Black Hawk College

PURCHASING DEPARTMENT
6600 34TH AVENUE
MOLINE, IL 61265

DATE: May 16, 2023

TO BE OPENED ON
May 25, 2023
RFP 12-23
Addendum 1

IMPORTANT
SHOW **"RFP 12-23**
ADDENDUM 1"
ON OUTSIDE OF
MAILING ENVELOPE

REQUEST FOR PROPOSAL (RFP)
WEBSITE REDESIGN SERVICES
RFP 12-23 *ADDENDUM 1*

Pursuant to the provisions of Section 3-27.1 of the Illinois Public Community College Act and rules and regulations adopted thereunder, sealed proposals subject to the conditions and requirements made a part hereof **will be received until 2:00 p.m. local time, on Thursday, May 25, 2023, in the Finance Office at Black Hawk College Quad Cities Campus, located at 6600 34th Avenue in Building One, Second Floor, Room 244, then opened publicly, read aloud and recorded immediately thereafter when possible, in the Black Hawk Room (Room 255)** for furnishing the goods or services described below, to be delivered or performed at the location(s) stated. Whether or not a proposal is timely shall be determined by reference to the clock located in the Purchasing Office of the College, and the determination of whether or not a proposal is timely in accordance with that clock shall be at the sole discretion of the Black Hawk College Purchasing Office and Board of Trustees, whose decision on that issue shall be final.

REFER INQUIRIES TO:	MIKE MELEG BLACK HAWK COLLEGE 6600 34th AVENUE MOLINE IL 61265
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EMAIL ADDRESS:	melegm@bhc.edu

FIRM INFORMATION:	
Contact:	
Company:	
Address:	
City/State/Zip:	
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Fax Number:	
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GENERAL

Proposal submissions are subject to the attached Standard Terms and Conditions.

ADDENDUM 1

Answers all questions raised at the Pre-Proposal Meeting of May 2, 2023 and received via e-mail by 5:00 p.m. on May 9, 2023.

Q: What metrics will be used to determine if initiatives are being met?

A: Website KPIs currently include overall traffic stats, conversions (ie. sessions with a visit to the Apply page), number of lead forms submitted, and other actions taken that show interest in programs or enrollment. The vendor will need to make sure these are set up using GA4/GTM and recommend any additional metrics to track.

Q: What is the number of pages for the current website?

A: Currently the site has 325 standard pages, 94 program pages, 11 academic department pages, and 588 posts. There are also 318 events, 100 FAQs, 1400+ downloads, 4800+ media items and 31 embedded WP forms.

Q: Would you be willing to provide a list of current plugins and highlight any that you find useful as well as any that you would like to replace?

A: There are 90 plugins including Broken Link Checker, Download Monitor, Gravity Forms, GM4WP, Jetpack, Page Builder by Site Origin, ShortPixel Image Optimizer, Redirection, The Events Calendar, WP ADA Compliance Check, WP Notification Bars, WP Search with Algolia, and Yoast SEO. All are useful and familiar for BHC marketing staff, but the vendor should use their expertise to recommend and utilize plugins that best meet the needs of the new site.

Q: Do you use any source code control methods currently?

A: We use WP page and post revisions.

Q: In regard to hosting to you have any backup procedures that would need to be followed?

A: A backup procedure would be expected for the hosting plan. Currently the host stores backups for 14 days.

Q: Have you made any search engine optimization efforts in the past? If so, what methods have you employed?

A: Yes. SEO efforts have included keyword research, on- and off-page optimization, content creation, site architecture, mobile optimization, Analytics and tracking, Local SEO, Technical SEO.

Q: Do you have a web maintenance plan with your current provider that you'd like to continue with the new website?

A: Currently maintenance is estimated/charged hourly as needed. Please provide options for maintenance.

Q: For Continuing Education Programs, is registration managed by a 3rd-party vendor? And will the search need to link out to the specific program?

