

Harford Community College
401 Thomas Run Road
Bel Air MD 21015
443-412-2307

RFP 17P-008 WEBSITE REDESIGN

Addendum 2

The following shall be incorporated into the captioned solicitation as though included in the original documents issued:

1. Proposal Due Date
The proposal submission due date has been **CHANGED** to:

12:00 noon Tuesday, April 18, 2017

Vendors shall submit one (1) original copy and five (5) copies of their submittal to include the complete response and all forms as shown on the attached revised proposal form.

Questions and Answers

- Q1: Is Harford committed to Sitecore where PHP can provide the same thing at better cost?
A1: Yes we have purchased and are committed to Sitecore.
- Q2: Do we have to develop OwlMail and OwlNet? It seems this is not part of the existing site and in the new site, do we just need to link it to those sections? Please clarify.
A2: No development, just need to link to them.
- Q3: Can companies outside of the USA apply for this?
A3: The College expects the successful contractor to respond to questions within a 4-“business-hour” window and to be available for meetings at the College’s campus within one (1) business day. Further, Harford Community College personnel may need to travel to the successful contractor’s facility during the course of the contract. The College will not pay for travel expenses for its personnel or for the successful contractor’s personnel, nor will College personnel travel internationally for issues related to the project.
- Q4: Will the successful contractor be required to come to the College’s campus for meetings?
A4: Yes, the successful contractor will be required to attend “in-person” meetings at the College’s campus.
- Q5: Can we perform tasks related to the RFP outside the USA?
A5: Except for the requirements addressed in Q3 and Q4 above, there are no restrictions as to where tasks should be performed.
- Q6: Can we submit proposals via email?
A6: Electronic responses (email or fax) will **not** be accepted.

- Q7: Do you currently have brand or web guidelines, personas or user journeys complete for your new site?
- A7: No. HCC will simultaneously be undergoing a rebrand. Web guidelines need to be developed in conjunction with the (new) brand guidelines and compliant with WCAG 2.0 (AA).
- Q8: Is the current website in Sitecore 8.2?
- A8: No, the current site is 6.6; however, it will be upgraded to 8.2 before work begins. The new site should be developed in 8.2.
- Q9: What do you currently like & dislike about your Sitecore setup? (e.g. content management is easy/hard, site tree structure easy/hard to work with).
- A9: We have a substantial investment in hardware, software and training and will continue to using Sitecore as our CMS.
- Q10: Does the redesign need to use the current Sitecore site as a starting point or can we build it from a clean base installation?
- A10: Build from a clean base installation.
- Q11: What does your current Sitecore licensing structure look like? (e.g. single server, multi-server, dev servers) Is your licensing current?
- A11: Single server, multi-versions.
- Q12: SEARCH: Currently using Google Search, are you proceeding with that approach for the redesign? Are you open to alternative site search engines?
- A12: We are willing to consider alternatives.
- Q13: The RFP mentions Social a great deal - do you currently have a social or content campaign around that activity?
- A13: Yes. This is requesting widgets to be developed that incorporate live content from social media content, specifically Facebook, Twitter, LinkedIn, Smug Mug, and Instagram.
- Q14: There appears to be a great deal of integration: webmail, blackboard, registration, directories - can you provide a list of tools that the site is integrated with versus those simply linked to, and if those will remain for the redesign?
- A14: CTS will manage integration of all systems. Vendor to focus on design elements of website.
- Q15: Will anything with a different URL need to simply link to that URL after the redesign, or will it be ported over to the harford.edu?
- A15: Linked.
- Q16: Will you provide the Sitecore development environment or is the agency responsible for that and then migrate when ready?
- A16: Vendor is responsible for having an independent environment.
- Q17: With regards to "interactive content like online campus maps", would content on a map like this need to be managed by a content editor?
- A17: No. The map will be updated at a later date and is not part of the project.

Q18: Is there a hosting platform for videos that must be used? (e.g. YouTube, Vimeo, Wistia)
A18: YouTube.

Q19: How are image assets currently managed? Are they all within Sitecore?
A19: Yes, images and PDF are saved on the server and managed by Sitecore.

Q20: Who is responsible for writing content?
A20: The College; vendor is not required to generate content.

