) earmarked for this project? **Estimated amount for project is in the \$90-100,000 range.**
 6. Expected site launch date? **Fall 2016**
 7. Internal MCC marketing communication staff dedicated to website content development and maintenance, and each person's anticipated role in this project? **We have a web team of three individuals, including expertise in web content strategy, design/development, and interface/programming. In addition, there are writers on staff who may be able to assist with content editing.**
 8. Who is on the proposal review committee? **Chief Communications Officer (CCO), Coordinator of Web Services, Web Services Specialist, Web Interface Specialist, with potential individuals from IT and executive cabinet.**
 9. We understand that you have not yet selected a CMS and are seeking consultation, please confirm that service should be included in this bid. **Yes**
 10. Are you leaning toward a CMS that is open source or a proprietary model? **Leaning toward more toward proprietary, but we would consider open source—security is a big consideration in this decision.**

11. Under 5.0 Bid Specifications; Background: the RFP states that the purpose of the site needs to shift from primarily an information hub to more of a marketing and recruitment site. Do you have additional Marketing campaign drivers planned? **The College is embarking on an enrollment management strategy in the next year that should be aligned with the content driving some of the site. More information can be shared further into the project.**
12. Has MCC worked with vendors in the past for the services listed in the RFP? **No- all done in house**
13. Will preference be given to local vendors? **No**
14. On page 9, MCC states “Content Development.” What type of content is MCC seeking for this requirement? Is it copywriting? Video? Photography? Please elaborate. **This would/could include copy development for pages, video/interactive content, and photography/image content. This should be clarified by information gathered in discovery phase.**
15. Will the vendor be responsible for all content development? **Ideally, selected vendor will manage updating existing content and development of new content, based on discovery phase results. In-house staff will be available to collaborate and assist with content work.**
16. What type of training is MCC expecting for the Marketing web team and IT? How many staff will need to be trained? Would MCC accept train the trainer training in which the vendor would train select staff who would then train the other MCC staff? **Staff of three web team; possibly 1-3 IT members (if necessary). Train the trainer model may work.**
17. How many staff members are going to be responsible for maintaining the site? What are their titles? **See question 7 above. Web Services Coordinator; Web Services Specialist; Web Interface Specialist—these three roles are responsible for creation, development, updating, etc. When integrating a CMS, additional team members, including the CCO, will have access to support web team with some updates and specific pages.**
18. Approximately how much content is going to need migrated to the new site by the vendor? **Depends on discovery phase. Currently, the site has over 2,000 pages, but after discovery, it may be determined that some content can be eliminated/consolidated/pared down, etc.**
19. What is expected for the Website style guide? **Development of a full set of standards, from use/treatment of copy, photos, video, etc. to guidelines for how events, news, and other details should be displayed.**
20. Can you further elaborate on in-site search functionality and what is expected? **We want something more than only Google Search, for example when typing in a few characters, user will be given a “hint” or auto-word option...**
21. Can you list the versions of the browsers that require testing? **Firefox, Chrome, Internet Explorer— last two versions, Safari**
22. What is the expectation for social media, and the role it will play in the redesign? **Social media updates will/should be driven by the redesign—what we want is a way to better share content from the site back and forth with social media channels.**
23. Who will be responsible for providing the videos and photos for the galleries? **TBD based on discovery and pricing**
24. What is MCC’s current event calendar? Will this be used moving forward with the redesign? **Home-grown calendar is currently used. No- we want to move to a more robust event calendar option.**
25. Are there any subsites within scope for the redesign? (Portal platforms are mentioned on page 9) **No- there are a few subsites/pages—Friends of MCC Foundation; Shah Center (Workforce, Community and Business Programs) that will be addressed, but we treat them as part of the main site.**