A: Yes, this is a separate registration system. We envision search would return pages on bhc.edu that list programs rather than include links to other sites within the results.

Q: For the Athletics site, is there any functionality required that is not web content? Such as ticket sales?

A: No

Q: Are you currently on WordPress? If so, do you already have preferred plug-ins for events?

A: Yes, this is a WordPress site. The current events plugin is The Events Calendar. The vendor should use their expertise to recommend and utilize plugins that best meet the needs of the new site.

Q: The Cover Page of the RFP has a section where it is asking for Firm Information. Is this form to be included with our proposal? Or do you want it included with the other forms outside of the submitted proposal?

A: Please see revised PROPOSAL REQUIREMENTS on page 11 of this addendum. Category M is now added. Please use it to replace page 5 of the original RFP.

Q: For Attachment G: BEP Participation and Utilization Plan, if we can fulfill the scope of work 100% in-house, how do we handle this form?

A: Please fill out the form as requested and submit it. For those pieces of information being requested that are not applicable to your situation, please fill in those fields "NA".

Q: It's understood that many applications will not be integrated directly into the site, but rather linked to (e.g. Canvas, myBlackHawk portal, BHC Foundation sites, virtual tour, application for admission and registration systems). Besides these linked applications, can Black Hawk College please define any applications that require direct integration with the website?

A: There are two key third-party applications that the college may be adding that would coincide with the development of the site. Please address these specifically in the proposal.
    o **Recruit or similar CRM** – Integrate forms on the website that send inquiries directly into the CRM and make other recommendations.
    o **Electronic catalog** (Coursedog, Acalog or similar product) – Include links on the website to each program or recommend other integration to make this seamless.

Q: Regarding Recruit Forms and Electronic Catalog: How many forms are anticipated? What is the specific expectatiation for the Electronic Catalog requirement?

A: See above. There are currently 31 lead generation forms built using WP, but without integration to the CRM. The vendor should provide consulting to help find the best way to utilize forms to meet the goal. The vendor will also need to provide consulting on how the website can leverage the electronic catalog and vice versa without unnecessary duplication. We see this as an opportunity for the website to be more marketing focused on available programs, while the catalog description and suggested courses will be in the electronic catalog.

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

A: Assume LAMP. Vendor may recommend the technology stack that best meets the needs of the new WordPress site.

Q: Will this scope include any subdomains of the main site? or other URLs?

A: No

Q: Has the School utilized any additional external APIs or data feeds (courses, faculty profiles, events, research publications, etc.) since the initial launch of the website?

A: No

Q: Is it the case that Black Hawk College wishes to stay on Wordpress? Or, rather, does the school have a preference for a different CMS platform?

A: WordPress is the current CMS as well as the preferred CMS for the new site.

Q: Is there a preference for alternative open source (e.g. Drupal) or proprietary (e.g.Cascade) CMS?

A: No.

Q: Have any major modules been added to the site's functionality since the last active development?

A: The Transfer Planning section content and tools have been enhanced. Additional sorting/filtering features could help user experience in the new site and vendor would be expected to consult on the best way to present the information and maintain it.

Q: How will events be managed? Has an event calendar module been selected? If so, will the vendor be responsible for integrating this into the new site?

A: The current calendar module is The Events Calendar. Vendor should use their expertise to recommend and utilize plugins that best meet the needs of the new site. Whatever is ultimately

used, the vendor will be responsible for integrating it into the new site. See other responses regarding number of events and migration.

Q: Are there any other anticipated modules or integrations that the School wants to implement? (this can influence our the design approach)

A: Not at this time

Q: Photography is referenced in the RFP, in lieu of a firm scope, may vendors provide an hourly rate for photography services?

A: Yes

Q: Is other content creation in scope for this project? (e.g. copywriting, videography) If yes, please specify.

A: Vendors may estimate available services as an option.

