Chesapeake College Vendor Questions for Website Design and Development Services RFP

What technology is their Intranet?
College Response: Currently Drupal

Do they have access to an API for Alertus?
College Response: Yes with IT assistance.

What exactly are they thinking for CRM integration?
College Response: Raiser’s Edge is one we currently use for Advancement purposes. Considering Ellucian Recruit, Salesforce or similar moving forward.

Does the customized notifications have any context?
College Response: For example, if the CMS has an approval process before content is published, we would need the approver to be notified that an item is awaiting their review, or to the content creator that their content needs edits, or was approved.

Page 12. Section 10:
It is not standard practice for our agency to divulge confidential financial statements or tax returns. We are happy to produce a letter from our bank but we cannot agree to producing ALL of the documents listed under 5. Financial Stability.
Will not presenting these documents exclude us from participating in the rfp?
College Response: Non-conforming and proposals not responsive to the stated requirements may be rejected at the discretion of College officials.

In order to provide as accurate an estimate as possible we may need to assume a CMS selection. Is that acceptable or are you only looking for quotes to conduct discovery and recommend a CMS rather than developing? Would you tell us if you are leaning more to open source or proprietary CMS?
College Response: You may assume a CMS selection if you feel confident that it will meet the needs outlined in the RFP. We are looking for a referral on whether an open source or commercial CMS would best fit our needs. The cost of implementing various CMS’s may be included as line items within the proposal.

Do you have a budget for this project?
College Response: The final budget for this project will be determined after the review of all responsive proposals.

How many pages currently comprise your existing site? Are you anticipating the new site to be smaller than, the same size as, or larger than your existing site?
College Response: This would be determined through the discovery and development processes. See RFP page 20, 4.2.1, 2.

How many individuals at your institution will need to use the CMS?
College Response: See RFP page 20, 4.2.1, 3. Between 1-50.
Do you have a library of images or video we could use or should we budget for stock imagery or an on location photo shoot?

College Response: A library of images is available, and the college has access to professional photographers and videographers to satisfy the imagery needs of the website. These services should not be included in the budget for the website design and development.

Do you work with a preferred or in house photographer/videographer or would you rely on vendor-partners?

College Response: A library of images is available, and the college has access to professional photographers and videographers to satisfy the imagery needs of the website. These services should not be included in the budget for the website design and development.

Do you have published brand standards that the new website will need to adhere to? Colors, fonts, usage guidelines etc? If not do you need agency to provide one as part of this RFP?

College Response: Brand standards will be provided to the selected vendor.

Have you completed any market research in the past 2 years that could be made available to the selected agency?

College Response: We will provide what we have available. See page 19, 4.2.1, 1

How many active pages currently site has?

College Response: There are approximately 7,100 pages which includes PDF documents supplied by weblinks.

What are the key pain point of the existing site?

College Response: Poor information architecture, inconsistent content, many redundant and manual processes. Poor user experience, accessibility issues.

Please share the list of all integrations with the website?

College Response: Currently there are no integrations with the website. Everything is processed manually.

Do you use Acalog Application for the Course Catalog or use any other system?

College Response: Yes, we currently use Acalog for the college catalog.

What Student information system college currently using ? Is there any existing integration with college site?

College Response: Ellucian Colleague, just a link to the WebAdvisor and Self Service.

How many Contributor you are expecting to manage the website content?

College Response: See RFP page 20, 4.2.1, 3. Between 1-50.

How many level of approvals are you looking for the website Content?

College Response: Up to two levels of approval.

Please share the Current website audit report, if available?

College Response: The college currently does not utilize an Audit log.

How many technical staff currently support the website?

College Response: Currently the site is maintained by 5 people that includes the staff to update the CMS, servers and operating systems.
Are you looking complete post production support form vendor? or planning to use College Full time employees to manage and maintain?

College Response: College employees should be able to maintain and manage the site independently moving forward 90% of the time. Depending on the CMS selected, the college may require the vendor to provide security patches, updates, upgrades, etc. Any fees for post-production support should be included as a separate line item on the RFP, and estimated on an annual basis.

What Content Management system College currently using? Please share the architecture diagram.

College Response: The college currently utilizes Drupal as the primary CMS. However, there are several legacy applications written Visual Basic/ASP and PHP.

Are you expecting to re-write the content from vendor?

