Clackamas Community College

RFP2122-02 Website Redesign
Addendum 1

Questions/Clarifications:

Q: *Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?*

A: Clackamas Community College has worked with Canadian vendors previously without any funding issues.

Q: *It is stated that the site is currently built on Sitefinity – are you intending to keep this platform, or are you open to moving to a different CMS system?*

A: Yes, we plan on keeping the Sitefinity platform.

Q: *Will Stamats be responding to this RFP? Was Stamats involved in creating this RFP?*

A: We sent the RFP to Stamats, but do not know if they will respond. They were not involved in creating the RFP.

Q: *Is there an incumbent? Will they be bidding?*

A: The incumbent will not be bidding.

Q: *Is there any preference for local vendors?*

A: Yes, that is taken into account in the scoring.

Q: *What is your current annual spend on CMS, hosting, and related support?*

A: ~$25-30,000. $20K for renewal of Sitefinity Enterprise Edition and then some vendor contract work.

Q: *How are you defining success from a technical perspective for this project? (please use numbers where possible)*

A:
Improved performance on home page and program pages:
- Lower bounce rate as measured by Google Analytics
- Increase new and returning user visits to homepage through organic search
- Increase percentage of new and returning users who complete key conversion goals, including completing an application as measured in Google Analytics
- Increase user engagement on homepage as measured by time on page (Google Analytics) and user behavior measured by Hotjar heatmaps
- Homepage load times of 3 seconds or less across all devices and browsers

Improved measurement of tracking parameters in Google Analytics

- New event tracking parameters and conversion goals created in Google analytics

Support guided pathways
- Increased visits to key guided pathways pages (Including educational Focus Areas, program pages) as measured in Google Analytics
- Next page path data from homepage- alignment with Guided Pathways objectives

Improved search functions and navigability from homepage
- Reduced percentage of search exits as measured by Google Analytics
- Improved scores on tree test user testing as compared to January 2022 assessment.
- Increase in percentage of survey respondents reporting they can usually find what they are looking for on the website

Remove access barriers
- Focus group of screen reader users report no challenges loading and navigating updated homepage
- Increase in survey respondents reporting that website is easy to use
- Redesigned homepage has Gunning Fog score of 8 or below
- Increased engagement metrics (lowered bounce rate, increased time on page) by mobile device users after mobile-friendly redesign

Provide multilingual site information
- Website translation implemented sitewide
- Multilingual focus group participants report ease of accessing information in their language

Redesigned pages support college diversity, equity, and inclusion goals
- Increase in survey respondents reporting website contributes to a sense of belonging
- Increase in survey respondents reporting homepage reflects the diversity of people at Clackamas Community College
- Key website goal conversions disaggregated by demographic data show equitable outcomes

Q: *How many websites are in-scope for this project?*

A: One

Q: *Are there any sites (or web apps) that are not directly referenced in this RFP that the county would benefit from consolidating into this new platform? If so, approximately how many?*

A: Other sites are out of scope for this project.

Q: *Is there an organizational preference for open source vs. a proprietary CMS? If open source is a consideration, is there a preference for a specific CMS (i.e., Drupal, WordPress)?*

A: We will be maintaining our current CMS - Sitefinity.

Q: *How many user accounts need to be migrated? How many levels of users are needed?*

A: We currently only have admin-level users in the CMS, although we are planning to begin configuring permissions to allow for page-level editors. No migration is needed as we will be using existing CMS

Q: *Please describe media entities (videos, etc) that need to be migrated.*

A: N/A, not migrating from current platform. Videos on the website are hosted by YouTube. Images are hosted on our CMS, Progress Sitefinity, which we do not anticipate changing.

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

A: N/A, not migrating from current platform.

Q: *How many nodes exist on the current site? Please estimate the percentage of the above nodes and files you expect to migrate to the new site*.

A: N/A, not migrating from current platform.

Q: *What sets firm/org apart from the alternatives? Who/what are the primary alternatives?*

A: We are known for our warm and welcoming environment, small class sizes and knowledgeable instructors. Our closest competitors are Portland Community College, Mt. Hood Community College and Chemeketa Community College.

Q: *Can you provide information on your workflow needs?*

A: All content changes are made first on the staging server and pushed live through SiteFinity's SiteSync.