Q: Is content strategy in scope for this project (e.g. SEO, meta descriptions, heading structures, on-page content strategy). If yes, please define expectation.

A: Yes. All of the items mentioned in the question would be a part of the scope to ensure website is built according to the latest SEO best practices.

Q: Who on the client team will ultimately be responsible for the creation of new content and the consolidation/editing of existing content?

A: Asst. Director of Marketing and Public Relations, based on consulting and recommendations of the vendor.

Q: Is the School currently using any automated tools (Siteimprove, etc.) to scan the website for accessibility compliance and issues?

A: Yes. WP ADA Compliance.

Q: How large is the CMS user base (i.e. number of users)?

A: 5-6

Q: Has the School created additional CMS user roles since the initial group of roles created when the site was initially launched?

A: No

Q: How large is the current site (total number of pages and files)?

A: See previous.

Q: Is content migration in scope for this project? If yes, approximately how many levels or pages are anticipated to be in scope for the migration (e.g. only top level pages, all first and second level pages, top
level plus department pages, the 500 most used pages, all existing web pages, etc.)

A: Yes. All existing after consulting with vendor on new site map and navigation plan.

Q: Do the two campus sites require completely unique "looks and feels"? Or, rather, can both campus sites share the same design system and user experience? In other words, does the School anticipate a separate design system for this web experience?

A: No. Both campuses share the same site, design and user experience. We want to be able to show which programs are offered at each location. Any other areas of the website would also need to reflect the opportunities at each campus (ie. student life, events, campus tours, contact information)

Q: Can the scope specifics for the Athletics web experience (e.g., team pages template with rosters, schedules, coaches) be clearly defined? For example, consider Athletics → Men's Sports → Baseball. On this page there are buttons that link out to PDFs or third party sites. Within the PDF, a reference is made specifically to Roster, Coaching Staff, and Schedules). Schedules appears to link out to a third party site. Considering this, specifically what is in scope for the requirement related to "Schedules"? What else specifically is in scope for the Athletics portion of the website?

A: Athletic pages will be similar to what is there now with links to third party sites for schedule/stats and web pages for roster and coaches.

Q: How many templates does the School anticipate to be in scope for this project? Standard template examples include the homepage template, course listing page template, course detail page template, landing page template, and one or two flexible general interior page templates.

A: Approximately 6. Standard page, program page, and academic department page are some examples.

Q: Is the school open to a modular design system and pattern library?

A: Yes.

Q: If the design of a new campus map is required by this scope then can the School please clarify the specific expectations for said deliverables? Further, please specify if any underlying assets (e.g. photography, illustrations, etc.) will be provided to the chosen vendor.

A: A new campus map is not required. Vendor may recommend features as options.

Q: Does the School have branding guidelines that the vendor will be following throughout the process? Additionally, are any branding or marketing campaigns underway that the vendor should be made aware of? If yes, can a timeline of this campaign be shared? This will impact upon our design timeline.

A: Yes, branding guidelines will be provided. No additional branding efforts are underway at this time.

Q: Regarding the RFP requirement related to "steps to enrollment," does Black Hawk College currently employ a "Guided Pathways Model" for potential applicants? Is this user experience methodology expected to be part o the new redesign?

A: We currently have our programs broken into career categories and academic departments. The vendor should expect to consult with the college on the best way to translate these offerings to prospective students.

Q: What is the desired timeline for this project?

A: Anticipated award of contract is June 30, 2023 with website launch in June 2024. Please refer to the Time Table provided in the RFP.

Q: Can you please explain specifically how the pricing proposal should be formatted? Or, rather, are there no firm formatting requirements?

A: No firm formatting requirements. Please present the pricing proposal in a way that shows some kind of breakdown rather than one lump sum. Hosting and additional services can be itemized.

Q: What is the approximate budget for this project?

A: A budget has not been established. It will be dependent on finding a vendor who can best meet our needs.