Q21: Can the SQL Server version be upgraded or do we need to use SQL Server 2008?
A21: Yes, SQL can be upgraded.

Q22: Will we be leveraging any existing code repositories or is this to be developed independently and then handed off? (I realize Deliverables #9 kind of answers this, but more clarification would be welcomed).
A22: Develop independently.

Q23: Are you currently using any of the Analytics features in Sitecore? Is there a need to do that with the new site?
A23: Not currently; however, we want full functionality of Sitecore 8.2 analytics with the redesign and upgrade.

Q24: What does the current production environment look like server-wise? Are there separate Content Manager and Content Delivery servers?
A24: Single server

Q25: Is there an approved budget? If so, will it be shared with vendors so we can stay within budget parameters? How much did you invest in building the latest version of the website?
A25: No budget provided.

Q26: Are there any additional domains or sub-domains that have to be considered or rolled-into the solution?
A26: No.

Q27: What was your annual support and maintenance expenditure for last year?
A27: We maintain Sitecore Licenses.

Q28: How many content contributors do you currently have? Do they have different roles, permissions and workflow restrictions?
A28: We have multiple content providers and administrators. We use permissions and workflow restrictions.

Q29: What are the WCAG 2.0 and 508 additional level expectations? A, AA, AAA?
A29: WCAG 2.0 AA, and 508 standards to the intent and spirit of the regulations.

Q30: Do you have a list of users available for user testing groups?
A30: Not currently, but we will have a test group available when needed.

- Q31: Will the new website design include any kind of admissions functionality? Or will that continue to be done through a third party (Ellucian)?
A31: 3rd Party.
- Q32: Will we need to implement any sort of MA or tracking that does not exist on the website today?
A32: We will use Sitecore and Google Analytics.
- Q33: Is there a need for any sort of user journey, personalization, or targeted campaigns?
A33: No.
- Q34: Are there any integrations that may not be obvious from looking at the site? MA, CRM, external databases, etc.
A34: No.
- Q35: Are Events stored in an external system or within Sitecore?
A35: External system.
- Q36: Is there anything specific driving the timeline?
A36: Yes, we are celebrating HCC's 60th anniversary followed by the launch of the new HCC brand.
- Q37: Are there any other events or items happening that would affect a timeline between now and the end of 2017?
A37: See A36
- Q38: Is persona development considered part of this project scope?
A38: No.
- Q39: Should a budget for imagery, photography, illustrations or video, should the strategy require them, be set aside as part of this project scope?
A39: No.
- Q40: What do you feel will be the main challenges in working with Harford?
A40: Including the broad scope of all of the College's needs.
- Q41: Are you looking for content to be developed by the selected agency or will content be generated by Harford and reviewed by the agency?
A41: All content will be generated by HCC.
- Q42: Are you looking for content to be developed by the selected agency or will content be generated by Fulton and reviewed by the agency?
A42: See A41.
- Q43: Does Harford have an anticipated budget for the website redesign?
A43: No.

- Q44: For Usability Testing, what types of users/audiences does Harford anticipate recruiting? Is user recruitment the responsibility of the selected agency?
A44: HCC will recruit students and employees.
- Q45: Will Harford provide the selected agency access to any student/prospective student databases to recruit potential users for usability testing?
A45: No. See A44
- Q46: Does Harford have an ideal number of testers in mind for usability testing?
A46: Minimally 15 people.
- Q47: Approximately how many pages are currently on the existing website? Does Harford anticipate the number of pages to remain the same for the new website? Increase? Decrease?
A47: The current site has greater than 2,000 pages. We anticipate the number to decrease.
- Q48: How much content is there in the website that we will need to migrate to new website?
A48: All data will be migrated. The process can be discussed with the awarded vendor.
- Q49: Please share the total number of online orientation videos and its size.
A49: Videos will be hosted externally.
- Q50: Do you have the license for Sitecore?
A50: Yes
- Q51: Is there any particular reason for selecting Sitecore for development purpose? Can we use other technologies with similar advantages?
A51: We have a license with and are committed to Sitecore. No we are only using Sitecore.
- Q52: Please mention which social media platforms are needed to be integrated.
A52: Facebook, Twitter, Instagram, Snapchat, Smug Mug, LinkedIn.
- Q53: What is the budget for the project?
A53: Budget information will not be provided.
- Q54: Will there be any onsite meeting requirements or can everything be performed offsite.
A54: See A3, A4 and A5 above.
- Q55: Can companies outside of the USA- Canada or India bid on this project?
A55: See A3, A4 and A5 above.
- Q56: We're a Platinum Partner with deep Sitecore experience and have relevant/translatable experience that focus on professional/corporate education and client sites that feature significant educational components (think, "Associations"); however, we don't have experience specific to higher education. We think that bringing some of the cross-vertical would that disqualify us from participating?
A56: No. We welcome your bid and perspective on this project.
- Q57: Has a project budget been approved? And, if so, can you share at least a range, to help us manage our response and ensure we're presenting a solution aligned with realistic expectations?
A57: Yes, this project is approved. Budget information will not be provided.

