Addendum to the
REQUEST FOR PROPOSAL (RFP)
FOR
WEBSITE REDESIGN
Inver Hills Community College | Minnesota State Colleges and Universities

Addendum #2

This addendum answers questions submitted by email.
## Contents

Clarifications ........................................................................................................................................... 3
Budget ......................................................................................................................................................... 3
Warranty expectations ................................................................................................................................. 3
IHCC team members .................................................................................................................................. 3
Brand standards .......................................................................................................................................... 3
Stakeholders .............................................................................................................................................. 4
Enrollment goals ....................................................................................................................................... 4
Meetings during project ............................................................................................................................. 4
Timeline .................................................................................................................................................... 4
Vendor qualifications ............................................................................................................................... 5
Post-launch relationship with vendor ......................................................................................................... 5
Methodology ............................................................................................................................................... 5
Calendar system ....................................................................................................................................... 5
SEO .......................................................................................................................................................... 5
Technology .............................................................................................................................................. 6
Content audit ............................................................................................................................................ 6
Content management system (CMS) ............................................................................................................. 7
Content creation ....................................................................................................................................... 7
Content strategy/content governance ......................................................................................................... 8
Audience .................................................................................................................................................... 8
User testing/research ................................................................................................................................. 9
Analytics and website size .......................................................................................................................... 9
Migration .................................................................................................................................................... 9
Accessibility ............................................................................................................................................... 10
Performance goals .................................................................................................................................... 10
Measuring success of the new site ............................................................................................................. 10
Website examples, competitors, pain points ............................................................................................. 10
Clarifications

- **Hosting and management:** We host the website ourselves and will not need hosting services. We manage the site ourselves and do not contract with an agency for management.

- **Technical integrations:** This RFP is asking for optimal design based on user research and best practices. The IHCC team will handle migration, integration with additional functionality, training on CMS use, hosting, etc.

- **Submitting your RFP:** We must receive proposals on campus and as specified within the RFP. It is important to the RFP process that we physically receive all submissions and open them at the same time.

Budget

We cannot disclose budget. Per the RFP, please provide a breakdown of costs. CMS cost is separate from this RFP. IHCC hosts the website.

- **Please clarify whether you require a fixed price quote, or a time and expenses quote based on hourly billing rates.** Line-item fixed price

- **Most of your items in your RFP are easy to budget for except for research. There are various levels of research and user testing that can be done so understanding your overall budget for this project would be helpful. Does it fall in the low bucket ($25,000 or less), medium bucket ($25,000-$50,000) or large bucket ($50,000-$100,000+)?** Please provide cost breakdowns for different tiers of testing options.

Warranty expectations

Because this is design and not technical, we do not expect a need for a warranty.

IHCC team members

The core team for this project will consist of 5 developers (2 web developers in marketing, 3 app/dev team), 1 graphic designer, 1 director of marketing, 1 marketing project manager/writer. Two additional writers can be added as needed.

We do not work with an agency to manage the site.

Brand standards

Please see Addendum #3, IHCC brand guide.
Stakeholders

- Regarding discovery conversations and interviews, how many direct stakeholders do you estimate will be involved in the initiative? Marketing will work closely with the IT staff and will get input as needed from the President of the College as well as the leadership cabinet team.

- Do you plan on having a committee, or will the project decision making happen by the leadership from Marketing, Admissions and IT? The majority of project decisions will happen by the leadership team from Marketing and IT with insights from Admissions as well as other departments or campus leaders as needed.

Enrollment goals

We have a goal for 12% growth over the next five years.

Meetings during project

No on-site meetings are required. All meetings will be conducted online. The college uses Zoom.

Timeline

- Is the June 9, 2021 project execution deadline just for the components to be delivered by vendor or for the project launch? If project launch, how can the vendor be responsible for this if IHCC is to implement? The deadline is for vendor to provide design elements, content, and other deliverables.

- What is driving the 5-month project timeline goal? Do you have a desired launch window for this project to be completed by? Our fiscal year concludes June 30, thus our goal for completing the design project by then.

- What is the expected delivery date for the project? Are there any business drivers we should know about in relation to the project schedule? Wednesday, June 9, 2021. Our fiscal year starts July 1, 2021. The project schedule is driven by the desire to complete the new website by the start of the Fall 2021 semester.

- Please provide any seasonal constraints when your subject matter experts may not be available to participate in project activities. Faculty will be off for the summer starting mid-May. We will want to develop program page content prior to mid-May.
Vendor qualifications

- The RFP references goals for minority business participation. Is it a requirement? It is not a requirement but is part of the scoring system.
- Is there any preference being placed on the evaluation criteria for MN based vendors? No, Minnesota vendors are not being preferred.