Q: *Is there a need for a document library?*

A: Yes, various departments and services utilize documents on the website. Sitefinity comes equipped with its own document library system and is currently in-use.

Q: *Do you want email newsletter distribution capabilities?*

A: No.

Q: *Are Ecommerce or personalization features desired?*

A: Not at the time, but we are interested in personalization in the future.

Q: *Does search need to index the contents of pdf/Doc files?*

A:Sitefinity is equipped with this feature and, while it's currently not in use, we would like to explore enabling this capability if it will improve the usability of our search.

Q: *Does the site search need to index content from other domains?*

A: No. Each internal search tool is used to index its particular domain. However, recommendations on managing search to better incorporate content hosted on their own domains are welcome (examples, foundation, athletics, library, etc.)

Q: *Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.*

A:We currently have ADFS SSO enabled for administrative access.

Q: *Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?*

A: N/A hosting is done on-premise and we will not be changing hosting for this project.

Q: *Are there special security requirements or audits involved?*

A: No

Q: *Are you open to a cloud-hosted CMS? If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc?*

A: No

Q: *What is it about your current hosting setup that is making you seek a PaaS offering?*

A: We are not looking for a platform-as-a-service option. This project is focused on making changes to our existing CMS.

Q: *Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCII, Fedramp, etc?*

A: FERPA

Q: *Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)*

A: Main domain July 2021 - July 2022 is 177K/month.

Q: *Do you experience frequent surges of traffic that impact performance at critical times?*

A: No

Q: *Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact? Do you require 24/7 support access in the case of critical (site availability) issues? Do you require specific response time SLAs for critical issues? If so, please specify expectations.*

A: N/A, out of scope for this project

Q: *Would you describe the existing content as structured, with consistent separation of content and code?*

A: No, currently several backend methods generate HTML view content directly.

Q: *Are tables used for layout in the existing content?*

A: Not for layout.

Q: *What percentage of the current content is obsolete and won't be migrated to the new site?*

A: We are only redesigning the homepage and the program pages and won't be migrating to a new site.

Q: *What is your plan for editing/creating content during the redesign?*

A: We have three SiteFinity environments, vendors will be working in our development environment until changes go live. Staging and Live are connected via SiteFinity SiteSync for content changes any code changes (if necessary) will be initially published to Dev first then moved to Staging and Live.

Q: *Do you expect copywriting or editing services as part of engagement?*

A: No

Q: *Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?*

A: A more streamlined discovery based on the findings of our recent web assessment project and the CCC team's input.

Q: *How detailed are the existing branding guidelines?*

A: Here is a link to our Brand Guidelines: https://www.clackamas.edu/docs/default-source/general-forms-and-documents/brand-toolbox/brand-style-guide.pdf

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

A: Correct. No subthemes.

Q: *Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.*

A: Yes, we can confirm that.

Q: *Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc.). Do different teams/departments manage their own sites? Or, does one team own all web work?*

A: The website lives under the College Relations and Marketing Department. The team includes a Web Lead/Digital Marketing Specialist, a Marketing Specialist and a Digital Media/Web Designer. We also get assistance from our ITS Department. Athletics and the Foundation have their own sites and manage them.

Q: *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?*

A: No.

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

A: We would like to keep a working relationship with the developer, for case-by-case needs. We would like to establish a maintenance schedule and plan for security and version upgrades as part of this project, which may require a separate future contract.

Q: *Page 10 of the RFP, Section 1.24 Insurance Requirements, in 1.24.2 and 1.24.3 the spelled out dollar amount requirements do not match the amount that is in parentheses. Please verify what your insurance requirements are?*

A: The insurance requirements are what are in the parenthesis.

Q: *When do you want to launch your new web site, this is not listed in the RFP.*

A: December 2023

Q: *On page 7 of the RFP, Section 1.13 Resident Bidder, you indicate a preference for an Oregon based firm. Do you have a scoring preference for that?*

A: Yes, that is taken into account in the scoring.

Q: *2.2 "content for program pages" is the expectation that the agency writes content for all 90 pages within the budget?*

A: No. We will write the content.

Q: *2.2 "Configure CMS for ease of management of newly designed pages" is the expectation that the agency conducts development within Sitefinity?*

A: Whenever possible, we would like to keep Sitefinity's codebase as out of box as we can and make widgets and templates modifiable by the web team at CCC.