- Q58: Have you defined the metrics for success (mutual, agreed upon by all stakeholders and measurable)? If not, please confirm that would be part of the strategy component you're expecting in our response?
- A58: A better student-oriented user experience with improved mobile access and information architecture.
- Q59: Do detailed requirements documents exist? If not, would that be in scope for the vendor... or something that will be developed internally, prior to project kick-off?
- A59: Basic branding requirements will be provided and will work with selected vendor to establish full scope of requirements.
- Q60: Are offshore resources, as a cost-saving measure, a consideration?
- A60: See A3, A4, and A5 above
- Q61: Who are the key stakeholders (by role) for this initiative? Who will be involved in the vendor decision process? Who "owns" the project, start to finish?
- A61: Prospective students are key stakeholders. HCC's Marketing and CTS departments will own this project.
- Q62: What is the key driver for the January 31st delivery date? Are there any issues could arise to change or impact the timeline?
- A62: Launch of a new brand and culmination of 60th anniversary events. There certainly could be (unforeseen) issues that could arise.
- Q63: Are there other vendors we would be working with (such as a branding agency)? Is there an intent to integrate internal resources (devs, designers, etc.) into the vendor's project delivery team?
- A63: Yes, creative agency for new brand.
- Q64: Is a content audit needed prior to engaging in content migration? How many pages of content would you estimate need to be migrated to the new site?
- A64: No audit to be performed. Would like a minimum of 10% of site to be migrated.
- Q65: Are you open to a Time & Materials proposal or do you require Fixed Price?
- A65: Fixed price.
- Q66: What other applications will be integrated and what responsibility will be the vendors for the integration (i.e. API creation, data strategy, etc.)
- A66: None.
- Q67: Is user training included in scope?
- A67: Yes, just for our web management team.
- Q68: Where will the site be hosted? Is setting up the environment in scope?
- A68: Hosted on-site.

- Q69: Can you share how many vendors are participating in this RFP?
A69: We will not know how many vendors will be participating until the responses are received.
- Q70: How many Sitecore licenses are there for PROD and non-PROD environments?
A70: One Sitecore license, 10 concurrent users.
- Q71: Do you have examples of any sites you'd like to emulate - not necessarily the entire site, but maybe something the site does very well (doesn't have to be a direct competitor)? Also, from a business perspective, who do you consider your top competitors in the state/region?
A71: Raritan Valley Community College and Howard Community College are appealing sites. The Community Colleges of Baltimore County, Cecil College, and Towson State are other Colleges in our market area.
- Q72: The RFP states that web design will be done concurrently with a rebranding. Branding is a foundational component of a website's look and feel. What is the expected completion date for the rebranding work insofar as it will impact the website design?
A72: Rebranding will be available July 2017.
- Q73: Are the assets and functionality that reside under "ww2.harford.edu" within the scope of this project? For example:
- <http://ww2.harford.edu/CMS/OnlineForms/Admissions/Tour-Request.asp>
 - <http://www2.harford.edu/CMS/OnlineForms/Alumni/reconnect.asp>
 - <http://ww2.harford.edu/HR/JobsFolder/119-2017.asp>
 - <http://ww2.harford.edu/HCC/Student/changepass.asp>
 - <http://ww2.harford.edu/CMS/Procurement/overviewBidResults.asp>
 - http://ww2.harford.edu/CMS/Schedule/CR_CourseMenu.asp
 - <http://ww2.harford.edu/Catalog/>
 - http://ww2.harford.edu/Catalog/OnlineCatalog/Program_Preview.asp?ID=717
- A73: No.
- Q74: Is the content currently under "faculty.harford.edu" within the scope of this project? For example:
- <http://faculty.harford.edu/CMS/directory/Directory.asp>
 - <http://faculty.harford.edu/faculty/MHarris/>
- A74: No.
- Q75: Beyond linking to other websites, are any 3rd party system integrations with Sitecore required?
A75: No.
- Q76: Do we have to include all the 3,771 "Pages", with 13 broken links? We have included a detailed site map in the attached excel file. Functionality list that we found is as:
- a) On site search
 - b) Social media share
 - c) Slide shows
 - d) Online application (Not sure if this is part of the site or scope:
https://ssb.harford.edu/pls/prod/bwskalog.P_DisplLoginNon)