Post-launch relationship with vendor

- How do you envision the relationship with the vendor post-launch? Do you need a maintenance contract to keep sites updated and secure? Post-launch vendor relationship may be desired, but we won’t know until the project is underway.

Methodology

We are open to recommendations regarding design methodology: Agile, waterfall, or a combination with guidance from the vendor.

- Is the visual review site to consist of rendered images (we design in Sketch and output renderings as .png files) or is full HTML/CSS development of these pages required? Providing .png files for visual review is acceptable. Final product should be HTML/CSS.

Calendar system

- It appears you are using Trumba. Are you happy with the current calendar experience and service? Yes we are happy with Trumba and will not be changing our calendar service.

SEO

- What SEO, SEM, or advertising tools do you currently use and plan to continue? We have used SEM Rush minimally and have a subscription to the service until March 18, 2021. We contract out for digital ad placement. We are not currently working with an SEO partner or agency.
- What work have you already done or are currently doing in relation to search engine optimization? Initial investigation into the known need for improvements.
- Has any keyword search or ranking analysis been done? Do you have an ongoing monthly budget for SEO? We have done some work with ranking and keywords but need a lot of guidance. We may consider budgeting for ongoing SEO/SEM.
- If IHCC is providing implementation services, how will the vendor be responsible for SEO services related to site architecture? The vendor will be responsible for providing site architecture and SEO-ready page examples utilizing best practices.
Technology

- **What system is currently being used to house content for the website?** MS windows 2016 servers (running IIS). Files are stored on data drives on these servers (primary and secondary).

- **Do you have a documented digital ecosystem map?** No.

- **Do you utilize a Digital Asset Management (DAM) tool?** Not currently but we have recently investigated some vendor options.

- **It appears that you are using a Blackbaud service for donations; are you considering replacing this or keeping it?** We are in the process of replacing Blackbaud.

- **Are you using a CRM or similar product for integrated marketing, student lifecycle management (ex. Slate)?** We use Hobsons Connect and Retain; MN State ISRS system; other systems are being considered. Integration services will not be required of our vendor.

- **In addition to the calendar, are there any other complex features within the site that are not easily found or accessible but still in scope?** No

- **Any automated communication features are required such as ChatBot?** Not at this time but adding a chat function is under consideration; we would be interested in a design for a chat window.

- **The addendum states IHCC technical staff will be handling implementation technical aspects of the implementation. However, creating an experience and design should be tightly integrated with the tech team to make sure the design can be easily implemented. Have you given thought to how this will be accomplished and how much time the vendor will need to assist with this?** The design and usability (HTML, CSS, navigation architecture) of the site provided by the chosen vendor should illustrate the user experience and design. IHCC technical staff will handle implementation of the design into our CMS. The vendor will not need to assist with this.

Content audit

- **Has there been any work completed to audit and identify outdated pages and content of the entire site?** No. A content audit/inventory will be needed.
Content management system (CMS)

IHCC will handle the CMS. Our CMS is Mura Software, [https://www.murasoftware.com/](https://www.murasoftware.com/). We are happy with Mura and will not consider moving to a different CMS. We will not need training on Mura.

Our I.T. team is handling custom functionality.

- **Will access to the current site and CMS be provided to the chosen vendor?** It may be possible to grant access. This will be determined during the project based on the needs of the project.

- **How many users log in to add/edit content today?** Two on a regular basis.

- **There’s a section of the RFP that states: “Assessment and Location of Web Applications -For class listings, news and announcements, canceled classes, catalog, programs and degrees, employment opportunities, calendaring, scheduling systems for orientations and testing, and others as identified in analysis.” Is this phrased that way, to imply these systems will be outside of the CMS/Site/technology; location meaning what technology will drive them? Or does location refer to their presence within the sitemap and that they’ll be built into the CMS?** Some systems will be outside of the CMS and some will be integrated. IHCC will handle integration. Vendor will handle design and optimal location as part of navigation.

- **Do you have different environments for the existing site (DEV, PRD, TST)?** The existing site has a production site, all testing is done on a local machine. The new site will have test and production environments.

- **Are pages dynamic or static?** Currently mostly static. New site in Mura will be more dynamic.

Content creation

Create example content for high-traffic pages (admissions, program pages, paying for college, etc.), approximately 25-50 pages. Please provide per-page cost. IHCC team will use these pages as an example of how to re-write additional content.

- **Will copy be developed in coordination with content providers/liaisons?** Yes.

- **Will a 3rd party tool manage course content and scheduling (i.e. Accalog)?** No.

- **Do you anticipate the chosen vendor to be responsible for creating photography and videography for the new website?** No.

- **Is IHCC able to provide existing photography and videography or schedule new/planned shoots?** Yes.

- **Does IHCC approve the use of any stock photos or videos?** Yes.
Content strategy/content governance

Website content updates are executed by two web developers, with possible plans to expand access to certain areas in our CMS. Stakeholders are sometimes deeply involved in content. We’d like help developing a content management strategy to guide what is and is not included on the website and why. A train-the-trainer on content management is acceptable.