Q: *2.3 "Vendor will demo functionality within Sitefinity" is the expectation that the three designs are fully built out before a design is approved?*

A: Design direction can be provided along the way based on wireframes or other tools. Final approval will be based on design implementation within Sitefinity.

Q: *2.3 Focus groups – can you expand on the expectation of Focus groups and how that will be conducted?*

A: We want to better understand how people are using the website, what is intuitive, what isn't, what information they are looking for, what they aren't finding, etc. We would be using a diversity, equity and inclusion lens to determine who the stakeholders are who should be included in these groups.

Q: *Which sites are included in the RFP?*

A: https://www.clackamas.edu/

Q: *Is the 2pm deadline on 8/31 in PST?*

A: The deadline is 2:00PM on August 31, 2022 PDT.

Q: *What version of Sitefinity are you currently on? Is an upgrade a priority for this redesign?*

A: Sitefinity CMS 12.2.7232

Q: *Regarding integrations "Must integrate with third-party applications, such as Rave Mobile Safety, Live Chat, Moodle, and Ellucian Colleague "*

> a.   *Do these integrations already exist in the website?*
> b.   *If not, do each of them have open API's /Web services available?*
> c.   *What kind of integration do you have in mind? When you are envisioning the integration, what is the end goal?*

A: These integrations already exist on the website. The end goal is to not lose any existing functionality and ensure that any new tools built or reconfigured (for example schedule search tool) will work with existing college systems

Q: *One of the requirements is to redesign the sitewide navigation – is this a design overhaul only? Will the sitemap of the site remain the same or be provided to the vendor? Will you need the new vendor to develop a site map?*

A: We don't anticipate a new sitemap being necessary, unless new pages/URLs are added to the existing one.

Q: *For the home page redesign, is it just focused on design? Will the content and content layout remain the same? If the content/layout has to change, should this be included in the redesign costs, or will this be provided by someone on your team or a different vendor?*

A: Some of the content and layout may change on the homepage based on what we hear from the survey and focus groups.

Q: *For design review – there are several groups listed- (including students, faculty, staff, administrators, and content managers) How many focus group meetings do you anticipate we will need? If there is disparity between the focus groups, who will be responsible for making final decisions?*

A: Students will have the biggest voice and we will be using a diversity, equity and inclusion lens to determine who should be included in the focus groups. Ultimately, College Relations and Marketing will be making final decisions.

Q: *Do you need assistance with content strategy? "Potentially restructure /consolidate/combine pages to correspond with program areas instead of degrees."*

A: Yes, we would like to make a final decision on program page structure based on data from previous assessment, focus group input from academic departments, and vendor recommendations.

Q: *For this question- may you list the widgets and what they do? Evaluate and optimize existing widgets used sitewide for effectiveness, impact on page performance, and ease of modification and maintenance*

A: The site utilizes the following widgets:
- **25Live Events**: Pulls events from 25Live to display in either a summarized, list format for the homepage, or a full, table-like format for the main Events page. Clicking one displays a specialized page for that specific event and its details. Made by previous vendor, Project 6.
- **Announcements**: Specialized content blocks for special events or content to be called-out. Allows for optional start/end dates to display next to content. Used often throughout the site. Made by previous vendor, Project 6.
- **Audiences**: Image-focused links used to direct users to pages specific to their needs. Only used on the homepage. Made by previous vendor, Project 6.
- **Bios**: Portrait-focused links that allow for name and two other pieces of information (phone, email, title, etc.) about a resource member that leads to a page with more information on them. Used fairly throughout the site. Made by previous vendor, Project 6.
- **Breadcrumbs**: Link tool used to display hierarchy of current page. Used on almost every site. Came with Sitefinity.
- **Card**: Tool used for two reasons, depending on the selected style. Came originally with Sitefinity, but was stylized by previous vendor, Project 6.
    - Contact information cards at the bottom of almost all pages
    - Featured Students, for highlighting student experiences, depending on the widget style chosen. Used often throughout the site.
- **Course Requirements**: Pulls info from Colleague to display number of credits and course information for a specific program. Used on the 90+ program pages.
- **CSS**: Used to drop CSS onto a page, adding <style> tags around the code. Came with Sitefinity.
- **Directory**: Tool used to pull staff/faculty member info from Colleague to friendly user interface.
- **Embed code**: Used to drop a combination of code types onto a page, typically a combination of HTML, CSS and Javascript. Came with Sitefinity.
- **Forms**: Submission tool that allows users to send specific information to an email address and is collected within Sitefinity. Used throughout the site. Came with Sitefinity.
- **Gallery**: Image gallery tool for two reasons. Came with Sitefinity, but was stylized by previous vendor, Project 6.
    - Highlights selected photos in a gallery format. Used rarely on site.
    - Automatic rotation gallery used to display a header image, text and link on homepage.
- **JavaScript**: Used to drop Javascript onto a page, adding <script> tags around the code. Came with Sitefinity.

