

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

RFP 19P-003 WEBSITE REDESIGN

Addendum 2

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

1. The proposal submission date has been changed to:
12:00 noon Thursday, January 17, 2019

2. Cover sheet, fifth paragraph **CHANGE to read:**
One (1) original signed complete hard copy and one (1) complete electronic copy of the proposal package shall be submitted **no later than 12:00 noon on Thursday, January 17, 2019**. The hard copy shall be delivered to the Procurement Office, located in the Hickory Center building, room 132 on the College's campus (address above). The electronic copy shall be emailed to bbertier@harford.edu. Fax submissions will not be accepted.

3. Page 9, paragraph 4.12.1 **CHANGE to read:**
One (1) original signed complete hard copy and one (1) complete electronic copy of the proposal package shall be submitted **no later than 12:00 noon on Thursday, January 17, 2019**. The hard copy shall be delivered to the Procurement Office, located in the Hickory Center building, room 132 on the College's campus (address above). The electronic copy shall be emailed to bbertier@harford.edu. Fax submissions will not be accepted.

4. **ADD** the following:
All Pricing shall be submitted on the Price Proposal form included in the RFP as **a separate document** from the Technical Proposal. Bidders may include additional pages to delineate pricing.

Technical proposal submittal shall include the following documents: (1) Bidder's complete response to the RFP specifications and requirements; (2) Non-Collusion Certificate completed and signed; (3) Company profile response; (4) References on the sheet provided.

NOTE: **No pricing information should be included in the Technical Proposal.**

QUESTIONS AND ANSWERS

- Q1. You requested that the company have extensive experience with other education institutions, is there an exception for this? We do not have extensive experience in this but do have an excellent solution available for your organization.
- A1. Experience in higher-education is preferred; however, all properly submitted submissions will be evaluated and considered.
- Q2. We noticed that <https://blackboard.harford.edu> is an exact replica of the regular site, will this be a link to the blackboard system going forward?
- A2. Submissions only need to address www.harford.edu.
- Q3. We also noticed that ww2.harford.edu housed some pages but not others; can you tell us why there is a separate set of pages/database and whether this need is to continue going forward?
- A3. The current website was originally designed and deployed in 2012 and has complimentary support from other systems. For the purpose of this RFP, submissions only need to address www.harford.edu.
- Q4. You mentioned 10% of the pages being moved over. How will this be determined and how will it be communicated to the winning bidder? Will there be a new content that will be provided for the new site?
- A4. The vendor is to assist the migration process to have the site generally ready for initial launch and testing. It's 10% of the expected new site so the college has a good understanding of how the site flows and the pages work together. The College is currently auditing existing content and will provide new content as it becomes available.
- Q5. Do you have a date when you will be responding to questions?
- A5. Shortly after the January 2nd deadline.
- Q6. What is the physical address to which the proposals should be sent? (See above for change in submittal requirements).
- A6. Harford Community College, Attn: Procurement Office, 401 Thomas Run Road, Bel Air MD 21015
- Q7. What is your current licensing structure for Sitecore? Do you have a perpetual or a consumption license?
- A7. Perpetual License for 10 concurrent users. (No limit to number of user accounts)
- Q8. What version of Sitecore are you currently running?
- A8. Sitecore 6.6.0 (rev. 140410); .NET Framework 4.0
- Q9. Do you have Sitecore certified developers on staff?
- A9. Yes, one full-time employee.

- Q10 Are you currently using Sitecore personalization and running personalization rules? If so, what elements of the site are you personalizing?
- A10 **No, we do not currently run personalization.**
- Q11 Do you have a current or planned taxonomy structure and mapping to drive dynamic content based on predictive analytics?
- A11 **No, not at this time.**
- Q12 Directories- You reference migrating content from directories, what directories are in scope? What is the volume of content in each directory? What search and functionality is required for each directory?
- A12 **We are referring to folders on the website holding pdf files and other content as directories. No special search functionality required for this item.**
- Q13 You note that you will be providing all content, but will you want your selected partner to provide content strategy?
- A13 **Yes. We will work together to best incorporate the College's new branding strategy. We are looking for the vendor to provide content strategy and best practices.**
- Q14 How extensive are your brand guidelines?
- A14 **A copy of the branding guidelines will be uploaded to the procurement sites.**
- Q15 Do your forms feed a CRM? Which one?
- A15 **No, not at this time.**
- Q16 Could you expand on the goals for each of the audiences you have outlined? For example, we can surmise you would like to increase enrollment of prospective students. How about current students and alumni?
- A16 **Yes, enrollment is the top priority. Also, we would like to retain current students and develop a better alumni relationship plan and donor prospects.**
- Q17 Are the libraries, OWLNET or APGFCU Arena part of the website redesign? Are there any other sites or subdomain that should be included or excluded?
- A17 **The library is a subcomponent of the overall website and will be part of the redesign. Harford Athletics, the Bookstore, OwlNet and APGFCU arena are separate websites and not part of this RFP.**
- Q18 The RFP mentions social media and events as a single item. Do you intend to publish events on social media and then embed them onto the home page? Or is the expectation to have a dedicated calendar of events system within the CMS?
- A18 **Social Media and Calendars features should be addressed as separate items. [MB]**
- Q19 Predictive analytics- is the expectation to provide personalization based on past visits, geographic location, ad campaign or some other observation?
- A19 **Not a requirement of the new site but this would be a good option. This can be presented as an add-on option to the proposal.**

