

Regarding "password protected pages," is there content that is available only to certain users with certain roles, or are the password protected portions purely for site administration? If there is content with limited availability, how many roles are required?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Will user authentication for password-protected content use the WordPress account management system, or will this integrate with an external authentication system?	Account creation and roles will be managed within Wordpress.
Can video be stored and served from third-party services (e.g., YouTube or Vimeo) and embedded in the site, or does it need to be stored locally and served directly by WordPress?	We host video on YouTube and embed on the site. We plan to use more video content in the future and wish this to be an esy and flexible option. If embedding outside links is not the best way to achive this, we look to our vendor to suggest a better option. If video is to be used as a design element – i.e. video backgrounds, etc., we will need to host video locally.
Are the existing third party services embedded, linked out to, or tightly integrated into WordPress via an API?	Third party services are embedded.
Do you have a site map?	Yes, there is a Site Map of all public pages here.
In what circumstances are Slate forms used vs. Gravity forms?	Slate is the digital tool used by our Admissions department. We wish to continue using Slate.
Our understanding is that now.ccv.edu is to become part of the new site and follow its styling. Is now.ccv.edu currently an independent instance of WordPress?	Yes, it's a separate install of Wordpress that functions in a blog format.
Our process includes rounds of client feedback that inform the direction of our work. Typically we allocate 5-7 days for the client to turn around consolidated feedback to strategy and design deliverables. As this information impacts our overall project timeline, how many days will CCV require for feedback?	We understand our timeline is agressive. In order to keep things on track, deadlines for feedback of three working days are feasible. We'll request five working days for milestone decisions where we will need to consult leadership outside the CCV Marketing team, such as the College President or Dean of Admissions.
The RFP indicates a live-site deadline of July 30, 2021. Our recommended process for a project of this scope and scale typically spans 8-10 months. Is CCV open to receiving proposals with a launch date later than July 30?	Our target launch date for the site is July 30, 2021. We'd like to see proposals that can accomplish this. If it's not possible, please suggest what you deem a reasonable alternative.
Does the \$125,000 project budget include 15% for CCV's contracted project manager, or is that amount allocated separately?	\$125,000 is the budget for the entire project, including the Project Manager.
Since the July 30, 2021 launch is non-negotiable, are you open to a phased release process? 6 months for the redesign of this project scope is aggressive, especially with the requested minimum 6 week content population process.	Our target launch date for the site is July 30, 2021. It might be aggressive, but we'd like to see proposals that can accomplish this. If it's not possible, please suggest what you deem a reasonable alternative, be it a phased release or a later launch date.
How many decision-makers/reviewers will be involved with reviewing project deliverables on CCV's side?	Our Marketing Team of five, plus CCV leadership for milestone approvals, such as the final information architecture and design.
How much time do you require on your side to review project deliverables (sitemap, wireframes, visual designs, etc.)?	3 working days is feasible. 5 for milestone decisions where we will need to consult leadership outside the CCV Marketing team.
You mention the project budget is up to \$125K and that your contracted project manager has a fee of 15%. Does that mean the total \$125K is allocated for the website redesign with \$18,750 on top of that for your contracted project manager?	\$125,000 is the budget for the entire project, including the Project Manager.
Since CCV is supplying your own project manager, should the selected vendor also provide project management on our side?	That's up to you. We've contracted a professional outside our team to manage the project from RFP to launch. She will liase between CCV and our vendor to handle scheduling and task management for CCV staff, aid in review and feedback, and keep the project moving.
What are the top qualities that you are looking for in a vendor?	Please consult the section of the RFP that outlines Decision-Making Criteria.
An item in the Decision Criteria is "snapshot of ideas and creative thinking" -- Can you describe what you are looking for here? A write-up? Spec design work?	We're not asking for spec work. We want a demonstration of creativity and unique thinking – however you accomplish that is part of the task itself. It's up to you.