- **Lists**: An "accordion" tool that consolidates content into individual dropdowns for page organization and user experience. Used often throughout the website. Came with Sitefinity, but was stylized by previous vendor, Project 6.
- **List Programs**: Used to display categorized programs on the Department + Programs pages. The page is primarily the List Programs widget,
- **Navigation**: Tool used for two primary reasons, depending on the style selected. Came with Sitefinity, but was stylized by previous vendor, Project 6.
    - Image-based link tool in grid pattern, for sending users to specific resources or pages. Typically used in our high-level landing pages and Educational Focus Area (EFA) pages.
    - Used on almost every page to display the level within the site's hierarchy the current page sits at. Functions as a secondary navigation.
- **News**: Tool used to create specialized pages that function as press releases or special announcements, and feed into our News page using Sitefinity's category system. Came with Sitefinity, but was stylized by previous vendor, Project 6.
- **Programs**: Tool used to feed specialized content (program title, subheading, department, credits, category, etc.) onto our academic program pages. Also feeds into our primary programs page, Departments + Programs for searching, using the Topics widget. Used on 90+ pages. Made by previous vendor, Project 6.
- **Other Programs**: Image-focused links used to recommend other programs on similar program pages in a 2x2 grid. Used on 90+ pages. Made by previous vendor, Project 6.
- **Quick Links**: Image-focused links used to lead users to related resources. Rarely used on site. Made by previous vendor, Project 6.
- **Rave RSS Message**: Announcement tool used to alert users of immediate news or emergencies. Only used on homepage. Made by previous vendor, Project 6.
- **Resources**: Image-focused links using a hexagon CSS shape and FontAwesome icons to lead users to related resources, Used often throughout the site. Made by previous vendor, Project 6.
- **Schedule**: Tool used to display class information that pulls from Colleague. Made by ITS.
- **Single Program**: Pulls from Program widget to display program info (name, credits, subheading, etc.)
- **Steps**: Specialized, visual content blocks for organizing content in ordered steps. Used sparingly throughout the site. Made by previous vendor, Project 6.
- **Topics**: Tool used to categorize Program widgets for the Departments + Programs page. Made by previous vendor, Project 6.
- **Want To Links**: Tool used to create links on the site's header, in a dropdown, leading users to the most often-sought parts of the website. Made by previous vendor, Project 6.

Q: *For usability testing, will the focus group participants be recruited and identified by the Clackamas Team? If so, what information will be provided?*

A: Yes, the Clackamas team will identify and recruit for the focus groups.

Q: *How are hosting services currently provided, and do you envision keeping this approach post launch?*

A: Hosting is currently done on-premise and we will be continuing to host here post-launch.

Q: *Are 3ʳᵈ-party services used for the following items listed below? Yes, or no. If yes, which vendor and do they have an API? And if no, is it custom functionality? Do you have the code for it? Who built it? If there is additional functionality that should be included but isn't listed here, please add it.*

a. *Search (is this the site search or program search only?)*
Program search

b. *Online Catalog*
c. *News*
d. *Events*
e. *Academic Program Search Tool (on page 12)*

A:

Site search: Does not use 3rd party services. This is primarily Sitefinity out-of-the-box functionality. If there is customization, it would have been added by Project 6 with initial website design. Vendor Smooth Fusion added customization for meta description display more recently.

Online Course Catalog - provided by CourseLeaf as-is no customizations.

News - these are just content types the web team builds as necessary using the News type.

Events - this comes from 25Live. SiteFinity backend code modifications. Should be pulled out of SiteFinity and replaced with a call to a new CCC web service or use 25Live's native integration methods (iframe). Existing code could be left or modified but would require external vendors in the future still most likely going that route.

