Addendum #2
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: _____

1. What are the business reasons driving the website redesign and development project? The College's public website is playing a more primary role in recruitment and awareness of its services, benefits, etc. Also, the role of the institutional website is becoming more and more crucial across the board, as more and more individuals seek information first by visiting a site. Because of these factors, as well as society's push toward quick, easy information via anywhere, we must look at how we present content to various audiences—and on various devices.
2. Who are the decision makers for this project? Chief Communications Officer.
3. Is there a scoring matrix/grid for RFP evaluation? What is it? Yes—factors considered are included in the list on the RFP.
4. Do you currently have a CMS? If so, what system? We do not use a commercial CMS, but we do have some home-grown applications that serve these purposes.
5. What is the level of satisfaction with the current system? We need a more robust system.
6. What CMS options have you considered (if any)? We have evaluated various options that are in the higher education arena.
7. How many users or content providers will the CMS have? Three primary, others may be added (under 12)
8. How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website? This was answered in other set of questions.
9. Do you prefer an open source content management system as opposed to a commercial, proprietary system? We are looking for more of a proprietary/commercial system based on resources and security. Answered this in other set of questions.
10. Do you host your website internally? Is there any desire to move to a new hosting environment? Yes. Yes for new hosting environment based on scalability in case of emergency.
11. Could you provide more detail on the level of interoperation with other software applications, databases, and platforms you desire? We answered this in last set of questions.
12. What internal systems must the site be connected, and can you provide the technical details / programming languages / database for each? Ellucian Colleague. Additional detail will be provided to selected vendor.
13. Is there an incumbent vendor? If so, is that vendor bidding on this contract? No
14. What type of social media integration are you looking for in the new website? Answered in other set of questions.
15. What are the SEO requirements for this project (if any)? We need basic SEO pages and search-friendly URLs, as well as ability to edit metatags.
16. Do you currently have analytics for your website? If so, can you share the data with us? Yes- shared in other set of questions. Use Google Analytics; would like support with additional utilization of this tool.

17. What level of 508 compliance are you seeking? Attempting to meet IL standards, which is the Illinois Information Technology Accessibility Act Implementation Guidelines for Web-Based Information and Applications

18. Single Sign On (SSO) needs? With which systems / applications? Need clarification on question.

19. Content migration: what are the needs / requirements…and whose resources? See prior answer. Based on discovery phase.

20. Video requirements? See prior answer. Based on discovery phase.

21. Can you share the history of the site and how it came to be in its current state? Have you undergone any redesign efforts before, and were they done internally or through an outside firm? We have done iterative redesign over past 15 years. Major redesign done twice with internal team.

22. Can you describe your current content governance model? Client seeks support/work on website based on specific need. Web team discusses, provides solutions. Consultation with Chief Communications Officer to ensure alignment with other initiatives. In-house, centralized team/content contributors.

23. Has the college undergone any recent branding work? If so, can you share those assets with the selected firm? The College rebranded in 2012—see www.mchenry.edu/brand

24. How many people maintain the site now? Do you foresee maintaining, increasing, or decreasing the number of content contributors after this redesign project? How many people maintain your social media channels? See answers to prior question regarding number of staff.

25. Do you currently have a repository of assets such as photography and video? Or would an estimate for new assets need to be included? See prior answer about looking into digital asset management. Currently have external hard drives to house large content files.

26. The RFP mentioned that Google Analytics would need to be set up. Do you currently have any parts of the site set up with Google Analytics, or would this be a start-from-scratch install? See prior answer- currently use Google Analytics. Would like to continue with additional advice on maximizing use.

27. Has McHenry already done any preliminary research into CMS solutions? Are there certain solutions that are more attractive than others, e.g. enterprise versus open-source versus commercial? Yes- have done research. Need is to go with a system that is familiar with higher education arena. If moved offsite, we would need that additional support – hence a commercial solution.

28. If available, does the college intend to use content migration services or template integration services through the selected CMS partner? Selected vendor would be asked to provide recommendations.

29. Are there any third party integrations the redesigned site needs to accommodate? Not sure- some sub-sites (library, bookstore) are hosted by a third-party. We just link to these sites but need them to be appropriately branded for a seamless visible transition.

30. Has a budget been established for this project yet, and if so can you share it? If not, can you indicate whether you'd be able to entertain bids greater than $150,000? It is not likely that we can entertain bids greater than $150,000.

31. To fully understand and accurately estimate the project scope, technology requirements and related costs, we would recommend a limited discovery engagement similar to what you've listed as Phase 1 of the project. To best understand the needs of prospective and current students as well as the needs of MCC, we would begin with a user-centered approach including user/student research to drive the requirements. Defining the requirements without first conducting any student research and defining the desired student experience can lead to false assumptions and ultimately not meet the needs of your intended target market. With that in mind, would you consider a RFP that only included estimates for Phase 1? Ideally, we want to see a proposal that encompasses all three phases for best continuity of project. That said, if you only have the expertise to focus on the first phase, a suggestion would be to quote a subcontractor for the other phases as your partner. This should be outlined in the RFP.

    - Requirement: "Content development for up to the first two layers of content." Answered above.
        - How much content is this?
        - What does content development include for this proposal? (Writing copy / coding existing content ?)
        - What is considered the first two layers of content?
    - Requirement: "Migration of selected content to the new website." Answered above.
        - How many pages of content are included in this?
        - What CMS is the current content stored in?
    - Requirement: "Update design and graphics to align with College brand and best-practice web design standards."
        - What are these standards & where can they be viewed? View www.mchenry.edu/brand

- Requirement: "Create a process to repurpose/share content with social media sites." Is this simply adding social media sharing tools to the website or some type of automated content sharing? Yes, as well as some type of automated tool that shares content.
- Do you already have a preferred vendor(s) that you've worked with previously that will be submitting proposals? No
- How many 3rd-party systems will need to be integrated with the new website? N/A
- In Phase 2 of the RFP, it lists migrating content to a new website followed by CMS consultation. However, a CMS would have to be selected and implemented prior to any content migration. Is it correct in assuming that the CMS selection would have to happen either during Phase 1 or as the first item in Phase 2? Migration to be determined based on estimate.
- Is there a specific technology platform that the new website must be developed in? (Does it have to be a Microsoft product like SharePoint?) The in-house expertise/developer is versed in .NET. That would be preference.
- Our recommended CMS will be the Drupal platform based on previous work developing websites, portals and technology platforms for higher education clients. Does the fact that we already have a preferred CMS and would not be evaluating multiple CMS solutions exclude us from consideration in any way? We do not have dedicated IT support for the website, which will make Drupal a difficult option to consider. That is why we are not likely considering open source.