- **Do you have more specific scope guidance on agency expectations for providing “content guidance” and page writing and re-writing (copywriting)?** We are seeking usability testing and suggestions to make page content more succinct and effective.

- **The RFP references workflows in relation to content – this could look like content approval systems within the CMS, or possibly content collaboration project management. Could the team provide clarification on this subject?** A CMS-based workflow is not needed.

- **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?** We don’t have a documented content strategy and we need one. We use a ticketing system to request and implement content changes. We follow state and federal rules regarding accessibility.

- **In the RFP > General Selection Criteria > The company will answer the following questions, the RFP states: “How can a connection between printed materials and online versions be created and maintained?” Can you confirm what printed materials/online content is being referenced here?** This is a general question on best practices to keep printed and online materials in sync with each other, such as admissions materials.

- **If IHCC is providing implementation services, how will the vendor be responsible for providing content procedures, workflow, and supporting documentation? Additionally, how will the selected vendor be able to provide technical implementation documentation for standards and practices used?** The vendor should provide any necessary documentation to support the final deliverables.

Audience

The primary audiences for this site are prospective students. Current students are a secondary audience along with college employees, alumni, benefactors, community partners, employers, and the media.

We can provide enrolled student numbers broken down by age group (high school, 18-24, and 25+), prospective students in the funnel, county specifics of the top 10 feeder high schools, admissions marketing material, as well as current enrollment numbers and 2021-22 goals.
User testing/research

- Will IHCC be able to provide user testing participants throughout the design and development process? (Typically, this consists of a group of faculty, staff, and current students). Yes.

- For usability testing, user acceptance, or quality assurance testing, should we assume that the IHCC will provide those resources and they will be available according to the schedule? We will recruit participants for usability testing, and we are also open to outside recruitment efforts for look-alike audiences depending on cost.

- Have you conducted any recent audience/market research? What kind of research? What did you learn? We do not have any recent market research; however, internal comments from users have provided us with some direction in addition to the usage and knowledge by the marketing team.

Analytics and website size

The current website has approximately 2,000 pages and 3,700 pieces of content (web pages, images, files, etc.)

- Google Analytics: Has Google Analytics ever been set up at an agency level? When was the last time your Google Analytics Account was audited and/or enhanced? We use Google Analytics and have shared it with an agency in the past.

Site traffic details for August 2020:

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>204,221</td>
<td>165,522</td>
<td>00:02:15</td>
<td>55.59%</td>
<td>46.88%</td>
</tr>
</tbody>
</table>

Migration

The IHCC team will handle implementing the page designs/content into our CMS.

- Is the “migration plan” only for the top-level content our firm develops? Detail your expectations for content migration (manually moving content from the old site to the new) or what you like to envision done dynamically? We are asking for a mapping plan from the old site map to the new site map. IHCC will handle moving content.

- Ideally, what portion of the timeline would you want the IHCC team to have available for migration? We expect our team to begin migrating as designs become finalized during the project.

- Will any pages outside of the .edu domain need to be migrated? No.

- Are there parts of the site that will not be migrated? No.
• Are there additional domains that need to be migrated? No.

• Inver Hills News: How are you currently managing your news? With the redesign, will the news stay as-is? Or would you like it to be managed in the new CMS? News will stay as is, no it will not be managed in the new CMS. We manage it ourselves.

Accessibility

• Do you require 3rd party certification for accessibility? Third party certification is preferable.

• Does IHCC already utilize or have a subscription service for an accessibility testing tool or other testing tools? We find it important to ensure time to work with the client to test with those tools as well as ours. We don’t currently use a service and are open to recommendations.

• Accessibility and security should be tested on an ongoing basis. Our efforts would only include initial work for these items and then we would recommend vendors for ongoing testing. Are you comfortable with this approach? Can we assume the site needs to be compliant with WCAG 2.0 - Level AA standards? Yes, we are comfortable with this approach. Yes, the site needs to be compliant.

Performance goals

Although we have not set specific performance goals, we would like to improve SEO, SEM, disabled link errors, etc. We want the vendor to guide us on navigation, SEO in content, etc. We will handle technical performance goals.

Measuring success of the new site

Increased traffic, increase in college applications, increase in Google ranking, better retention of visitors, decreased bounce rate, improved user experience, fewer link errors.

Website examples, competitors, pain points

• What websites are you drawn to from an aesthetic perspective? We want to do what works best for our audience and will be relying on our partner for recommendations.

• Which institutions do you compete with on a regular basis? Community and technical colleges in the Twin Cities area.

• What are some pain points of the existing website? Too much content in some areas, limited scannability, navigation, not visually engaging.