Could you describe the types of content and functionality that are behind the password-protected areas? What types of audiences use this login area?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Do you plan on introducing any new types of content or functionality with the website redesign? If so, please describe.	This is part of the work. If there are functional way of presenting infromation beyond simple text and images, we look to our vendor to suggest the appropriate tools, functions and formats.
To confirm, for the course catalog, web schedule, and Slate, only final front-end HTML, CSS, and JavaScript are required to be handed off for these sites. Are there any specific implementation requirements?	Correct. We only need to the visual styling consistent across all forms and subdomains.
Video Integration - are there specific video platforms that must be integrated? Please provide any additional implementation specifics if applicable.	We curently embed YouTube. Video is something we plan to use more in the future. If there are better tools to do so, we look to our vendor to suggest what those could be.
Do you currently have any interactive features on the website -- interactive maps, interactive data, third-party interactive modules, etc.?	All third-party tools currently used are listed in the Addendum.
Now.ccv.com - will this continue to operate as its own, separate WordPress install?	Yes.

Outside of catalog.ccv.edu and now.ccv.edu, are there any other microsites that need to be included in the scope of the new main website redesign? If so, please list the URLs.	catalog.ccv.edu is not included in the project scope – we will continue to use Acalog for that subdomain. now.ccv.edu will need to be styled to match the new site, that front-end work is included in this scope of work.
Based on the RFP, we believe some existing content on the current site may be able to be automatically migrated to the new website. Please provide a breakdown of any custom post types on the existing site as well the approximate number of posts within each post type.	Our current site uses posts (180), slideshows (50, 5 published at a time), locations (12), location information (14), calendar events(2000+), testimonials(16), pages(200), documents(275).
Outside of the 9 items listed in the Functionality section of the RFP, is there any other customized functionality from the existing site that should be carried over to the new site?	No.
Are there any specific accessibility requirements that must be met on the new site? (Such as WCAG 2.1 A or AA?)	Yes, the site must be accessible for all.
You mention CCV has “budgeted up to \$125,000 for all associated costs, including necessary services, graphic assets and our contracted project manager with an estimated fee of 15% of the web development total.” Can you clarify how the 15% fee affects the maximum budget?	\$125,000 is the budget for the entire project, including the Project Manager.
Could you detail a bit more about the user login/ password protected content? What lives behind the paywall? What types of information is user specific that is stored there? What actions do folks need to be able to take?	Login is needed for back end users only. Permissions are set by an admin and currently fit into any of five defined roles.
The RFP states that content migration is outside the scope of this proposal but in the addendum now.ccv.edu is called out as needing migration. Can you please clarify?	now.ccv.edu is its own install of WordPress – It can remain that way and simply get a visual style update. If our vendor suggests that we bring it all under one installation and migration is necessary, we we would seek your help for an automated or simple way to accomplish this other than manual migration of each post.
Will you be repurposing some of the content on the current site, or do you see it being completely revamped?	Much of the content will remain or be edited down. We're looking for our agency to audit our site/content and review analytics to make suggestions about the best course of action.
Do you expect that the new site will have roughly the same amount of content and functionality? Or, will it be vastly different?	Not vastly different.
Is this RFP open for worldwide vendors or do you have any specific selection preferences/criteria?	We invite all proposals! Please acquaint yourself with the section entitled Decision-Making Criteria that details how we will evaluate proposals.
Which of the Stakeholders / Audiences is the most important in communication and content?	The website is primarily a marketing tool, but also has internal uses, so prospective students are the main target, but that audience encompasses a wide-variety of users and behaviors as detailed in the RFP.
How important is the full responsive working on all devices, should we use an adaptive design approach (which focuses on more specific designs for devices)?	Our desktop to mobile web traffic is 50/50. The site must function on all devices at all times, despite OS updates and emerging technology.
Is there any data available about the current users, like Hotjar heatmaps or Analytics?	We have comprehensive Google Analytics.
