MINNESOTA STATE COLLEGES AND UNIVERSITIES
ST CLOUD TECHNICAL AND COMMUNITY COLLEGE

REQUEST FOR PROPOSAL ADDENDUM #1
FOR
WEBSITE DESIGN AND DEVELOPMENT

ADDENDUM NO. #1
The Proposal due date of August 2, 2021 will not change as a result of this Addendum.

CLARIFICATIONS/QUESTIONS:

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)

As long as the vendor adheres to the Minnesota State contract terms and conditions.
2. Whether we need to come over there for meetings?

We expect that the vendor selected would make campus site visits during the discovery and potentially other phases of the project to gain an understanding of the campus community and engage with stakeholders. As such, proposal responses should include proposed site visits in the timeline and pricing should reflect any costs associated with site visits. Vendors should be prepared to respond to travel restrictions due to the pandemic should they be reinstated.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

As long as the vendor adheres to the Minnesota State contract terms and conditions.

4. Can we submit the proposals via email?

Yes. Refer to page 9 of the RFP under Proposal Deadline for further information.

5. What are the current pain points driving this project?

The College wants to move to a new, refreshed look and design that improves storytelling and end-user experiences like search and navigation for multiple audiences including students, employees, and our community. This is also an opportunity for us to upgrade to the latest version of Drupal and reduce the number of custom modules we have. Website search optimization is also a priority. Finally, the ability to easily compile actionable data about the usage of our website will be essential.

6. What are the outcomes SCTCC expects from the website 1 year down the line?

Upon completion of the project, we expect to have a modern, refreshed style that emphasizes storytelling and has improved user experience. We expect to have a website that is flexible and more easily maintained. After launch, we expect that visitors to our website will be more engaged, evidenced by metrics such as increases in page views, a lower bounce rate, and an increase in session duration where appropriate. We would also like to see an increase in users following through on calls to action.

7. How many pages does the SCTCC anticipate being on the new website?

The current site has 2000+. We anticipate a similar amount for the new site.

8. How much of the existing content will be brought into the new website?

This will be a new site. Some content may be reused and copied from the old site.
9. Why does SCTCC intend to continue with Drupal and not any other CMS?

Drupal is open source, the team has experience in module development, and flexibility.

10. What is the budget for this project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

11. Is there any timeline driving this project?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.

12. We are assuming that the new content for the website will be provided by the SCTCC. Please confirm the same.

Yes.

13. Does the SCTCC have brand guidelines that will be used for designing the website?


14. Who is currently managing the website? Is the incumbent bidding on this?

We manage the website in house. All companies are allowed to bid on this.

15. Does SCTCC have any websites they look after as inspiration?

We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

16. Do you wish to convert your PDF catalogs to online searchable catalogs?

This is not a requirement of this project.
17. Are you interested in a chatbot solution?

No.

18. The RFP mentions Voluntary Product/Service Accessibility Template is attached. Can you please provide a copy of this?

Responders are encouraged to reference the “Vendor VPAT Guidance” in the “Products” tab on the Accessible IT Procurement page for information and instructions on completing the VPATs. Respondents can use the VPAT form from the Information Technology Industry (ITI) webpage.

19. Do you have a preference for the work to be performed from United States or would you be open to offshore the development (this will have cost implications)?

As long as the vendor adheres to the Minnesota State contract terms and conditions.

20. In terms of references, are you looking for US experience only or other countries experience will work for you?

As long as the vendor adheres to the Minnesota State contract terms and conditions.

21. We would like to know the Budget value allocated for the WEBSITE DESIGN & DEVELOPMENT opportunity released by the ST. CLOUD TECHNICAL & COMMUNITY COLLEGE, MN.

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

22. We recommend using Shopify. Do you have another preference?

We are going to use Drupal.

23. What is the budget target (or not-to-exceed amount) you have identified for this project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

24. What are the main criteria for vendor selection?

Please see page 11 of the RFP: RFP Evaluation Factors.

25. How many monthly active users does the site currently have?
26. Are there any site examples that you would want the design to be based on?

We are looking for a new site to fit SCTCC. We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

27. Do you plan to integrate e-commerce functionality? (e.g., Payment forms, donates, products, tickets)

No.

28. Do you have any tools such as Salesforce, Eventbrite, or MailChimp? Or can you provide a list of the current tools that may need to be integrated into the new website.