26. Please list any 3rd party applications that will be involved in the redesign. **N/A**
27. Has MCC evaluated any CMS to date? Is there a preference for either open source or proprietary? **We have participated in numerous demos with some vendors. We do proprietary and one that is/has been used in the higher education environment.**
28. Are there any preferred technical considerations that we should be aware of? **ASP format; responsive design**
29. Does MCC have terms and conditions regarding billable travel expenses? **No**

Are we able to view current analytics for the site? **The selected vendor will be provided with analytics and reporting at the onset of the discovery phase. High level summary:**

In 2014:

- 4.6 million page views**
- 554,000 unique visitors**
- 32% new visitors vs. 68% returning visitors**

**Approximately 60% of all visits are from a mobile device
—either on smartphone or tablet (on trend)**

Most commonly visited pages:

- Homepage**
- Academic Directory**
- Future Students**
- Current Students**
- Community**
- Admissions**

Most popular pages/search:

- myMCC**
- Canvas**
- Catalog**
- Schedules**
- Registration**
- Tuition**
- Athletics**
- Summer (special summer registration campaign)**

Over 2,000 pages of content updated regularly

An average of 20

- 30 web-related projects per month**

Google Analytics used monthly to track web statistics and user information

Website last “refreshed” in 2012

- brand identity update**

Fully integrated with social media

30. Who will be responsible for recruiting for the user testing? How many rounds of user testing is MCC anticipating? **The selected vendor will be responsible, with some support from marketing team.**
31. Approximately how many design templates is MCC expecting for the redesign? **2-3 concepts are appropriate**

32. Can MCC please list all forms and documents that the College is referring to on page 14 (number 7) under project scope and deliverables? What will happen with the information that is submitted through these forms? **Example: community event registration form; program inquiry form—content is stored in a database on our secure server.**
33. How does MCC currently manage and store photos? **We are looking into digital asset management but currently do not have a process other than external hard drives/common file for department.**
34. What is MCC's current CMS? Why is MCC considering implementing a new CMS? **Per RFP, we do not have one- done manually by web team.**
35. Are there any additional ADA requirements that must be met besides the ones listed on page 14? **As required by Illinois Public Act 095-0307, all information technology, including electronic information, software, systems, and equipment, developed or provided must comply with the applicable requirements of the Illinois Information Technology Accessibility Act Standards as posted at <http://www.dhs.state.il.us/iitaa>**
36. Based off of the timeline, submitting a bid on August 31, 2015 when vendors are only receiving answers to questions on August 27th, 2015 seems aggressive. Would MCC consider delaying the response of the proposal? Maybe to September 4, 2015? **The timeline for proposals due will remain as presented in the RFP.**
37. How many agencies have been notified of the RFP and/or how many agencies do you expect to submit proposals? **Thirteen agencies were notified. We do not know how many will respond.**
38. What Ellucian/Datatel software is being utilized today? **Colleague, including student/employee Sharepoint portal; WebAdvisor; student planning module; instant enrollment;**
39. What other technologies are you leveraging? Are their tools used for marketing/email solutions, recruitment, alumni, CRMs, google analytics? **Google Analytics, Recruiter tool**
40. Is there a preferred CMS? **One that is higher ed focused**
41. How is the site currently hosted today? Are their preferences on hosting for the redesign (i.e. cloud, on premise)? **Currently hosted onsite on its own server; one additional server for testing environment. Redesign preference – determined at a later date.**
42. Other than high quality work, what qualities are you looking for in an external partner? **Strong analytics and listening skills; data-driven solutions; experience with higher education clients; creative and out-of-the-box thinking**
43. Can you clarify the phrase "Content development for up to the first two layers of content"? We often write **Based on discovery phase, but first two layers often refers to a subpage with one layer/drill down/page of content after, so:**

Homepage

 Student Life main page

 Student Life sub-page describing student organizations or other related content

Basically, we do not want a user to have to dig deeper than two layers to find information. Essentially, we want our partner to work on a content strategy that takes this approach and makes the overall search and usability more functional.