Q: Is hosting expected to be delivered on prem or cloud? Further, the following specifics are required to accurately scope a bid for hosting: Size of site, Size of traffic per month, SSL requirements, Who owns the DNS/Domain Name, Length of hosting. Can these specifics please be provided?

A: The site is currently hosted on a cloud-based server with 1.25 TB of bandwidth and 50 gigabytes of storage. Domain Validation SSL Certificate required (currently this is installed through Let's Encrypt). Site traffic for calendar year 2022: 1.4M Pageviews, 703K Sessions, 315K Users. Black Hawk College owns the DNS/Domain. Vendor should use their expertise to recommend a suitable hosting solution that meets the needs of the new site. Please provide costs for one year of hosting with annual renewal.

Q: Specifically what is the requirement for the chat feature that can be turned on when live, or set to provide answers to key questions? Are vendors expected to provide written support content to power the chat feature?

A: Vendor will be expected to consult on possible solutions for this type of chat feature. If written support content is needed, assume that will be provided by BHC.

Q: What do you currently use for calendar functionality?

A: See previous

Q: Does your site incorporate a third-party system for faculty/staff directory? What would the agencies responsibility be in terms of integrations for the faculty/staff directory requirement?

A: Yes. It is currently a link. Vendor will be expected to consult on what types of integration might be possible and whether or not it could be utilized to populate certain areas of the site such as department faculty, admissions reps or advisors. Once a solution is determined, it could be considered an add-on to the original project.

Q: What is your current hosting environment?

A: See previous

Q: Are you looking to stay within your current WordPress environment or looking for an agency to develop a new backend experience?

A: See previous

Q: How many admins and users do you currently have in your WordPress environment?

A; See previous

Q: What is your estimated budget for this project? If you do not have a set budget, do you envision a budget of $500k being out of scope?

A: See previous

Q: Do you have existing photo assets to use on the site, or should we assume we will be supplementing with stock photography?

A: We have a library of BHC images as well as staff photographers available for additional photography. We have our own stock library as well, but prefer to use photos of our own campus and students.

Q: Are you able to share site traffic analytics, specifically desktop vs. mobile statistics and traffic by browser? This will help influence strategies for design, development, and QA.

A: See previous. Calendar year 2022: 53% mobile (72% iOS). Browsers: Chrome 45%, Safari 37%.

Q: Do you have a current CRM system in place that you are moving away from? Should we assume you will no longer be using emailmeform.com?

A: See previous. Our CRM is Ellucian Recruit and we would like to have any lead forms on the site feed directly into that system. We do have other types of forms created in emailmeform such as contests, clubs, event registration, etc. Vendor will be expected to consult on keeping those separate.

Q: How many references are needed?

A: Minimum 2

Q: Can references be projects completed in other CMS(s) outside of WordPress?

A: Yes, but demonstration of WP experience is a requirement

Q: Do you have a set budget that we need to adhere to?

A: See previous

Q: The RFP states the following requirement: Any outside Firm needing access to College computer systems or storing College data shall provide a Certificate of Cyber Liability Insurance with limits of at least $5,000,000 including coverage for credit monitoring services post breach, with Black Hawk College, its employees, and Black Hawk College Board of Trustees named as Additional Insureds. The Certificate shall provide not less than 30 days advance notice in writing in the event of change or cancellation. We currently have a $2M cyber insurance policy and do not anticipate handling any PII. Can you please confirm this is acceptable?

A: The College's minimum standards for Cyber Insurance is as stated above and cannot be waived if your Firm needs access to College computer systems or storing College data.

Q: The RFP states: E. Provide resumes of everyone who will be involved with this project. We typically provide names, titles and biographies that include their relevant work history and education, will that suffice?

A: Yes

Q: How many years of historical news and events would you like to migrate to the new site?

A: All existing posts which go back to 2016. Events would ideally all be migrated, although only the current academic year events would be published at any given time.