- Q20 For the alert box, do you have a preference for a slide-down box (placed above the header) and/or a pop-up window?
A20 No preference on design. Options for both would be appreciated.
- Q21 For the migration of the 200 or so pages, widgets and documents – is the vendor responsible for remediating accessibility and SEO issues with the content that may arise?
A21 Addressing accessibility and SEO issues will be a combined effort. The new design and user interface should limit (potential) future issues from being published.
- Q22 Will you require migration services?
A22 Existing content is being reviewed and new content created; however, some migration is expected to assist in preparing the site for launch. [MB]
- Q23 Will the entire .edu domain need to be migrated?
A23 No. See A22 above
- Q24 Are the parts of the site that will not be migrated?
A24 See A22 above
- Q25 Are there additional domains that need to be migrated?
A25 No.
- Q26 In regards to migration, how many different page layouts do you have on your current site?
A26 Three.
- Q27 What form of data export is available from your current CMS setup?
A27 None.
- Q28 How many people are on your web team?
A28 The College has two primary administrators on the web team, a full-time Developer and a full-time Content Manager. There are also page managers throughout the College that provide content for individual pages/sections of the site. Additional copy and graphic resources are available through the Communications department.
- Q29 How many individuals at your institution will need to use the CMS?
A29 5-10 Concurrent users with account availability for up to 25 users.
- Q30 Who makes the final CMS decision and how is it made?
A30 An initial review of CMS options will be performed by this RFP review committee. A list of the CMS options and recommendations will then be presented to the Digital Communications Advisory Committee for review. Their recommendation will be present to the College's Executive Leadership Team for final review and approval.
- Q31 What is the established budget for this project?
A31 Budget information is not available.

- Q32 In regards to 8.7 Deliverables subsection #6, you mention migrate all content, existing forms, directories, calculators, PDF's and metadata to the new site. Please elaborate on what is expected.
- A32 This will be addressed case-by-case. The vendor will be asked to migrate the necessary content and supporting widgets to launch of the new site. The college understands that new applications may replace existing widgets—removing the need for migration.
- Q33 Can a proposal submission come as a joint venture between two agencies? If so, are there any specific ways you wish to see details outlined for each firm?
- A33 Yes. If awarded to a joint venture, then vendors must clearly identify roles and responsibilities.
- Q34 Is there an openness to a platform and CMS that isn't Sitecore?
- A34 Yes.
- A35 Why was the original RFP 17P-008 for website redesign (originally published in March 2017) cancelled?
- A35 The College wanted to have our new branding developed and in place before proceeding with the website redesign.
- Q36 Please provide budget or budget range for the redesign.
- A36 See A31 above.
- Q37 How many sites and pages are included within the scope of this project? In regards to sites, can you please provide all URLs?
- A37 The only site is www.harford.edu. The number of pages is still to be determined but it will not be the full existing site.
- Q38 How many firms received this RFP?
- A38 The solicitation was posted on Emaryland Marketplace which reaches out to as many firms that are registered in the category.
- Q39 Section 1.12.3 – Please elaborate on the expectation for vendor travel to HCC.
- A39 The College is located in Bel Air, Maryland. The expectation is that the vendor will be able to visit the college as needed for meetings and trainings.
- Q40 Section 8.4.4 Brand Consistency
- a. What is the status of the brand project?
- b. Have brand standards and style guides been completed?
- A40 a. The branding process is complete.
- b. The brand style guide will be posted as a separate document on EMM and the College's bid board.
- Q41 Section 8.4.5 Graphic Design- Please expand on the 3 tires of templates required beyond the Home Page.
- a. What are the other page templates?
- b. Do you want 2 landing pages and an Interior Page?
- c. Are you expecting a Faculty Directory and Detail Page?