Academic Program Search Tool - comes from Colleague directly, messy custom backend implementation. Should be pulled out of SiteFinity's backend and replaced with calls to a new CCC web service that accesses this data through CCC's data warehouse instead of Colleague directly.

Q: *For the source of the content for the online catalog- do you have access to the database for that content? Can it be exported? How often does it change? Does it need to be updated dynamically?*

A: The online catalog is provided by CourseLeaf. We do not have access directly to the DB but they do have APIs.

Q: *The RFP seems to be focused on the home page and program pages? Correct? Are the program pages in one section of the site currently? Please provide the URL(s) for that section.*

A: That is correct. https://www.clackamas.edu/academics/departments-programs?view=programs

Q: *Looks like the vendor will be responsible for SEO. Is this for content in the program section only?*

A: Homepage and programs

Q: *Do you have any tools for website optimization like Site Improve?*

A: SEMrush

Q: *What internal resources do you have in terms of staff to support the website? Developers? PMs? Designers? Please list and explain their roles.*

A: [Web lead/digital marketing specialist](), [marketing specialist](), [digital media/web developer](), [communications specialist](), [brand manager](), [senior .net developer]()

Q: *Is there a core group of people you envision the selected vendor to work with? If so, how many people comprise that group?*

A: We plan to assemble a Web Advisory Group to help lead us in this process. It would include the College Relations and Marketing Department and other stakeholders - maybe 10-12 people.

Q: *Would it be possible to be set up with temporary credentials for the website to review the back end?*

A: Yes, the vendor, once selected, would be provided with temporary access to the back end.

Q: *Would you like this submitted in PDF format?*

A: Yes, this should be submitted in PDF format in the format provided in Section 3.

Q: *How many other vendors are submitting a proposal for this RFP?*

A: This RFP has been advertised in the State of Oregon. We are unable to know how many vendors will be submitting a proposal for this RFP.

Q: *What does an ideal vendor/partner look like to you? What is important to you when working with a vendor?*

A: An ideal vendor would be a team who understands the complexity of community colleges and who we serve, who are communicative, and who prioritizes diversity, equity and inclusion processes and practices.

Q: *When is your expected completion date for the deliverables in the RFP?*

A: December 2023.

Q: *Following the completion of this project, are you looking for ongoing support and maintenance of your website?*

A: Perhaps.

Q: *In section 2.2, is the ask for a 'redesign of… content' an ask for the vendor to author fresh copy/content for the program pages, or an ask for the vendor to re-design the structure and layout of content on program pages?*

A: Ask the vendor to redesign the structure and layout of content on program pages. However, we are looking to add some content, such as potential earnings and the cost of the programs.

Q: *What is desired from the Testimonial widget update?*

A: Should highlight student voices; should have compelling design on all devices, including mobile. This also would ideally be integrated into the design of updated program pages. We can provide some examples that were produced in our recent website assessment.

Q: *Our understanding is that to 'streamline pages' in the Program pages scope means to possible restructure, combine, and consolidate pages for a better, more concise user experience/journey. Is this correct? If not, what is being asked?*

A: This is correct. We currently have 90+ program pages, including a separate page for each degree type. For example, we currently have separate pages for a Manufacturing Technology certificate and the Manufacturing Technology Associate degree, programs which have a lot of overlap in audiences. We want to pursue the best user journey for prospective students navigating our academic offerings to find the information relevant to their interests/needs without overwhelming them with options.

Q: *Regarding backend/CMS improvements, what specific 'ease-of-management' requirements are desired as improvements?*

A: We would like the website set up to make as many future changes as possible within the CMS, without needing to rely on a vendor with Sitefinity expertise for every change. We need the SiteSync process between our staging and production environments to work seamlessly. We also want to make sure we are making the best use of features offered in our CMS that would be useful to our workflow.

Q: *Would we be able to receive a list of the current site's widget types?*

A: There's no official categorization of widgets. The full list of widget is provided in a previous question, on page seven.

Q: *In section 2.3 regarding Deliverables and 'Redesigned pages', it is mentioned that 3 variations of the Homepage and of Program Pages is asked for. For clarification, is the ask that 3 variations be generated per program page? Or that 3 variations on a Program Page example/template be designed and delivered?*

A: Three variations of the program page example/template.