Q: What is your budget?

A: See previous

Q: Can you share the name of the firm that did the refresh in 2022, are they invited to bid on this project? Was that process a good experience?

A: The current vendor is Amperage Marketing who did the redesign in 2011 and again in 2017. They also did the 2022 refresh. They were invited to bid this time, but will not be submitting a proposal due to scope.

Q: will you only consider wordpress as the CMS?

A: Yes

Q: Do you have a different system for your programs and details that can be integrated, or will you expect to house that data in Wordpress (or the CMS?)

A: All are currently in WordPress. See previous in regards to the anticipated electronic catalog.

Q: Do you have a current Continuing Ed system that needs to be integrated or do you want that housed in the CMS? Would you consider a third party solution such as destiny one?

A: See previous. Continuing Ed programs, classes and registration are housed in Augusoft. The public site needs to provide information about the programs, events and other opportunities available to the community through Continuing Ed. Links to Augusoft would be included for visitors to get class details, costs, dates, etc.

Q: For migration, can you provide a count of what you want migrated in terms of number of pages? A quick scan shows you have about 4800 pages, with 1800 of them being PDFs.

A: See previous.

Q: how important is it for the firm to be local?

A: Vendors will be selected based on how well they are able to meet our needs.

Q: do you need content to be written? If yes, how many pages?

A: This is to be determined based on consulting with the vendor, the need is unknown. Staff is available for copywriting, although vendors may provide pricing for this service as an option.

PROPOSAL REQUIREMENTS

Given the PURPOSE, NEEDS, MARKETS and REQUIREMENTS listed above, Firms are to provide the following information that describes how they will best satisfy them.

Please provide five (5) original hardcopies of the proposal and one (1) copy on CD or flash drive. Hardcopy proposals shall be tabbed A through L in ring binders, and presented in the following order:

A. Provide an Executive Summary of your proposal.
B. Describe in detail your Project Plan for all project phases (e.g. Planning, Design and Development, Testing, Training, Hosting, Rollout, Maintenance, etc.).
C. Provide an estimated Timeline of events with a successful launch date of June, 2024.
D. Provide a profile of your Company.
E. Provide résumés of everyone who will be involved with this project.
F. Provide a description of your customer base and customer references for past project of similar scope, particularly from those customers that are in Higher Education and similar size to Black Hawk College.
G. Provide examples and links to websites your company has developed, particularly those in Higher Education.
H. Provide recent Word Press samples/portfolio that demonstrate scope and features we have requested along with references and contact information.
I. Provide pricing for this project from beginning to end, plus pricing for:
    a. Staff directory integration – searchable with filters for department, location; allow for photos and categorization to have relevant staff displayed on certain pages.
    b. Hosting– Please describe host server set up and provide costs separately
    c. Maintenance – Propose a plan for ongoing maintenance and provide costs separately
    d. CMS training – Demonstration and documentation
    e. Additional writing or photography beyond what BHC provides
    f. Chat feature that can be turned on when live, or set to provide answers to key questions

    Pricing shall be broken out and itemized with all fees stated separately. Please be sure to break out any migration cost separately so that the College can choose between doing the migration itself or having the selected firm do the migration.
J. Provide a sample contract for this project.
K. Describe services provided such as (but not limited to) training, warranties, etc.
L. Include any additional information not requested above, if believed to be useful and applicable to this Request for Proposal.
M. *Provide in this order: 1) The cover page of this RFP with the Firm Information block filled in, 2) Two (2) copies of Attachment C, 3) One (1) copy of Attachment D, 4) One (1) copy of Attachment E, and 5) One (1) copy of Attachment G.*

Please be reminded of the following:

10. ACKNOWLEDGEMENTS OF ADDENDA

Signature of company official on original document shall be construed as acknowledgment of receipt of any and all addenda pertaining to this specific proposal. Identification by number of addenda and date issued should be noted on all proposals submitted.