- d. Are you expecting a News Listing and Detail Page?
e. What about Program and Listing Pages?
f. Are you expecting a Calendar?
- A41 a. Homepage, Section Page, Landing Page, News Page
b. 2 landing pages; 2 detail pages would be ideal.
c. Yes.
d. Yes. News Releases would be a 3T Page [MB]
e. No. You do not need to address programs and listings.
f. We currently use Google Calendar; however, would be interested in best practices and other tools as recommended by the vendor.
- Q42 Will there be any third-party integration required on the new site? If so, please name those third-party elements.
- A42 Yes, the college uses 3rd party systems and integration needs will be determined case-by-case.
- Q43 Section 8.4.8 CMS
- a. Please explain or expand on the commitment level to Sitecore.
b. During the Q&A responses to the previous RFP, the HCC response was “Yes, we have purchased and are committed to Sitecore”. What has changed over the last 1-1/2 years?
c. Do you have a preference for a commercial CMS or open source CMS?
- A43 a. We are satisfied with Sitecore but willing to consider other CMS options. [MB]
b. Nothing.
c. No preference to CMS.
- Q44 Section 8.4.9 Hosting
- a. Are you talking about the Production web server only? Or CMS also?
b. If you are referring to the web server, can you provide some detail on the following:
i. Will this be a Linux or Windows box?
ii. Will you want to have direct access to the server?
iii. Will this server require a database to support any transactional applications?
iv. If yes, what technology is the database (MySQL, Oracle, SQL server) and version?
v. Are there any other applications running on the server?
vi. How much disk space is your current site using?
vii. How much bandwidth do you utilize per month?
viii. How much RAM is required?
ix. How many CPU’s are required?
- A44 a. Yes.
b. i. If local, it will be Windows.
ii. Not if hosted remotely.
iii. The CMS will determine this requirement.
iv. We currently use SQL server, but this will ultimately be dependent of NEW hosting environment.
v. Only if directly related to the sites operations.
vi. Very little, all content is currently driven by the database.
vii. The site receives nearly 60,000 visitors to the homepage each month.

- viii. Will work with vendor to meet needs and best practices.
- ix. Will work with vendor to meet needs and best practices.

- Q45 Section 8.4.14 Please confirm the number of pages of content that you are expecting the vendor to migrate to the new site. You indicate a minimum of 10%. Is it fair to assume 200-500 pages?
- A45 Yes. 10% (approximately 200) is to get the site ready for launch. Many existing pages on the site may be minimized, removed, etc.; a hard-count number is not possible at this time.
- Q46 There does not seem to be any discovery or research as part of the scope of requirements; do you have research that was already conducted as part of the branding project? If so, what sort of research was done?
- A46 Simpson Scarborough conducted market research in 2015; findings from this survey will be used.
- Q47 Section 8.7.6 This requirement to migrate all content seems to conflict with the content migration requirements in 8.4.14. Please clarify the expectations.
- A47 Some content will be migrated; new content will also need to be created.
- Q48 Section 8.9.1 Have the brand guidelines already been built?
- A48 See A40b above.
- Q49 Section 8.13.1 If the vendor is proposing a different CMS than Sitecore, I am assuming that the requirement to install Sitecore's native analytics is not necessary?
- A49 Correct.
- Q50 Section 8.4.13 What social media sharing/integration tools or third party services will the new site utilize for this functionality? Could you expand on Item 2 "Events shall be integrated on pages with users able to click for more information and register"? Would functionality utilize third-party plugin/software?
- A50 See A42 above
- Q51 Section 8.4.3 RFP mentions several "online engagement tools". Will these tools need to be included in the scope of this project or will the site link to pre-existing tools? If so, please name which ones are to be included and the requirements for each.
- A51 Active interface for social media sites: Facebook, Twitter, Instagram, SmugMug, LinkedIn, YouTube
- Q52 Section 8.4.5 RFP mentions designs for homepage and 3 additional templates will be required. Could you list those templates along with any others that may be needed within the scope of this project?
- A52 See A41 above
- Q53 Section 8.4.15 Please elaborate on your expectations for Predictive Analytics and whether this section is a requirement or an interest.
- A53 Active Interest. Would look to vendor to provide best practice guidelines.

- Q54 Section 8.4.17 This can be accomplished with separate “print” styles within the CSS of the site. Would this be an acceptable solution?
A54 Yes.
- Q55 When was the site last designed? Was that an internal or external effort? If external, is that agency or partner also bidding on this project?
A55 The current site was designed and launched 2012-2013. A combined team of vendors, committees, and internal resources worked to determine the layout of the new site. We will not know who will be bidding on the project until the submittals are received.
- Q56 When did you last complete a content audit? What were the results?
A56 An audit was completed in 2011 when the website was last designed.
- Q57 How many pages/stories do you anticipate needing help writing?
A57 Approximately 200.
- Q58 Which institutions do you compete with on a regular basis?
A58 Towson University, CCBC and University of Maryland
- Q59 Which websites (both inside and outside of higher education) do you look to for inspiration?
A59 Montgomery College in Maryland
- Q60 Please tell us about the team that will be managing the site long term – titles and roles.
A60 The Communications Team will have long-term oversight. Director for Communications, Manager for Web and Digital Media (main oversight), Assistant Director for Marketing (from an enrollment perspective) and Assistant Director for Public Relations (from a PR perspective).
- Q61 Which office currently owns the academic program pages?
A61 Academic Affairs
- Q62 What governance policies are currently in place? What’s working? What isn’t? What gaps would you like to address in revisiting governance through this project?
A62 A Digital Communications Advisory Committee was just formed to oversee all communications. Practices for website will be revisited as new site is designed. College will look to vendor to provide best practice guidelines as well.
- Q63 What issues are you encountering with the current CMS- biggest pain points?
A63 Maintenance and Training of CMS and web standards.
- Q64 Do you have a preference to use an open source or commercial CMS moving forward?
A64 See A43c above
- Q65 What team will we be working with on this project?
A65 A website implementation task force has been formed to work on this project. This team is led by the Director for Communications and the Manager for Web and Digital Media. The team is comprised of a cross-section of College employees. Content Managers will also be assigned to train on using the new site and update pages.