- e) Academic calendar is a separate file/list:
http://ww2.harford.edu/Catalog/academic_calendar.asp
- f) They also have a college calendar, which is powered by Google Cal:
<https://www.harford.edu/about/calendar.aspx>
- g) College catalog is also a separate file/list: <http://ww2.harford.edu/Catalog/>
- h) Credit schedule of classes system, looks complicated:
http://ww2.harford.edu/CMS/Schedule/CR_CourseMenu.asp
- i) Job board: <http://www.harford.edu/job-seekers/career-opportunities.aspx>
- j) Library has an enhanced system, including chat live, call or text, and email. Also can search the library catalog from the website: <https://www.harford.edu/academics/library.aspx>
- k) Lots of forms like this one: <http://ww2.harford.edu/CMS/OnlineForms/Admissions/Tour-Request.asp>

A76: No. (*You can skip the broken links.*) None of the functional items listed in Q76 should be included in the scope of the project. They will all be handled by HCC. We expect the current number of pages to be reduced, and static content will be migrated from the current website with no more than about 10% of pages to be handled by the vendor.

Q77: As we read from the addendum website redesign svcs2017add1.pdf states that university has already purchased the Sitecore server so we don't need to add the cost of the licenses first year or license renewal cost in our quote?

A77: Correct.

Q78: How many Years of Maintenance is expected from us?

A78: One year of support.

Q79: Do the university require some onsite Training or it can be imparted using digital tools like Goto Meeting or Skype?

A79: On site.

Q80: Do we need to rewrite the content and do we have to upload the content or we can share the training and basic review guide to the University Admin Team?

A80: No, you do not need to rewrite content. Training will be provided to core website admin team.

Q81: Are there are any specific requirements apart from documentation, basic User Guide and code commenting?

A81: No.

Q82: Regarding the Site Core requirements for the website redesign bid. Should we budget the cost into our bid or would Harford Community College pick up the cost?

A82: No, HCC already has Sitecore license.

Q83: What institutions does Harford Community College consider to be its main competitors/peer institutions?

A83: See Q71.

Q84: To what degree do you envision the website's content (i.e. written, photographic, etc.) will need to change in order to better serve your audiences?

A84: HCC will provide content and photography.

Q85: The RFP speaks to architecture, design and development but doesn't mention content development. Will the selected vendor be responsible for any content development (written, photos, videos, etc.)?

A85: No.

Q86: Page 11 of the RFP mentions a rebranding project. So that we don't propose to "recreate" any of the work that's already being done, could the college provide an overview of the scope of the rebrand?

A86: Yes, will be provided to selected vendor.

Q87: Following the rebrand effort, will the college have documentation regarding brand or content guidelines or any kind of style guide (e.g. a web style guide) which clearly defines elements such as visual marks, typefaces, color palette, photography treatments, etc.)?

A87: Yes.

Q88: Will the college entertain proposals in the \$250,000 to \$300,000 range if the proposal includes all the requirements in the RFP? If the college does not have this budget available, are there certain components of the scope you feel are lower priority (e.g. user testing)?

A88: All proposals will be reviewed. Vendors can provide line-items budgets if certain components of work to be performed are believed to be optional. Recommendations on ways to reduce expense are welcome.