Q: *Is the prospective Vendor expected to conduct/attend the focus group meetings? Or will the client deliver focus group results/minutes and discuss internally with the vendor?*

A: We are open to either scenario. If the college is conducting the focus groups, we would want guidance from the vendor.

Q: *Regarding committee design template reviews. How many rounds of reviews/revisions do you expect the selected vendor to conduct before coming to a "consensus"?*

A: Estimated three reviews/revisions.

Q: *Can you describe in more detail your requirements around the user experience and user interface design of the new site? Are you looking for slight improvements to the existing look and feel? Or a*

complete re-envisioning of the entire design of the site? Affirma has a UX/UI design team, and the preference across this topic can have significant impacts to scope/level of effort and budget.

A: We don't anticipate drastic changes to look and feel, but we do want to prioritize the user experience, especially the ease of finding key information on our site. Specifically, we would like to prioritize the information that prospective students are using when making decisions about their education.

Q: *Regarding "improve and optimize header image/video templates", can you point to an example of a header video template in use on the site currently?*

A: We are not currently using this template on the website, so cannot provide an active link, but we can provide access to this template or recreate it if needed once the project begins. Essentially, this is an alternate format to the slide-based header image used on the homepage, which autoplays from a YouTube hosted video. We would like the continued ability to use video on our homepage, but need to ensure this is not negatively impacting page performance or accessibility.

Q: *Regarding "integrate academic program search tool into home page design with clear program entry points", is this referencing the "search the schedule" section of* https://www.clackamas.edu/academics/courses-registration/schedule-of-classes? *Can you define the program entry points? Would those be the 5 programs listed here* https://www.clackamas.edu/academics/academic-offerings/ged-adult-programs*? Or the 8 focus areas listed here* https://www.clackamas.edu/academics/find-your-focus?

A: The homepage tool will be a new tool to help navigate to different program areas, organized by Educational Focus Area. Some work has been done on how this could look/function. It has been partially designed, but not fully implemented. You can see an example on our development site home page that can give an idea of desired functionality: sitefinitydev.clackamas.edu. There are 90+ degrees offered that currently fall into the 8 focus areas found here: https://www.clackamas.edu/academics/find-your-focus

Q: *Regarding "must integrant with third-party applications, such as Rave Mobile Safety, Live Chat, Moodle, and Ellucian Colleague": Are these integrations already done and working as desired within the current site, meaning that redoing these complex integrations is not a requirement of this project? If these are part of the scope, do you anticipate needing to completely rebuild these integrations, or just audit, optimize as needed, and possibly reskin them to match the new design?*

A: Correct. Those are already integrated into the site and functioning.

Q: *Regarding "integrate with new online catalog": The online catalog link provided doesn't work. Is this the online catalog to which you are referring?*

A: https://catalog.clackamas.edu/

Q: *Regarding "configure CMS for ease of management of newly designed pages": Please describe the main pain points your team has with the CMS currently.*

A: One key pain point is issues with the SiteSync process between our staging and production environments. We also have pain points around custom designed widgets that were created by modifying Sitefinity's backend code, which creates barriers to updating content or customizing within the CMS. We would like to make as many changes as possible within the CMS, without needing to rely on a vendor with

Sitefinity expertise for every change. We also want to make sure we are making the best use of features offered in our CMS that would be useful to our workflow.

Q: *Regarding "integrate translation dropdown (we will be using Gtranslate for translation)": will a paid version of this product be utilized? What URL structure option is preferred?*

A: Yes, we are subscribed to the Enterprise edition of GTranslate, which we are currently testing in a development environment. The url structure is es.clackamas.edu/page (for Spanish language example)

Q: *Do you wish to continue hosting the website on-site, or are you open to using an external cloud hosting solution with a continuous deliver and deployment system?*

A: We plan to continue hosting the website onsite for the time being, but are open to moving to an external cloud-hosting solution in the future when funding becomes available.

Q: *The site is currently running an older version of Sitefinity, v12.2.7232 - This version will be retired by Progress in less than 9 months and no longer supported. Is part of the RFP requirements going to be to perform the upgrade of the CMS to a current, stable version? This would be recommended. At the time of this writing, the current version is 14.2 7922.*

A: We are working with ITS to update the version this summer.