- Q66 What key drivers are determining your timeline?
A66 There are no specific milestones driving the timeline. We want a comprehensive, professional site created within a reasonable timeline. We feel nine to twelve months should be reasonable.
- Q67 How many agencies did you send the RFP to proactively?
A67 The solicitation was posted on Emaryland Marketplace site and can reach as many firms that are registered in the category.
- Q68 Do you have a preference of working with a local agency?
A68 See section 8.12.2
- Q69 Who are the decision-makers for awarding this project?
A69 The evaluation committee makes a recommendation of award to the College's Board of Trustees.
- Q70 What is your anticipated budget for this project?
A70 See A31 above.
- Q71 If awarded, are you able to provide us with a digital document that specifically outlines HCC's visual identity and brand standards?
A71 Yes.
- Q72 Under *Certificate of Insurance* (3.1.2) it states that Certificates of Insurance must be provided "before beginning work.". Does this document need to be included with the secured, or after bidder has been selected?
A72 The Certificate of Insurance is only required of the bidder awarded the contract for the services.
- Q73 Each of our websites are built custom to the needs of individual customers---we do not utilize pre-designed templates or themes. In reference to the *Graphic Design* section of *Product Specifications* (8.4), what could we provide you as sufficient alternative to the "graphic design templates for the homepage and 3 tiers of subsequent subpages"?
A73 This site will have many people supporting various sections and pages. Having basic (locked) design in place to protect continuity and accessibility is a critical component.
- Q74 Under the *Content Management System (CMS)* section of the *Product Specifications* (8.4), it states "CMS must have built-in accessibility compliance testing". We include WCAG 2.1 AA compliance in the initial website design and development, however, a compliance test is not something that we currently have available within our CMS. Alternatively, we offer monthly/quarterly website scans and updates to maintain WCAG conformance. These maintenance plans include a monthly compliance report, sent to you via email, to identify areas that must be updated in order to maintain conformance. Would you consider this an acceptable alternative to a compliance testing component built into the CMS?
A74 Yes.
- Q75 In reference to the *Social Media/Event Integration* section of *Product Specifications* (8.4) would you provide a clearer picture on how you and your stakeholders would like to see these six

- social media platforms (Facebook, Twitter, Instagram, Snapchat, Smug Mug and LinkedIn) incorporated into the new website?
- A75 **See A51 above**
- Q76 Under the *Content* section of *Product Specifications* (8.4), it states that a minimum of 10% of the 2000 existing web pages will be brought over to the new site. Has HCC already determined which pages those are, or approximately how many? If so, please specify,
- A76 **No.**
- Q77 For the *Alert Box* section under *Product Specifications* (8.4) do you have an example of this or where you might have seen it before?
- A77 **No. Looking for a vendor to recommend.**
- Q78 In reference to the *Live Chat Integration* section under *Product Specifications* (8.4), the most cost-effective solution would be to integrate HCC's selected third-party provider for this live chat feature. Do you have a provided selected? If not, we typically recommend ChatBeacon and LivePerson.
- A78 **We do not.**
- Q79 Under *Training* (8.11), it states "the vendor shall provide on-site training". Since we are located in Iowa, would a screen-share training with your web management team be acceptable? We utilize a conference call software that allows the capability to host live digital meetings and screen-share demonstrations. This would allow each member of your team to participate in the training while still having the ability to communicate live and directly with our host.
- A79 **We prefer initial training in person.**
- Q80 In regards to the second section of *Maintenance/Support* (8.12) our team would not be able to fulfill "meetings on campus within one (1) business day". After the launch of your new website, you will have a dedicated Account Representative to serve as a direct point of contact. We also have an in-house Customer Care Team to service all customer inquiries during regular business hours (Monday thru Friday 8 am-5 pm CST). Our Customer Care email account is monitored by a least one member of our team at all times during the regular business day. Between the Account Representative and our Customer Care Team, we will have the capacity to meet your commutation response time, as well as schedule and coordinate conference all meetings within one business day. Is this an acceptable compromise?
- A80 **Yes.**
- Q81 What is the currently technology stack HCC uses?
- A81 **See 44 b. iv. above**
- Q82 Why was RFP 17P-008 Website Redesign cancelled?
- A82 **See A35 above**
- Q83 What vendors have shown interest in the proposal?
- A83 **See A38 above**
- Q84 Who is the current incumbent?