What are the main issues or frustrations with the current tech stack?	The website and content are old and need to be updated. The staff is happy with WordPress and wants to continue using that platform.
Can we expect that the development partner could provide the appropriate technical resources to guide the CCV Team in selecting the appropriate architecture to support the needs of the website? Are you open to considering other compelling solutions too?	Correct. We are open to hearing about whatever solutions might serve us best.
We have insufficient insight into the number of participants in this tender and are therefore unable to properly estimate our chances. Can you provide information?	We do not know how many proposals we will receive. Vermont web agencies and professionals were invited to respond, and the RFP is posted publicly on the Vermont State Colleges website. Anyone is welcome to submit a proposal.
Does the new website need to be launched prior to the accreditation process?	We are looking to launch the website by July 30, 2021. Establishing a new website is one way CCV is preparing for our accreditation evaluation.
Page 5, #8 of the RFP: Can you expand on the social media functionality you are looking for? Are you wanting there to be various "share on ____" buttons so that your visitors can easily share content on social media? Or are you looking for social media feeds to be embedded on your website?	We want that our visitors can easily connect to us on social media – within the site design if there are ways that we can connect content with tools for easy sharing and connection with social media, that is our ideal. We are not decided on specific formats, like feeds, etc. embedded on the site. We look to our selected vendor to suggest the best way to integrate and promote social media channels within the site.
On page 4, #7 of the RFP you outline that the vendor will supply CSS for the listed subdomains of your main website. Can you confirm our understanding that the main website found at ccv.edu is the primary focus of this RFP and any work done for various subdomains is limited to providing CSS / coded templates to be implemented on subdomains by someone other than the vendor?	Yes, ccv.edu is the primary website. You will be expected to provide CSS/styling so that we can visually connect the redesign of the main website with all subdomains. We will update subdomains with the styles you provide.
Is the application of the templates / CSS to the subdomains also something we should account for in our proposal?	We have the capacity and ability to update all subdomains with new styles that you provide.
Do you want students/staff to log in to the site either with a username and password or using social media logins?	Back end users have usernames (first initial, last name) created by site admins and use CCV email addresses.
Do you want to integrate AI-based chat bot for website inquiries?	We currently use lawk.to for live chat on ccv.edu. We would be interested to explore other chat platforms with automation.
For CCV FINANCIAL AID Services and Federal Direct Loans, are you using an automated service?	The financial aid section of our website contains the information, links and downloadable forms that students need to apply for financial aid andscholarships – the website currently does not have any need for additional functionality.
What types of reports are required in the dashboard?	None at this time.
Do you currently use any marketing automation software?	None at this time.

Since the site is already on WordPress, when we do our audit, there may be existing plugins on the site that we wouldn't recommend. Is there anything you're using now that you absolutely want to keep?	Slate is used for forms, and by our Admissions department. We are currently satisfied with that functionality and see no reason to change without good reason. As for the rest, we are open to new suggestions.
When you say "our contracted project manager" does that mean you're providing your own project manager? (Hi Becca, it looks like it's you!) And that out of the total "up to" budget of \$125k, whatever the final budget of this project, another 15% of the budget will be given to this project manager? Is it OK if we provide our own project manager to coordinate with the CCV project manager? I am assuming the contract project manager is to coordinate on the CCV side.	Yes, CCV has contracted someone to help them manage this project (yes, me!) from the RFP process throughout the site launch so that their staff can have the time and capacity for other projects. If you prefer to include a project manager in your team, that is welcome – it's up to you! \$125,000 needs to include all costs – including those for my role.
We see you have the classic editor installed. Are you open to using the block editor if it's well done by a firm who are experienced with the block editor?	We are open to all suggestions.
Who is the audience for the password protected pages?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Technically CCV is requesting website must be hosted on CCV web servers. In-terms of Management and Support as part of XXX's value and expertise how do you imagine the site management going forward? We will want to know are able to access these points in case of support needs, what internal support do you offer in a partnership or would it be fully supported internally?	Our tech department will handle the hosting and maintenance of the site. If we should need your services going forward after the launch, we would consult you as needed.