Google Analytics, Hotjar, Salesforce/Pardot, Facebook pixel, outside database integration, Google Translate.

29. When it comes to the Integration of new technologies, should we recommend or provide a list of any new technologies?

Yes, with the exception of the CMS, which must be Drupal.

30. What was the previous spent on the contract?

$220,000

31. Who is current incumbent on this contract and how long they have been serving?

The current site is managed in house. SCTCC worked iFactory/RDW to develop it, and iFactory also provides occasional technical support.

32. What is the current budget on the contract?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.
33. How many temps are currently working on the existing contract and will they all be transitioned to the new vendors?

None.

34. Is there any preference for local vendors?

Please check page 12 of the RFP under ED/VO Preferences for preferred vendors.

35. Please elaborate on the following technical requirement - The ability to email from form responses and authenticate to Office365.

Currently, users can take actions on the website that trigger email responses, and a script runs to send an email response to the user. The script authenticates to Office365 via username and password. For example, a user can sign up for a tour, and an automatic email will be sent to them with information on their upcoming tour.

36. I was reviewing your RFP and had a question about the CMS you'd like to build on. It says that you would like to do Drupal 9 or 10, but I was wondering if you were open to other CMS platforms such as WordPress? As it currently stands, only about 2.2% of the websites are built using Drupal, whereas 35% of them are on WordPress. For your team, this would mean that you would have a much easier time finding people who are able to work on the site, vs a site built on Drupal.

The CMS must be Drupal.

37. What is the estimated budget for this comprehensive initiative? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

38. What is the desired project completion date/website launch?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.
39. Please detail expectations for content migration (manually moving content from the old site to the new). What percentage of these pages is expected to be carried over to the new site? Will the selected agency be responsible for migrating all needed pages or only certain sections and/or tiers?

SCTCC is planning on doing the majority of the migration, and migration is not a requirement of the RFP. If migration is an option for the agency, please provide a separate line-item along with cost for the option to migrate content to the new site.

40. Content development (as well as optimizing existing content) is an important component of website design. Will the selected agency be responsible for new content creation or will this be handled by SCTCC team members? Are there any expectations for optimization of existing content/pages by the selected partner?

SCTCC will be responsible for any new content creation.

41. If you require content development services, approximately how many pages of new content will the selected agency be expected to create? Estimated optimized content page needs?

The content will be migrated from the old site or provided by SCTCC.

42. Who will be responsible for content writing? Will it be provided by SCTCC?

Yes.

43. Is there an anticipated budget for this project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

44. Given the fact that SCTCC is already an Acquia customer, would we still be required to complete the additional documentation requested in the RFP?

Yes.

45. Based on some of the design requirements in the RFP, is SCTCC open to working with a partner?

As long as the vendor adheres to the contract terms and conditions.
46. In considering Drupal as the selected CMS, is there a reason for this requirement?

   Drupal is open source, the team has experience in module development, and flexibility.

47. Are you open to any other content management systems?

   No.

48. Do you have a TOTAL budget in mind?

   The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

49. Is there an ideal range for the UX and Design phase and Development?

   One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.

50. Do you have Brand Guidelines to follow? How complete are they?

   Please see SCTCC’s brand guide at https://www.sctcc.edu/sites/default/files/marketing/BrandGuide_2019.pdf. We understand that some adjustments may need to be made to accommodate accessibility requirements.

51. Are there other sites of institutions you hold up as good examples and inspiration? It would be good to know this both for design aspiration and functionality.

   We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

   https://csbsju.edu: News previews on the homepage.


   https://minneapolis.edu/: homepage menu, hero.

52. Is there an agency of record or design partner involved?

   The site is currently maintained in house and occasional technical support is provided by iFactory.
53. What does the internal working team look like?

SCTCC has one web developer and two Marketing & Communications staff who currently maintain the website.

54. Who are the stakeholders?

SCTCC current students, prospective students, alumni, parents, community members, industry partners, faculty, staff.

55. You list quite a few “primary audiences” – current and prospective students, parents, industry partners, job candidates, alumni, employees and community members. Can you prioritize your TOP THREE audiences who we are speaking to?

The top three primary users of the website are current students, employees, and prospective students.

56. Will all the content come from you? Who decides on images to be used, brand voice, etc.

SCTCC will provide content.