- A84 N/A
- Q85 Who currently manages the HCC website?
A85 Manager for Digital Communications—the webmaster.
- Q86 What is HCC’s vision for the website refresh?
A86 The goal for the redesigned website is a contemporary website that follows the latest trends and styles for website design. The website is our number one marketing tool and the main purpose is enrollment/recruitment.
- Q87 Has HCC received a proposal for the website redesign within the last six months?
A87 No
- Q88 What is HCC’s vision for the school and the surrounding community for the next 5 years?
A88 We are actively working to become the college of the future, a learner-centered and data-informed institution that can adapt to the ever-evolving needs of the community we serve. We have renewed our commitment to student success by joining the Achieving the Dream consortium, which works to close the achievement gap and increase student retention and completion. We are also developing a strategic plan that will go into effect on July 1, 2019 and guide our institution for the next five years.
- Q89 What are the top educational courses taken at HCC?
A89 Top programs of study are Nursing, Business Administration, Psychology and Biology.
- Q90 What does HCC want their website to be known for?
A90 See A86 above.
- Q91 What is HCC known for?
A91 HCC is the anchor institution for higher education in Harford County. We are an open access institution offering more than 80 programs of study. The College offers lifelong educational opportunities, is the center for cultural enrichment and offers recreational opportunities for the community.
- Q92 Is HCC looking to contract a team that is full time dedicated to HCC?
A92 No
- Q93 Is there an assigned copywriter for the project?
A93 No
- Q94 What is HCC’s expected budget for the Website Redesign?
A94 See A31 above
- Q95 What 3rd party tools/plugins are currently integrated into the HCC site?
A95 A minor number of tools are currently used. Looking for vendor to provide recommendations on cases-by-case basis for what is newly developed and what is migrated over.
- Q96 Is HCC open to vendors partnering in the event they see a great opportunity?
A96 Yes

- Q97 Is HCC open to the idea of splitting the contract in the event they find two vendors that meet the criteria however both have equal strengths that play well to the vision of HCC?
A97 HCC wants to contract with one main vendor. Should that vendor decide to partner with another firm, there should be one main point of contact for both firms.
- Q98 When was the last Website refresh?
A98 The full website was designed in 2012. The site was updated with the new brand in 2018; however, the architecture was not affected at that time.
- A99 Does HCC prefer to work with a SBE/DBE? Minority Small Business?
A99 No preference.
- Q100 What vendors is HCC currently talking to in regards to the website redesign?
A100 The purpose of this RFP is to determine a vendor which would be able to provide the necessary experience and service to refresh the College's website.
- Q101 Will there be a pre-bid meeting for this proposal or has it already happened?
A101 No pre-bid meeting has been or will be held.
- Q102 What is the largest priority for HCC in regards to the website re-design?
A102 See A86 above
- Q103 How many stakeholders will there be for this project?
A103 Several, the site is our number one marketing tool and must be resourceful and intuitive for students, the community, donors, future employees, etc.
- Q104 Has a Product Owner been identified?
A104 See A65 above
- Q105 Does HCC require that the entire vendor team be expected to attend meetings or only the key personnel?
A105 Key personnel
- Q106 How many monthly visitors does HCC get to the main website?
A106 In 2018, the site averaged 354,209 page views per/month (4,250,514 per/year).
- Q107 Will the HCC IT team be able to provide the development team with the proper development (Lower & Upper) environments?
A107 Yes.
- Q108 What security monitoring tools does HCC IT staff use?
A108 Will be shared with winning vendor.
- Q109 What are the top 3 visited pages?

- A109 Homepage, continuing education, academics.
- Q110 Is HCC providing high quality photos that the vendor can use on the website?
A110 HCC will provide photography
- Q111 Does HCC desire the vendor to take photos to use throughout the website redesign?
A111 See A110 above
- Q112 Is HCC aware that the redesign and development project may take over 1 year at no fault of the vendor (due to the size of site over 2000 pages, time to transfer data into new design, development lifecycle)? In the event it does is HCC open to adding a modification to continue services with the vendor?
A112 HCC is aware that the project may take longer, but expects that the project will not be placed on hold nor held up due to the vendor having other competing projects.
- Q113 Information Architecture: One a proposed Information Architecture (IA) has been developed who has to approve the final IA before the vendor can continue development? Or does it have to pass through multiple departments for approval? Will each department need approve the IA?
A113 The Website Implementation Task Force
- Q114 Brand Consistency: Does HCC have a brand style guide and will it be provided to the vendor?
A114 Yes
- Q115 Usability Testing: Will HCC provide the users for vendor to test? Have all primary stakeholders been identified? What are their current roles?
A115 HCC will provide users for testing. A website implementation task force has been formed to oversee the project. The members and their roles will be identified during vendor interviews.
- Q116 Hosting: What hosting providers other than the hosting internally has HCC looked into or is interested in? Is HCC open to exploring the best hosting providers for the chosen CMS? Does the internal HCC internal network allow for the vendor to setup various development environments?
A116 We are looking for vendor recommendations for hosting. Yes, we are opening to exploring new hosting and CMS solutions. Yes, we can setup internal space to create development environments.
- Q117 Browser Platforms: Designing/Developing for a 1280x800 screen defeats the purpose of a responsive website as it becomes a requirement that allows a vendor to not develop for a screen resolution higher than 1280x800. Example 1920x1080. Will HCC propose rewording section to read: "The website should be fully responsive and compatible with the industry standard top mobile, table and desktop devices. Browser compatibility Internet Explorer (v.11 or greater) Mozilla Firefox, Safari, Opera and Chrome."
A117 Yes.