CCV's has a broad audience, how would CCV define their competitive advantage within the Vermont State College brands as well as a rising opportunity with remote learning? How does CCV fit within the Vermont and online learning competitive landscape?	Within Vermont, our largest competitive advantage is we are nearby every community as well as online, offering education for anyone – from certificates and skills-based education to degree programs. We're no stranger to online learning and have already seen a rise in online enrollment since the start of the pandemic. We're positioned to do well in this regard. We will ensure that our selected vendor is up to date with our brand as part of the project kickoff.
Technically CCV is requesting website must be hosted on CCV web servers. In-terms of Management and Support as part of XXX's value and expertise how do you imagine the site management going forward? We will want to know are able to access these points in case of support needs, what internal support do you offer in a partnership or would it be fully supported internally?	Our tech department will handle the hosting and maintenance of the site. If we should need your services going forward after the launch, we would consult you as needed.
Within the Functionality requirements, could you provide additional details on what a "Custom Calendar" would look like for CCV? Could you provide a list of requirements the calendar would need to fulfill?	We want a calendar that is flexible in its visual formatting that is optimized for efficiency – we want to create/duplicate similar events, and add recurring events. We need to include descriptions, times, locations, and maps, and organize/tag events to browse by campus if necessary.
Since cost is the most important factor, and you note that we may want to build on top of the current site, is it possible to obtain a backup of the current WordPress install(s) that we can put on one of our dev servers to analyze? We obviously won't charge for any of this, but we'd like to take a deep-dive and strip down the current site to figure out the most cost-effective means of reusing portions of it.	I would need to review this request with our IT department. We are currently on winter break, so if approved we wouldn't be able to provide a backup until Jan. 4 or later.
You have section 508 compliance (accessibility) as a requirement, based on previous engagements we've done with the Department of Education's Civil Rights Office, they're looking for your website to WCAG 2.1 AA Conforming to meet this requirement. There is also WCAG 2.1 AAA Conformance as a higher-bar you might want to target. What level of WCAG Conformance is required on this project?	We'd like our website to accessible as possible – regardless of the minimum compliance. Accessibility and inclusion are keys parts of our brand and should be carried through our web presence as well. We aim to adhere to all standards and best practices for web accessibility. We welcome expertise from vendors to can help us achieve the highest level possible.
Have you taken WCAG conformance into account with your 6-weel content window or should we provide extra padding? All images will need alt tags, all videos will need closed captioning and transcripts, etc.	Our current site was designed in 2013 and was compliant at the time of launch. We understand that it may not be up to current standards in many ways. If any features or content to be re-used is not compliant, we look to our selected vendor to advise us on how to improve and fix this.
Is the Section 508 compliance part of your accreditation review that's happening this year?	508 compliance is continuously reviewed by the College, but it will also be reviewed as part of the accreditation report.
Can you provide some details about the type of content that will be housed on these pages? e.g. Are these just content pages that are for a more limited audience? Will there be any highly sensitive data on these pages? Are there different roles that will need to have different levels of access to these pages?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Will we need to use a Single Sign On system for this? (if so - which protocols/system do you currently use?)	We will not need single sign on. Anyone with access to the site will have a username created in Wordpress.
Can you send a link to your Student Planner PDF?	https://issuu.com/ccvpublications/docs/20200324_planner_20-21_issuu
Are you happy with your current calendar solution? Is this custom built, or are you using a 3rd party tool/plugin for this?	I believe this was custom built as part of our last redesign. I would love to see newer options for our calendar. It was created as a way for each of our centers to publish local events, but it has gone mostly unused over the last 8 years.