Q: *We assume that the deliverables listed in section 2.3 are part of the project scope and not deliverables that must be sent with the RFP response. Is this assumption accurate?*

A: The RFP response is outlined in section 3 of the RFP document and the deliverables are not required as part of the RFP response.

Q: *Do you anticipate that the logo and/or brand standards will remain the same as they are now?*

A: Yes, they will remain as they are now.

Q: *Is developing a new logo and brand standards part of the requested scope of work? (Since we were asked to provide multiple mockups with different color schemes, we're trying to understand if these would just be variations within the existing brand guidelines or if you want to explore completely new color palettes, fonts, etc and update your brand guidelines accordingly.)*

A: No, we will maintain our current logo and brand standards.

Q: *Regarding focus group testing for high school students, do you have specific qualifying criteria (for example, rising juniors who have taken college entrance exams, or more specifically h.s. students interested in community colleges, or less specific such as high school students interested in continuing education after graduation)?*

A: High school juniors and seniors who may be interested in attending community college, whether it is to earn a degree or certificate to get a job, or to get a two-year degree and transfer to a university.

Q: *For all focus groups, will you handle recruitment and provide the facility and computer equipment for website review by these participants?*

A: Yes.

Q: *What is the realistic start date for the redesign project?*

A: Probably late September/early October

Q: *What is the desired launch date for the new site?*

A: December 2023.

Q: *Can you share information on the core web team who will be managing this project; specifically, number, background and experience with website redesign projects?*

A: [Web lead/digital marketing specialist](), [marketing specialist](), [digital media/web developer](), [communications specialist](), [brand manager](), [senior .net developer](), [executive director of college relations and marketing]()

Q: *Can you elaborate on the desired level of autonomy the core team might have on the project? Specifically, ability to make project decisions/approvals and if multiple levels stakeholder involvement should be considered within the timeline?*

A: We would like this to be a very inclusive process in the college community with heavy stakeholder involvement throughout the entire process.

Q: *Please confirm if the project is primarily focused on the home page and program section and the remainder of the site will not require redesign.*

A: That is correct. Exceptions to this:
- The global navigation and site search, which impact the entire site.
- Schedule search tool (https://www.clackamas.edu/academics/courses-registration/schedule-of-classes), which is part of academic content, but is not a program page.
- Prioritization of user journeys to program/academic info, which may necessitate updates to pages beyond the homepage and program pages themselves.

If new widgets, templates, etc. are developed for program pages that have broader use, we may decide to apply them to other pages, but other pages are not the focus of this project.

Q: *Does Clackamas Community College plan to stay with the Sitefinity CMS or is a new CMS preferred?*

A: Yes, we plan to stay with Sitefinity for our CMS.

Q: *What specific qualities are you looking for in an agency partner?*

A: An ideal vendor would be a team who understands the complexity of community colleges and who we serve, who are communicative, and who prioritizes diversity, equity and inclusion processes and practices. Our ideal vendor will also be familiar with our existing CMS (Sitefinity) and committed to

transferring knowledge to our team throughout the development process, so that website improvements can be maintained over time.

Q: *What are your hopes and expectations for a vendor lead discovery phase and development of a strategy for the home page and program pages?*

A: Discovery phase incorporates learnings from 2022 website assessment, vendor expertise and recommendations, and allows for feedback from stakeholders on proposed solutions and designs. Balances the need for an inclusive process with the need to generate deliverables on a timeline.

Q: *Do you need help with writing content creation, content strategy and/or governance?*

A: Content strategy assistance, specifically for academic areas/program pages and homepage content (incorporating data from 2022 website assessment and focus group/survey data and feedback from this website redesign process). Content creation/review on any new/redesigned program pages for SEO.

Q: *Which department(s) are primarily responsible for the website?*

A: College Relations and Marketing

Q: *Who are recent competitors and/or comparators?*

A: https://www.pcc.edu/ and https://www.mhcc.edu/ and https://www.chemeketa.edu/

Q: *Can you provide examples of higher education websites or even those outside of higher ed that you aspire to / favor and why?*

A: Mount Mercy University program page example:
https://www.mtmercy.edu/academics/programs/master-of-arts-in-education

Kirkwood Community College program page example:
https://www.kirkwood.edu/programs/degrees/business-technology/technology/computer-software-development