- Q118 Predictive Analytics: Does Sitecore currently offer this functionality for HCC? Has HCC researched 3rd party tools/vendors that provide this functionality? Has HCC invested in a/b testing functionality in the past?
- A118 See A19 above
- Q119 Translation: What languages does the site need to translate into? Will any staff personnel be made available to proof check the translation? Or will the College adopt the default functionality of the 3rd party tool (Google Translate or other tool)?
- A119 Vendor to provide recommendations.
- Q120 Form Creation/Collection Tool: What tool is HCC currently using to manage and create forms? How does HCC collect the form data? Do multiple users need the ability to create and manage their own forms? If so, about how many users does the vendor need to plan for? Is HCC staff currently satisfied with the current form creation tool?
- A120 We currently have some internal forms available directly through the CMS; vendor to provide recommendations.
- Q121 Live Chat Integration: Is HCC currently using a 3rd party live chat tool? Is the vendor expected to pay for the 3rd party tool or will HCC manage all subscriptions?
- A121 HCC does not currently use a 3rd party live chat on its main website. The College will manage the subscriptions for that.
- Q122 Deliverables: In 8.4 Project Specifications it states, "The vendor will be expected to bring over 10% of the pages at a minimum. However, 8.7.6 states "Vendor will migrate all content, existing forms, directories, calculators, PDF's and metadata". Does 8.7.6 supersede the statement in 8.4?
- A122 Some of the pages will be migrated; however, 10% will need to be rewritten and we would look to the vendor to do this.
- Q123 Deliverables: Is it expected that the vendor will migrate 10% = 200 estimated pages? In the event that existing forms, calculators, pdfs are not able to be converted to the new site due to compatibility issues, coding languages will HCC be open to the vendor identifying those artifacts and discussing an alternative solution during the project? Approximately how many PDFs will be transferred? Who manages/uploads the PDFs? Are they updated regularly? Are PDFs linked in various areas of the site? Please identify the forms and calculators that are mandatory to the HCC site.
- A123 Yes, vendor to assist with migration. PDFs will be resolved on case-by-case basis.
- Q124 Third Party Applications: Could HCC list out all third party applications and websites currently integrated into the HCC website.
- A124 List will be provided to the awarded vendor.
- Q125 Training: Are there any 3rd party tools/services HCC is interested in using that have not been currently implemented? Please list various roles that currently exist on HCC website. How many users will need to be trained to manage and use the HCC website? Are all users HCC staff?
- A125 Training for administrators and content area managers will need to be provided. Up to 25 people.

- Q126 Maintenance/Support: Who will provide network support for HCC? In the event that HCC moves away from Sitecore or other hosting provider, will the vendor be expected to provide network support or will the designated HCC staff personnel?
- A126 **Any internal needs will be maintained by the College; external hosting would require vendor support.**
- Q127 Analytics: In the event HCC moves away from Sitecore is HCC interested in other 3rd party analytic tools or subscription analytic software platforms if not provided from the selected CMS? What analytic tools has HCC looked into in the past or is interested in using?
- A127 **Vendor to provide recommendations. HCC is currently using Google products.**
- Q128 Customer References: In the event the vendor does not have client references in higher education, will clients in other industries be acceptable?
- A128 **Client references from higher education institutions are preferred.**
- Q129 Predictive Analytics: What does this mean to you? Do you have content to support a personalized experience for the five target audiences at launch? Do you have a short term content strategy and development timeline? Do you leverage any of these tools and strategies currently on your website? Do you have any data integrations with other HCC systems or data warehouses to drive predictive analytics?
- A129 **HCC does not currently use predictive analytics. We are looking for vendor to provide best practices for this enhancement to our site.**
- Q130 Sitecore: How long have you used it? What version are you on? Are you satisfied with it? Do you find it tool hard to use effectively and/or wish you had a simpler, less expensive CMS? Do you have development skills on staff to maintain the system? What is your team structure for using and maintaining the website?
- A130 **See A8 above**
- Q131 Bookstore: On what eComm service is this hosted? Will this stay the same or are you looking to bring it into a new consolidated platform?
- A131 **The bookstore will remain separate.**
- Q132 Third party sites: OwlMail, OwlNet, SOLAR - Who will be responsible for re-branding these with the new design?
- A132 **The College – none of these are included in this RFP**
- Q133 Integrations: There are no system integrations as part of this project? Careers system? Ticket purchasing for athletics? Alumni/donor management system? Library search? Study room reservations?
- A133 **Correct.**
- Q134 Calendars: Noticed the Fitness Center and Calendar of Events calendars are iframed in from a Google Calendar which isn't mobile optimized. Is the plan to develop a centralized calendar