College Response: No.

In regards to Migration: College response: See page 19, Section 4.1 of the RFP. This response applies to a-f below.

a. Will you require content migration services?
b. Will the entire .edu domain need to be migrated?
c. Are there parts of the site that will not be migrated?
d. Are there additional domains that need to be migrated?
e. In regards to migration, how many different page layouts do you have on your current site?
f. What form of data export is available from your current CMS setup?

Do you prefer that the CMS be installed locally on your own servers, or hosted as a cloud solution?

College Response: The college is open to either a self or cloud hosted solution.

Who currently hosts your website(s)? Are you looking to change this arrangement?

College Response: Chesapeake College currently hosts the web and development servers in house. The college is open to either a self or cloud hosted solution.

How many people are on your web team?

College Response: Between 1 and 3 employees currently help with the website administration and content as a portion of their responsibilities at the college.

How many individuals at your institution will need to use the CMS?

College Response: See RFP page 20, 4.2.1, 3. Between 1-50.

Who makes the final CMS decision and how is it made?

College Response: A recommendation from the Website Design and Development RFP committee will be submitted for final approval by the College President and Board of Trustees.

Are you interested in an open-source or commercial solution?

College Response: The college would prefer a commercial solution, but is willing to consider and open-source solution if it meets all requirements including security.
On page 8 under phase II – Technical, you mentioned must allow for dynamic content functionality to populate multiple fields from one source. Please provide an example.

College Response: Example: An event is added to the events calendar, there should be options for the event to appear on the home page as a “featured” event, in the news/blog page, and perhaps on a relevant content page of the website (i.e. Healthcare Orientation event would also display on the Healthcare information/program page). We should not have to manually enter the event four times in this case, it should be entered once, then pulled to the relevant pages/areas of the site easily. It should also be removed from those pages automatically once the event date has passed.

In regards to the SaaS questionnaire:

2. Under systems integration you mentioned does the product require a feed file from the college. Please provide an example and elaborate on the term feed file.

College Response: Currently the college does not utilize any feed files to the public website, but the college wants to make sure the system is flexible and can offer either feed file integration or use of an API such as Ellucian Ethos (when the college finalizing the Ethos deployment).

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

College Response: This RFP is an open solicitation. All vendors who are qualified to perform work in the State of Maryland will be considered if they submit a responsive proposal and meet the criteria of the RFP as defined in the RFP document.

Do you have a preference for the website to stay on the Drupal CMS, or are you looking to switch to another platform?

College Response: The college is not committed to continue using Drupal. The college wants the selected vendor to recommend the CMS that provides the best solution to manage the college’s website.

To assist with the assessment of your hosting needs, how many visitors and unique page views does your site get each day?

College Response: Up to 2,000 visitors and up to 5,000 pageviews daily, though this varies considerably depending on the time of year.

Are we correct in our understanding that the selected vendor is responsible for initial content strategy and entry, along with the definition of a long-term content strategy and training of selected Chesapeake College personnel?

College Response: See RFP page 20, 4.2.1, 4, and page 22, 4.2.3, 1.

What are the primary attributes that you will consider when selecting a partner for this project?

College Response: See RFP page 26-28, Appendix A, Section 2.0

Are there specific business goals driving project start/launch that we should know about?

College Response: No.
Can you please specify the average page views (uncached) for your current site?
College Response: Approximately 105,000/month (Google Analytics, not server log)

Can you please provide a high-water mark for monthly page views?
College Response: 150,000 (Google Analytics, not server log)

Are there any security considerations that should be taken into consideration for platform provisioning (HIPPA, FERPA, PII, etc.).
College Response: See RFP page 22, 4.2.2, 4; Yes, PII and FERPA where applicable

Does Chesapeake leverage a Content Delivery Network? If so, what level of customization is required?
College Response: No.

Does Chesapeake currently leverage a Web Application Firewall? Would this be a requirement?
College Response: The college utilizes a full comprehensive network firewall that protects the entire network including all the web servers. If the application is cloud hosted a firewall will be required.

Other education institutions have stated business goals to reduce organizational cost and provide a digital experience to maximize user engagement throughout the lifecycle. Does Chesapeake plan to use personalization and/or any value-add components of a future platform in the coming 1-3 year plan?
College Response: Open to recommendations from vendor on efforts to maximize user engagement