Are there only 2 instances currently? now.ccv.edu and ccv.edu ? Is ccv.edu a standard site or a multi-site install?	ccv.edu and each subdomain, including now.ccv.edu, is its own standard install of WordPress – it can remain that way and simply get a visual style update. If our vendor suggests that we bring it all under one installation and migration is necessary, we would seek your help for an automated or simple way to accomplish this other than manual migration of each post.
Will the selected vendor be asked to help maintain the site(s) moving forward? (e.g. perform maintenance such as plugin and wordpress core updates, help with ongoing custom development requests, etc.)	Our tech department will handle the hosting needs and maintenance of the site. If we should need your services going forward after the launch, we would consult you as needed.
Should we assume that all of the types of content currently on the site will be part of the new site?	Yes. The content may be edited, but content formats and types will be carried over.
Will any types of content on the current site, not be included in the new site? Will any new types of content be added to the new site? Will any current features be removed?	This will be evaluated in the site audit, which is part of the project. We welcome suggests and look to our selected vendor to help us analyse content and functionality against our needs and Analytics.
Are there any website features that you hope to improve in the next interaction, other than the improvements you mention in the RFP?	As stated in the RFP.
For your request to integrate video, do you have a preferred video hosting provider, such as vimeo, jwplayer or youtube?	As stated in the RFP.
Do you need a video gallery or just the ability to add video to web pages?	I don't envision needing video galleries. The ability to integrate video is a must.
For the password protected pages, these are pages that visitors will need a login to access?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
For account creation, these are accounts for public users, not admin users, correct? If the former, can users create their own accounts (register) or just login (admins would create their accounts)? Will there be different account types with different permissions?	Admins create accounts for new users. We will continue with 5 different roles with permissions ranging from admin to location editor.
For blog, you state, "We currently use a blog format for now.ccv.edu, our student and alumni magazine." Can you clarify this requirement?	ccv.edu and each subdomain, including now.ccv.edu, is its own standard install of WordPress – it can remain that way and simply get a visual style update. If our vendor suggests that we bring it all under one installation and migration is necessary, we would seek your help for an automated or simple way to accomplish this other than manual migration of each post. now.ccv.edu is currently set-up using blog format.
Admin User Roles / Permission: If possible, can you provide more information on the different roles and responsibilities of admin CMS users?	We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Are there any CMS/database specific publishing workflows we should be aware of and required to implement? i.e. review / approval processes?	Not at this time.
If you plan to continue with your current hosting provider, are there any technical requirements or limitations we should know about the hosting environment (i.e. any Proxy servers to be aware of, specific versions / flavors of PHP/Apache/MySQL that are required, etc)?	We host internally.
If you plan to continue with your current hosting provider, can the hosting environment support any/all these services: Redis, Solr, Varnish?	Yes
For the requirement that the website not be rebuilt, we assume you mean that for development the vendor would write new front end code and then improve back end code? Are there any issues with the backend code that you are aware of?	Correct. There are no known issues at this time.
admissions.ccv.edu/apply/ is a custom built application. Is a rework needed in this scope? Will the original developers be available to provide source code so we can update CSS?	This was created in Slate. Our new site CSS will be used to reskin this page. There is no work required on this page.
We've found additional subdomains not listed in your RFP. Will they be included in this scope of work? What about ones that have not been noted yet? https://andromeda.ccv.vsc.edu/Learn/Grid/SiteList.cfm https://andromeda.ccv.vsc.edu/Login/login.cfm?AppID=62	These andromeda sites were built internally and will be reskinned to match the new site. They are not included in the scope of the work.
Do you have documentation on using third-party systems, such as Acalog, showing how we can skin these applications? Do these applications provide a dev site to apply a new skin and new settings to apply to the live site on launch? And, do you have a dedicated person at Acalog (https://catalog.ccv.edu/) and other 3rd party vendors who can work with developers, answer question, troubleshoot?	I would need to research whether we have a dedicated rep. at Acalog. Most work requests are submitted through their help desk. Acalog would apply a new skin in a test environment before launch.