57. We realize the work will start on Sept. 20, but is there an end date you have in mind? Launch date? Go live date?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.

58. Would you be open to a non-US based vendor completing this work? Do you have a preference towards domestic vendors?

As long as the vendor adheres to the contract terms and conditions.

59. What is your desired website launch date?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.

60. Can you disclose a budget range or budget cap for this project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.
61. What modules are currently installed on the website?

There are approximately 150 modules installed on the current site. For example: Advanced Aggregator, Analytics (Google Adwords), Bean, Choas Tool Suite, and about 20 custom modules.

62. What is the size of your website? How many page URLs and how many documents?

The current site has 2,000+ pages.

63. Does the new site require any specific customization, API Integration, etc.?

We have about 20 modules that connect to outside databases to display information and also put data into our local systems.

64. How many visitors and page views does your site get each day?

Monthly average is about 35,000.

65. What is your desired launch date? What is driving that date?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.

66. Are you planning to use another hosting provider such as Pantheon or will hosting stay with Acquia?

We are open to looking at other hosting solutions.

67. Do you currently use a third party directory? If yes, can you name it?

No.

68. Are you looking to maintain or make a change to the current Events process? If changing, please elaborate.

We are open to suggestions on event calendar management.

69. Can you list all of the integrations you currently have, or want, on the new site?

Google Analytics, Hotjar, Salesforce/Pardot, Facebook pixel, outside database integration, Google Translate. We are open to suggestions on additional or different integrations.
70. Can you provide more information on how you are using Office365 and how you expect it to integrate with the new site?

Currently, users can take actions on the website that trigger email responses, and a script runs to send an email response to the user. The script authenticates to Office365 via username and password. For example, a user can sign up for a tour, and an automatic email will be sent to them with information on their upcoming tour.

71. Do you have a CRM? Are you interested in adding this at some point in the future?

We are in the process of converting Hobson’s to Salesforce with a Pardot backend.

72. Is there anything about your current site (from a Drupal perspective) that you don’t like?

It would be nice if it were a little more flexible from a design perspective.

73. Do you have a core team established for this redesign? What roles/departments are represented?

SCTCC has a web developer and two Marketing staff who currently maintain the website.

74. Do you have existing or new brand guidelines that can be referenced for the new website?


75. In terms of web content creation, do you have a photographer/videographer and content writer on staff?

Yes.

76. Who are recent competitors and/or comparators?

Our local college competitors are St. Cloud State University, College of Saint Benedict, and Saint John’s University. Nearby 2-year College competitors are Ridgewater College, Central Lakes College, Alexandria Technical College, and Anoka-Ramsey Community College.
77. Can you provide examples of higher education websites or even those outside of higher ed that you aspire to?

We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

78. Does your new website require Single Sign On? If yes, what protocol/scheme do you need to support (ADFS, LDAP, Oauth, etc.)?

No.

79. How many website editors and administrators do you anticipate needing to support on your new website?

20-30.

80. Are there any third-party services currently in use on your site which you would like to consider having the new CMS handle instead?

No.

81. Would you like the new CMS to host and serve video content, or are you interested in third party video services like Vimeo or YouTube? If you are interested in integrating third party services, which services would you like to support?

We currently use YouTube to host videos and would consider Vimeo.

82. Will your new website need to have multilingual content? If so, what languages does the new website need to support?

The RFP mentioned translations. Our top three languages spoken in this area in addition to English are Somali, Spanish, and French.
83. Are you currently using a service such as SiteImprove or Silktide to monitor your website for accessibility issues?

No.

84. What artifacts can you share with us (Personas, Technical Documentation, Technical audit, etc.)? Who have you chosen as a hosting provider, and are there additional services you’ve selected? E.g. you’ve chosen Acquia and will be using Site Studio, CDP and Personalize.

The hosting provider is currently Acquia and are open to suggestions. The hosting provider needs to have a fully functioning developer environment. We are open to what tools those are.

85. How is the site currently being maintained and supported (internal team, external agency, combination of both)?

The current site is maintained in house with occasional technical support provided by a vendor. Most modules are created in house.

86. Are you able to share budget parameters?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

87. Are you open to a fixed-fee discovery in response to this RFP that would define all requirements and then be followed with an estimate for execution based on those requirements?

No. Follow the criteria in the RFP.