- system? Will business lines like this one be asked to upgrade to a service that's mobile friendly?
Are there other examples of this within the website?
- A134 **Vendor to provide recommendations.**
- Q135 Campus Map: Any interest in developing an interactive campus map?
- A135 **Yes**
- Q136 How many agencies are involved in the bidding process? Do you have a budget range for this project? Do you have a website development partner that you already work with?
- A136 **See A38 & A55 above. See A31 above.**
- Q137 Is there a preference to continue using Sitecore?
- A137 **HCC is happy with Sitecore; however, we will consider other CMS options.**
- Q138 What version of Sitecore is the College currently using?
- A138 **6.6.0**
- Q139 What is the current Sitecore licensing structure (i.e. how many servers is HCC licensed for?)
- A139 **See A7 above**
- Q140 Is HCC currently using any of Sitecore's native analytics features? If so, can you share insight into how these are used today?
- A140 **No, not at this time.**
- Q141 Can you share insight into the current hosting configuration? (i.e. number of servers, server specs, etc)
- A141 **Vendor to provide recommendations. We are looking for best practices, not current practices.**
- Q142 Can you share any analytics (i.e. average monthly page views, most visited pages etc.)?
- A142 **Google Analytics reported 4,250,514 page views in 2018, approximately 350,000/month.**
- Q143 Has the College engaged in any ongoing SEO initiatives including PPC and organic SEO? If so, can you share details into these programs?
- A143 **No, the College has not engaged in these initiatives.**
- Q144 Has HCC determined which pages will be migrated to the new site? If so, can you share this information?
- A144 **HCC has not identified these pages yet.**
- Q145 The RFP mentions incorporating a live chat tool into the new site? Has HCC identified any potential chat provider? How many staff members will manage the chat tool (i.e. be responding to chats?)
- A145 **HCC has not identified any providers. The chat would be an enhancement to our site so we would be looking to the website redesign vendor to provide us guidance and best practices.**
- Q146 Page 13 mentions migrating calculators, can you share more details on these calculators?
- A146 **This referred to the Net Price Calculator. (<http://www.harford.edu/student-services/paying-for-college.aspx>)**

- Q147 Can you share a copy of the existing style/brand standards?
A147 **Yes, it will be included as an attachment.**
- Q148 How many staff members will participate in the training?
A148 **Approximately 30- two or three super users and the rest content managers.**
- Q149 What do you currently like and dislike about the existing site?
A149 **Style is out of date, information not easy to find, and the search feature.**
- Q150 Are there any additional domains or sub domains that are included in this project?
A150 **No.**
- Q151 How many users have access to the CMS today?
A151 **We have over 100 user accounts, approximately 10-12 are actively using the system.**
- Q152 Can you describe any existing workflow capabilities?
A152 **Simple approval; users are able to make changes and submit to the webmaster who approves and then publishes pages.**
- Q153 Are you current leveraging Sitecore any personalization or more advanced marketing?
A153 **No. But would like to.**
- Q154 Is HCC open to revising the timeline outlined in the RFP?
A154 **In order to obtain the best possible product, HCC would consider revising the timeline if a new timeline could be justified.**
- Q155 Has HCC developed personas or will this work be included in the project?
A155 **HCC has developed some personas for a couple of enrollment projects.**
- Q156 Has HCC identified a budget or budget range for this project? If so, will that information be shared with vendors?
A156 **See A31 above**
- Q157 Are there any sites HCC likes the overall look and feel of or looks to for inspiration? If so , can you please share those sites?
A157 **Montgomery College in Maryland, Anne Arundel Community College has some features we also like.**
- Q158 Please provide how proposals will be weighted for each scoring criteria listed in Section 7.
A158 **We do not provide weights for scoring criteria to bidders.**
- Q159 Section 8.4 Project Specifications requires that a vendor provide graphic design templates for the homepage as well as three (3) tires of subsequent subpages.
a. When shall the vendor provide these?
b. How many design templates for the homepage?
A159 a. **Within 6-weeks from being awarded.**
b. **2**

- Q160 What is the Live Chat mechanism that HCC currently uses that is to be integrated with the new CMS?
A160 **HCC does not currently use a Chat mechanism.**
- Q161 Will HCC accept remote training?
A161 **No, training must be done at HCC**
- Q162 How many staff members are part of HCC's web management team and what is the level of expertise in working with CMS?
A162 **See A28 above**
- Q163 What features/functionalities of CMS are most valuable to HCC?
A163 **Tiered user management.**
- Q164 What features/functionalities of CMS would HCC prefer to stay away from?
A164 **Maintenance.**
- Q165 Please confirm whether HCC requires a price breakdown or one overall total price.
A165 **Price breakdown**
- Q166 Please confirm if the vendor is to specifically install Sitecore's Native Analytics or if an alternative tool will be accepted (i.e. Google Analytics).
A166 **Yes, if Sitecore is continued to be used.**
- Q167 Please provide additional information regarding the calendar for users to see all upcoming events.
A167 **We are currently using Google Calendar to display campus events.**
- Q168 is the 2000 page content including documents or is this only individual web pages?
A168 **Both.**
- Q169 What is the maximum number of pages HCC will keep for its new site?
A169 **No maximum.**
- Q170 Please clarify the number of designs expected at the First Draft Design concepts milestone.
A170 **Three**
- Q171 Is Digital Wave still the incumbent vendor and will they be bidding on this project? If not, why are you looking for a new vendor?
A171 **Digital Wave was the winning bidder from the last redesign. They are not considered an incumbent and we do not know if they will bid this time.**
- Q172 This RFP has been released a couple of times and canceled. Is there a specific reason for that?
A172 **See A35 above**