Site speed starts at the server level and coordination with tech resources will be critical to maintaining schedules. How much bandwidth will server administrators have to supporting site redesign issues?	CCV has a dedicated IT staff that will be available to support the server work.
Will these servers have Git installed so that we can pull in style changes and images from a code repository? And, will we be able to set up a dev server on your system?	I would need to consult an IT administrator regarding Git and the level of access that will be granted to the chosen developer.
Are there tech requirements that we must adapt to, or any WordPress plugins that will not be allowed, like WP Migrate DB Pro?	Not to my knowledge.
Are there any performance tools, like Cloudflare, that are used with the site? And/or will we use a WordPress plugin like WP Rocket for caching?	We would be interested to learn more about using WP Rocket on our site. I don't think we currently use any performance tools.

Is there a reason that CCV does not use a WordPress optimized host?	We host our site because we have the ability to house and maintain it with a full-time, knowledgeable IT staff.
Would you entertain a different approach than presented in your RFP? Ex: focusing on strategy, organization and UX design as an early summer deliverable? A site of this scale can take many months between site audit, content (re) organization and wireframe/prototype.	We ultimately want a high quality website. If our timeline is too aggressive, we will consider suggestions that help us provide the public information necessary on a schedule that makes sense. We will look to our selected vendor to suggest a workplan and schedule that meets our needs.
At least one key applications uses ancient technology, Cold Fusion and is not responsive making for a less than optimal mobile experience: https://andromeda.ccv.vsc.edu/Learn/Grid/SiteList.cfm Do you have future plans to update this and other Cold Fusion applications?	Andromeda was custom built by a CCV staff member and can be modified at any time. We can discuss potential updates to improve responsiveness.
As stated, CCV is currently undergoing very complex preparations for reaccreditation throughout 2021, from a development perspective, is there any additional development criteria that the NECHE may require in order to meet full compliance for reaccreditation purposes that is not already listed in the RFP?	To the best of our knowledge at this point, nothing more than listed in the RFP.
Will we be provided a data export to mirror our development environment during development and testing purposes?	Yes
On page 2, the timeline section states "CCV will assume responsibility for curating all website content and populating the new website." Does "populating the new website" mean that CCV will be adding new content directly to the site, or will the prospective partner be required to handle that?	CCV will add new content, unless existing content still to be used can be migrated easily.
The site requirements state that there is account creation (etc) functionality on the site. Who are the accounts for (Students, faculty, staff)? What features does each account type have? For example, does the student portal have access to grades, assignments, registration, or student loans/finance?	To clarify, we don't have password-protected areas. We have a log-in for back end users where the role goes from site admin to location editor. Privileges vary from full permissions to very limited actions based on the user's role. Permissions are set by an admin and currently fit into any of five defined roles. We currently have five roles on our existing site: administrator, editor, contributor, subscriber, academic center editor. There are not password protected pages within the site, just different functionality and editing privileges based on the user's role.
Are there any financial services transactions that take place on the site (Student loan or tuition payments, etc.)?	No
There are 200 pages on the site, not counting blog entries. How many pages are there on the subdomains? Would changes to those sites be required within the deadline?	Our current site uses posts (180), slideshows (50, 5 published at a time), locations (12), location information (14), calendar events(2000+), testimonials(16), pages(200), documents(275). This scope of work includes the above pages on ccv.edu plus CSS styles for now.ccv.edu and our course catalog at catalog.ccv.edu. Ideally, we would like to launch a complete website by the deadline stated. If this is not possible, please suggest a reasonable alternative for achieving a high quality website.
Can the project be done in a phased approach?	With good reason, yes. We ultimately want a high quality website. If our timeline is too aggressive, we will consider suggestions that help us provide the public information necessary on a schedule that makes sense. We will look to our selected vendor to suggest a workplan and schedule that meets our needs.
Should we assume that all of the types of content currently on the site will be part of the new site.	Yes
Will any types of content on the current site, not be included in the new site?	That will be determined after the site audit, which is part of the work