88. For user testing/user study, how large of a user pool are you envisioning? At what point in the process are you expecting this to be completed? (as per: conduct UX testing on audience, using interactive prototypes)

We’re open to your suggestions on this. We expect a broad-based user pool with members from several stakeholder groups.

89. Is there any plan for user acceptance testing at any point during the build process? (post information architecture definition, later into the execution phase, or as part of the end Quality Assurance phase?)

No.
90. Is there a technical landscape document that currently exists, detailing all-encompassing 3rd-party/functional requirements?

   No.

91. Do you have any other integration needs that you have yet to identify? For example, are there any marketing automation or customer relationship management (CRM) systems that are currently integrated with your current website?

   No. They have been identified.

92. Does this site have any logged in persona for student, staff, parents etc.? If yes can you provide sample login for the estimation?

   No.

93. Is there any integration for the staff members, is all staff on boarded to the application? Sample Link: https://www.sctcc.edu/employee_directory/all

   No.

94. Is hosting to be included? Do you plan to use Acquia for hosting new Drupal 9/10 applications? Any other hosting requirements?

   Currently our hosting is on a separate contract. We are looking for hosting solutions but the cost be separate from the RFP.

95. Are there any new features/roadmap for the new application?

   We are open to suggestions.

96. Are there any pain points in current application both technically and design?

   The College want to move to a new, refreshed look and design that improves storytelling and end-user experiences including search and navigation for multiple audiences including students, employees, and our community. This is also an opportunity for us to upgrade to the latest version of Drupal and reduce the number of custom modules we have. Website search optimization is also a priority. Finally, the ability to easily compile actionable data about the usage of our website will be essential.
97. Multilingual - How many languages are we thinking of as an initial scope?

   English, Somali, Spanish, and French are the most-spoken languages at the college.

98. Do you plan to use any translator service for multilingual content?

   We are open to your suggestions on how to translate websites, whether it’s Google translate or another option.

99. Sticky call-to-actions with a possible X-out option per session - Can we get some more info around this point?

   If we have a CTA that pops up, our users would like an option to X out in the current session.

100. How is the Blackboard feed expected to work (A little bit more info would be helpful)? Is this an existing functionality or entirely new?

   We use Blackboard separately from the website. We do export an RSS feed from Blackboard that is used in an alert module.

101. What does E-launch support mean here?

   Post-launch support for bugs and quick fixes for up to two weeks post-site launch.

102. Are we using any Active Directory currently?

   It’s used for Office 365.

103. Any SSO-based requirements?

   No.

104. “The ability to email from form responses and authenticate to Office365”, how do we need to authenticate, is there any need for active directory login?

   Currently, users can take actions on the website that trigger email responses, and a script runs to send an email response to the user. The script authenticates to Office365 via username and password. For example, a user can sign up for a tour, and an automatic email will be sent to them with information on their upcoming tour.

105. Are we planning to introduce any subsites in future?

   No.
106. Any 3rd party integrations / 3rd party systems the application can talk to? The ability to create custom PHP code with outside database access, for example, employee biographies or program data. The ability to create custom forms and use data from and send data to outside databases securely.

We do this with our local site and need to continue to do so. It’s written in house and not third-party software.

107. Any specific requirements for schema tags for SEO?

No.

108. Content: Content creation can be a highly time-intensive component of a website redesign and is generally best served by a content or copywriting specialist. Typically, we either train our clients' internal teams to handle manual content entry or partner with a third party. Do you have a requirement or preference concerning whether content creation and/or editing must be provided by the responding design and development agency? Do you have any objection to partnering on content editing and/or creation, or incorporating a third-party agency to be identified during Discovery, once the breadth and scope of content needs are better understood? Are you expecting the number of pages to be reduced significantly or migrated as is? How many pages do you have now? How many are you expecting to migrate?

The content will be migrated from the current site or provided by SCTCC. Any new content will be provided by SCTCC. SCTCC is planning on doing the majority of the migration, and migration is not a requirement of the RFP. If migration is an option for the agency, please provide a separate line-item along with cost for the option to migrate content to the new site.

109. Migration: Typically, the design and development agency focuses on content that can be automatically migrated through custom scripts. For manual content migration, we often train our clients' internal teams or partner with a third party, depending on client preference. Having the design and development agency handle manual content entry can often introduce a substantial amount of additional hours and time to the engagement. Do you have any objection to partnering on content entry, or incorporating a third-party agency to be identified during Discovery, once the breadth and scope of content needs are better understood?