- Q173 Has the site been redesigned since 2012/2013?
A173 **No, it has been tweaked and the new HCC brand was incorporated in 2018.**
- Q174 There was significant budget spent last time around. Are you working with a similar budget this time around?
A174 **See A31 above**
- Q175 Does the College intend to continue using Sitecore? Have you found any deficiencies with it that may be addressed and overcome with a different solution?
A175 **The College is open to any CMS that will meet the needs as demonstrated by the RFP.**
- Q175 Is HCC open to multiple proposals/solutions from one vendor? (i.e. a proposal for remaining on Sitecore and a proposal for utilizing another platform).
A175 **Yes**
- Q176 Is project fully funded?
A176 **See A31 above**
- Q177 Reference 1.12.3 notes that “there may be meetings at the vendor’s location and HCC will not pay for travel expenses for HCC personnel or vendor’s personnel” while section 10 notes “Proposed pricing for each phase shall include all costs, expenses, including travel”. Will HCC allow travel costs to be included in vendor proposals?
A177 **Yes, any cost for travel shall be stated in the proposal submittal.**
- Q178 We see accessibility compliance is a high priority with this redesign. Is HCC currently using any 3rd party accessibility tools? Is so which? Does HCC have any sort of testing process already in place?
A178 **We are looking for accessibility to be a major component of the new site. We want vendor to recommend systems with proven record of performance with their systems.**
- Q179 In 8.4 item 3 you mention blogs. Do you currently have any HCC run blogs in place? Are you looking for true blog functionality with commenting and moderation functions?
Q179 **None at this time. Would like the flexibility.**
- Q180 In 8.4 item 8 you note that the current CMS is Sitecore, but you are open to bids from other CMS vendors.
a. Are you happy with Sitecore?
b. What challenges are you having with Sitecore?
c. What are your main pros with Sitecore?
d. Do you have in-house developers that assist in maintaining the CMS? If so, what is their experience with Sitecore (positive)? Do they prefer a .Net based solution?
e. Are you open to ongoing licensing fees? If so, what sort of yearly budget range could HCC reasonably plan for?
A180 a. **Yes but are open to new CMS.**
b. **Maintenance, Training**
c. **We have a lot of time invested in this CMS**
d. **Yes. We have one FT Sitecore Certified Developer**
e. **We currently have ongoing license with Sitecore**

- Q181 In section 8.4 item 14 you note that the vendor should expect to bring over 10% of the pages at a minimum. Later section 8.7 item 6 you request that all content be migrated. Are you looking for vendors to provide a price for 10% of the content or all of the content?
- A181 **See A4 above**
- Q182 In section 8.4 item 20 you mention integration of live chat. Is HCC currently using or planning to use a specific live chat tool?
- A182 **No, we currently do not have this functionality. We are looking for vendor to recommend platform and best practices.**
- Q183 For the ongoing support requested in Section 8.12 would HCC prefer a flat fixed fee (i.e. X hours per month, use it or lose it) or a Time & Expense (flat hourly fee, billed as used) support model?
- A183 **We would like to see our options for both if possible.**
- Q184 On page 12, number 15 “Predictive Analytics” Does this refer to Sitecore’s Experience Dashboard: <https://www.sitecore.com/products/sitecore-experience-platfore/customer-intelligence> ? Is HCC open to an equivalent feature set that is not Sitecore. If so, does HCC have a predictive analytics platform in mind that it would like to use?
- A184 **Yes, and we are open to equivalent systems.**
- Q185 Both WCAG 2.0 and WCAG 2.1 are referenced in the RFP, please clarify your preference.
- A185 **WCAG 2.1 AA is the standard.**
- Q186 Are there any sites outside of www.harford.edu that you plan on bringing into the new site? (for example, we suspect the athletics site will remain separate).
- A186 **No. The focus is only on the main Harford.edu site.**
- Q187 What will be the make up of your internal core team for this project? Do you have people who represent MarComm, IT, Content, etc.?
- A187 **Makeup of the core team will include our Digital Content Committee, Communications and Information Technology.**
- Q188 As part of our process, we conduct an initial Discovery phase where we learn more about the organization and needs of the target audience, which in turn informs the site architecture. Is Harford open to this type of exploration?
- A188 **Yes**
- Q189 Are you looking for a consistent look and feel throughout the site or actual branding work such as new logos etc.?
- A189 **We are looking for consistency throughout the site. HCC rebranded in 2018 so we will provide those guidelines to the vendor for use in this project.**

END ADDENDUM 2