Q89: Will the college's internal resources be responsible for the actual content migration (i.e. moving content from the current site into the new templates)? Or, should vendors include the cost of content migration in our proposals? If yes to the latter, how many pages of content should we assume?

A89: Migration will be a combined effort. Would like vendor to be able to migrate at least 10% of site. (Note, the site has over 2,000 pages).

Q90: The RFP mentions creating design templates for the homepage and 3 tiers of subsequent subpages. Are there particular page layouts which the college would like to see delivered (e.g. program page, staff directory page, etc.)? If yes, can the college provide vendors with a list of these required layouts?

A90: Branding guidelines will be provided to assist in determining design and format.

Q91: From our experience architecting, designing and implementing community college websites, the 6-month timeline is extremely aggressive for a fully implemented and migrated website. Would the college entertain proposals with a 10-12 month timeline?

A91: Yes.

Q92: For timeline purposes, when exactly do you expect that the visual elements of the rebrand will be finalized?

A92: July 2017.

- Q93: When was the college's most recent redesign? Could you share the name of the vendor who performed the work? In what ways is the current site not meeting your needs?
- A93: The current site was designed and launched in 2012/2013 with support from Digital Wave. We want to refresh our online presence in concordance with new brand guidelines, improve mobile functionality, and overall user experience for students.
- Q94: Are milestone dates, or other information available on when rebranding assets should be available to the vendor for use in the website's new designs?
- A94: July 2017.
- Q95: Please confirm the shipping address/recipient for proposal submissions.
Harford Community College
% Kelly Ryan, Director for Procurement
401 Thomas Run Road
Hickory Center Building room 132
Bel Air Maryland 21015
Phone: 443-412-2416
- A95: This address is correct.
- Q96: RFP Reference Section 1.4 Page 3, "Each bid must be submitted in a securely sealed envelope, prominently marked with the number and title of the bid, the date and time of its opening, and the name of the bidder." Is the date and time of its opening referencing the date the RFP opened, or the date the college opens the sealed envelope from the bidder?
- A96: The date and time of its opening refers to the due date for receipt of responses.

END ADDENDUM 2

April 7, 2017

Procurement Office

Harford Community College
401 Thomas Run Road
Bel Air Maryland 21015

RFP 17P-008 WEBSITE REDESIGN-REVISED

All proposals must be fully and properly executed, securely sealed, and marked with the number and title of the bid and the date and time of its opening. Envelopes shall be addressed to the Procurement Office at the address above (See Instructions to Bidders)

Proposals must be received in the Procurement Office located in the Hickory Center building, room 132, at the College **not later than 12:00 noon Tuesday, April 18, 2017.**

To be considered responsive, each bid submitted must, at a minimum, include the following documents:

1. Proposal form, completed and signed;
2. Non-Collusion Certificate, completed and signed;
3. References, on the form provided;
4. Complete proposal including response to specifications and requirements;
5. Company profile response to paragraph 11 page 12;
6. Bidders may attach additional pages to delineate pricing.

PROPOSAL OF: _____ DATE _____
 (Firm Name)

In accordance with the foregoing Instructions, General and Supplementary Terms and Conditions, and Specifications, including Addenda No. _____, _____, _____, _____, and _____ thereto, I/we submit the following for evaluation:

1. LUMP SUM PRICE
 - 1.1 Website re-design services in accordance with the specifications herein

_____ \$ _____
 Words Figures

2. Time for Completion
 Confirm that the project shall be completed no later than January 31, 2018 _____ Initial here

3. EXECUTION: The undersigned, duly authorized to bind the named firm, agrees, upon receipt of written notice of acceptance of this proposal within sixty (60) calendar days after its opening to execute the contract in accordance with the proposal as accepted, and to render a certificate of insurance within ten (10) calendar days after notification of award.

Firm	Authorized Signature
Street Address	Typed/Printed Name
City, State, Zip	Title

Telephone

Email

If a corporation, place corporate seal beside signature above and state:

Name of president: _____

Name of secretary: _____

Under laws of what state incorporated: _____

Minority Business Certification: (Please check one)

MBE WBE Not applicable