SCTCC is planning on doing the majority of the migration, and migration is not a requirement of the RFP. If migration is an option for the agency, please provide a separate line-item along with cost for the option to migrate content to the new site.
110. Hosting: We can provide different options for hosting at different price points. Ideally, this is provided after a thorough discovery process with your team to understand your needs and budgets. Is that acceptable or do you require this with the proposal submission?

Hosting needs can be determined after the discovery process.

111. Custom Forms: You've asked for the ability to create custom forms and use data from and send data to outside databases securely, for example, an employee directory. Can you tell us how many systems you are looking to connect with? What platforms they are? Or, is this more about the ability for your internal team to do be able to do this after launch?

We need this concurrent with the new site, but this will be need to be maintained internally after launch. We use PHP to create forms and connect with mySQL databases to import and export data.

112. Custom PHP code: You've asked for the ability to create custom PHP code with outside database access, for example, employee biographies or program data. How many outside databases and which ones? As per the previous question, is this more about the ability for your internal team to do be able to do this after launch?

We need this concurrent with the new site, but this will be need to be maintained internally after launch. We use PHP to create forms and connect with mySQL databases to import and export data.

113. Office 365 Authentication: You've asked for the ability to email from form responses and authenticate to Office365. Can you explain this requirement in more detail for us so we can understand exactly what you're looking for here?

Currently, users can take actions on the website that trigger email responses, and a script runs to send an email response to the user. The script authenticates to Office365 via username and password. For example, a user can sign up for a tour, and an automatic email will be sent to them with information on their upcoming tour.
114. Custom PHP modules: You've asked for the ability to create custom PHP modules that will integrate into the CMS. Can you provide more detail about what you require here? As per the other custom questions, is this more about the ability for your internal team to do be able to do this after launch?

We need this concurrent with the new site, but this will be need to be maintained internally after launch. We use PHP to create modules and connect with mySQL databases to import and export data.

115. Do you have any development or programming capabilities in-house?

SCTCC has a web developer on staff.

116. Do you have any ideal website samples?

We are looking for a new site to fit SCTCC. We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

117. Is there any content/pages that needs to be migrated as a part of project? If yes, provide the number of pages.

SCTCC is planning on doing the majority of the migration, and migration is not a requirement of the RFP. If migration is an option for the agency, please provide a separate line-item along with cost for the option to migrate content to the new site. Currently, there are 2,000+ pages that will need to be migrated.

118. Are there any third-party integrations vendor should be aware as a part of project?

Google Analytics, Hotjar, Salesforce/Pardot, Facebook pixel, outside database integration, Google Translate.

119. Social Sharing - Do you wish vendor to integrate new site with social media platforms? If yes, could you provide the names of the platforms?
We want social sharing to be easier from the website and pull image previews automatically. Currently, the college uses Facebook, Instagram, and Twitter regularly.

120. **Video Options - Do you want to link videos from YouTube and/or other platforms or would you like to have the media content self-hosted?**

On the current site, SCTCC uses YouTube for video. We are open to using Vimeo as well. We will be open to hearing about self-hosting options, but we will likely need to continue to use YouTube alongside it.

121. **What kind of technical support and maintenance are you looking for up to 5 years?**

Advanced technical support with modules and implementing additional features and functionality to the website.

122. **We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud?**

We are open to suggestions on hosting.

123. **Do you currently have a disaster recovery process in place?**

No.

124. **How do you keep the website secure? Do you have a security policy in place that we can look at?**

We updated all security-based modules and core.

125. **Can user training be performed using video conferencing or is it required to have trainer be onsite for training?**

Training can be provided online/offsite.

126. **Do you have the project completion date in mind?**

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.
127. Who are the stakeholders of this project?

SCTCC current students, prospective students, alumni, parents, community members, industry partners, faculty, staff.

128. What is the budget for the project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

129. In the Technical Requirements section, it states a need for "The ability to create custom PHP code with outside database access, for example, employee biographies or program data" and "The ability to create custom PHP modules that will integrate into the CMS.” To clarify: is this asking that nothing blocks a developer from writing custom code? or is St. Cloud asking the vendor to create the custom code with external connections?

Nothing blocks a developer from writing custom code.

130. It's understood that the chosen vendor will need to pull in RSS from Blackboard. RSS is easy but utilizing the BB API will allow for a richer experience, is this acceptable? Can St. Cloud specify if there are any other similar integrations?

No. We use the RSS for an alert only.

131. Does the site need to pass accessibility standards? Or, rather, is the goal to make it as accessible as possible? (As a rule, we always code toward standards — but some designs simply will not work for accessibility)

Yes, using WCAG A standards and striving for AA.

132. Does the entire site need to be printable? If so, will St. Cloud or the vendor be tasked with determining what elements actually get printed on most pages and the overall site elements like navigation and footer?

Not the entire sites, but portions of it will need to be printable.

133. What is the approximate website redesign budget for this engagement? Even a range or ballpark figure will help.

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.
134. Does the College have up-to-date brand guidelines or style guide that the vendor will be able to leverage to create a consistent user and visual website experience?

You can view SCTCC’s brand standards here:

135. Will any content creation whatsoever (copy, photos, videos, etc.) be required?

SCTCC will provide the content.

136. What other College websites does St. Cloud look to as exemplary?

We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

137. What CRM/Marketing Automation platform does the College currently use?

We are transitioning from Hobson’s to Salesforce/Pardot.

138. How many web pages are in scope for the website redesign?

The current site has 2,000+ pages. We are looking for templates to implement for the new site and SCTCC will migrate the majority of the content.

139. When was St. Cloud’s most recent website redesign?

2016 with launch in March 2017.

140. How many images, PDFs, and files currently live in the College web ecosystem?

Nearly 6,000.
141. If relevant, can the client specify its expectation for an SEO strategy? (A typical strategy might include title, meta descriptions, and alt tags for any pages the vendor is responsible for) How many pages are anticipated to be in scope for the SEO strategy?

It would be helpful if the vendor could provide a template/guidelines for SEO when SCTCC migrates the website.

142. What specific third party APIs and integrations are in scope?

Google Analytics, Hotjar, Salesforce/Pardot, Facebook pixel, outside database integration, Google Translate.

143. For the redesign, how many levels are expected to be in scope (e.g. home page + two levels)?

Homepage plus 2 levels.

144. Will content migration from the old site to the new site be in scope? Or will this be handled internally by the College?

The majority of migration will be done by the college.

145. Are there any coding standards that St. Cloud subscribes to? (E.g. CSS methodologies, JavaScript design patterns, etc.)

No.

146. What framework does St. Cloud utilize (e.g. Foundation, Bootstrap)?

Bootstrap.

147. Are there any preferred languages or technologies stacks that are preferred on the back-end, if the need arises? (E.g. LAMP stack, IIS and .NET, etc.)

LAMP stack and mySQL.

148. Can the College please provide an ideal tentative launch date?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones.
149. How does St. Cloud want the cost proposal to be formatted (e.g. cost by service, cost by milestone, rolled up total bid, etc.)?

We prefer cost by service.

150. Is there a target launch date? Is it tied to an event or some sort of date deadlines like a fiscal year or event?

One year from the start of the project to site launch. Proposals should include a timeline that identifies the major tasks to be accomplished with completion milestones. Not related to an event.

151. How will the winning vendor be selected? Is there a scoring matrix or something similar?

See RFP page 11: RFP Evaluation Factors.

152. Is there any preference for local vendors?

Please check page 12 of the RFP under ED/VO Preferences for preferred vendors.

153. What is the budget for this project?

The budget for this project is weighted at 30% of the RFP evaluation criteria and should be a competitive bid while ensuring that all requirements of the proposal are met.

154. Can you confirm that core and contributed modules are all unmodified at the code level?

Yes.

155. Please provide a list of modules in use on the site.

There are approximately 150 modules installed on the current site. For example: Advanced Aggregator, Analytics (Google Adwords), Bean, Choas Tool Suite, and about 20 custom modules.

156. Please describe the functionality of any custom modules in use on the site.

We use PHP to create forms and connect with mySQL databases to import and export data. We also have custom modules to display information about info sessions and tours that allow students to input data that will be exported to our local databases. We have imports
of data from our local databases that will be displayed on the website, for example, program and class info, employee directory, etc.

157. Do you expect to reuse a lot of the existing Drupal configuration, or should we plan to start over with a new Drupal config?

We’re looking at this as a new site.

158. How many content types are in use on the current site?

Seven currently.

159. Please describe any existing taxonomy that needs to migrate to the new site.

Certification categories, media folders, (academic) program categories, tags.

160. How many user accounts need to be migrated?

We’ll make new user accounts. Currently there are 20-30.

161. How many files (PDF/Word /Etc.) need to be migrated?

SCTCC will handle the majority of migration.

162. Please describe media entities (videos, etc.) that need to be migrated.

Videos are hosted on YouTube.

163. Are paragraphs in use on-site? If so, please advise on migration needs related to paragraphs.

We use paragraphs currently. We’re open to suggestions on other options or keeping paragraphs.

164. How many nodes exist on the current site?

Approximately 15,000 nodes. We have about 2,000+ active pages.

165. Please estimate the percentage of the above nodes and files you expect to migrate to the new site.

We aren’t certain.
166. How many levels of users are there?

Administrator and editor.

167. Can you elaborate on the workflow needs?

The website is maintained by a web developer and marketing staff in house with a limited number of website editors in varying departments on campus.

168. Do you currently use or do you require the following features:

Survey/voting tools: No.

Photo/video galleries: Yes

Document library: Yes

Email newsletter distribution: No

Ecommerce features: No

Personalization features: No, but open to suggestions.

169. Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

We use PHP to create forms and connect with mySQL databases to import and export data. We also have custom modules to display information about info sessions and tours that allow students to input data that will be exported to our local databases. We have imports of data from our local databases that will be displayed on the website, for example, program and class info, employee directory, etc.

We also integrate with: Google Analytics, Hotjar, Salesforce/Pardot, Facebook pixel, outside database integration, Google Translate.

170. Is the accessibility target WCAG 2.1 A or AA?

A striving for AA.

171. When will you be able to provide usage data, or estimate expected traffic to the site?

We will provide past data to the selected vendor.
172. Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?

In the past, we’ve had best-effort SLA.

173. Are there special security requirements or audits involved?

We need best practice for security requirements and audits.

174. What percentage of the current content is obsolete and won’t be migrated to the new site?

Up to 5%.

175. What is your plan for editing/creating content during the redesign?

SCTCC will manage this.

176. Do you expect copywriting or editing services as part of engagement?

No.

177. Can you provide examples of sites that are good models for what you want?

We would like to see what past website projects the companies have completed. We like specific parts of the following sites:

https://csbsju.edu: News previews on the homepage.


https://minneapolis.edu/: homepage menu, hero.

178. How detailed are the existing branding guidelines?

You can view the SCTCC brand guidelines here: https://www.sctcc.edu/sites/default/files/marketing/BrandGuide_2019.pdf

179. Do you have high-quality photography/media assets available for the new site?

Yes.
180. Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.

Yes, subtypes will be needed.

181. Please confirm that the awarded vendor will primarily remotely, with regular web conference meetings as needed.

The work will be done primarily remotely, but we expect that the selected vendor would make campus site visits during the discovery and potentially other phases of the project to gain an understanding of the campus community and engage with stakeholders. As such, proposal responses should include proposed site visits in the timeline and pricing should reflect any costs associated with site visits. Vendors should be prepared to respond to travel restrictions due the pandemic should they be reinstated.

182. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?

As long as the vendor adheres to the Minnesota State contract terms and conditions.

183. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

We will work with the vendor for a separate yearly contract for advanced technical support with modules and implementing additional features and functionality to the website.

184. In the Proposal Content section of the main document under number 4 Accessibility, it asks for a completed response to the attached Voluntary Product/Service Accessibility Template(s). We didn’t find the associated attachment, is it possible you could send that over to us?

The VPAT is not a template which needs to be completed. It is more informational related to assist in making sure accessibility is addressed. Here is a link to the State of MN Accessibility resources: https://mn.gov/mnit/government/policies/accessibility/. If you scroll down to Vendors and click on the link for Accessible IT procurement and then clink on the Products tab you will get the information you need to address accessibility.
The above ADDENDUM shall be attached to and become part of the bid. Receipt of this Addendum shall be acknowledged by including it with the bid. Failure to do so may subject BIDDER to disqualification.

END OF ADDENDUM NO. #1