

## EICC RFP Questions: Website Redesign-Planning, Architecture, and Development

### CMS/Migration

- **Could you provide clarification regarding the CMS implementation? Who will complete the implementation into Omni CMS? EICC's internal team or Modern Campus?**
  - o The selected vendor would work with Modern Campus to complete the implementation/migration. Our internal team would of course be a resource.
- **If Modern Campus will complete the implementation, do we need to include their cost proposal for implementation and content migration along with our proposal for the Website Redesign?**
  - o Yes, in your cost proposal you should include that as a line item.
- **Or do you plan to secure the CMS implementation and content migration work directly with Modern Campus outside of this RFP?**
  - o It should be included in the RFP.
  
- **Would the vendor be responsible for implementing the new site designs into the Omni CMS or do you anticipate that Omni would develop the site templates based on provided designs or static HTML templates?**
  - o Yes, we would prefer the vendor to complete the migration to the Omni/Modern Campus templates in partnership with Omni as needed.
- **Do you expect your selected partner to implement the new website creative into Modern Campus' Omni CSM? We work with Modern Campus frequently, and our preferred approach is to partner with the professional services arm of Modern Campus to build the site. Is this an acceptable approach for EICC?**
  - o It is acceptable for our selected partner to work with Modern Campus to implement the new design into templates, but we expect our selected partner to build out the webpages and content inside Modern Campus.
- **We know you are looking for the vendor to complete the content migration. How many pages do you anticipate the vendor migrating? Will Modern Campus help with scripting of some migration?**
  - o We will work with a vendor to determine best approaches. As we anticipate a significant revision, much of the current content may not be migrated on the main pages. We anticipate the selected vendor working with Modern Campus on these steps.
- **Would the fact that we do not have a lot of direct experience with Modern Campus disqualify us?**
  - o No, we are looking for an innovative company that can assist EICC in moving our website forward. We would encourage you to present strategies on how you will approach working with a new/unfamiliar tool.

### Current Website/Add-ons to CMS

- **What Omni CMS modules do you currently use on the website?**
- **We have the CMS Version 2021, 2. We also have Acalog (now their Catalog).**
- **Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?**
  - o We are considering adding Maps & Virtual Tours, CMS Calendar and CMS Emergency Alert
- **With the redesign, will the events calendar stay as-is (<https://eicc.edu/future-students/iowa-intermediary-network/calendar.aspx>)? Or are you interested in moving to the Omni CMS Calendar module?**
  - o That is only one of the calendars we maintain on the website.
  - o We are considering moving to the Omni CMS Calendar for events. We are also in the process of implementing MS Bookings for advising and admissions appointments that will become part of the website.
- **With the redesign, will the events calendar stay as-is (<https://eicc.edu/future-students/iowa-intermediary-network/calendar.aspx>)? Or are you interested in moving to the Omni CMS Calendar module?**
  - o That is only one of the calendars we maintain on the website.
  - o We are considering moving to the Omni CMS Calendar for events. We are also in the process of implementing MS Bookings for advising and admissions appointments that will become part of the website.
- **Are you currently managing your faculty/staff directory in a PDF document (<https://www.eicc.edu/about-eicc/personnel-directory.pdf>)?**
- **Will the directory stay as-is with the redesign?**
  - o We need to have an enhanced approach to our personnel directory.
- **Your RFP indicates the website was last redesigned in 2013. Was that an internal or external effort? If external, is that agency or partner also bidding on this project?**
  - o We used a vendor, but ultimately did a significant portion of the work ourselves. I do not know if they are bidding.
- **Do you currently have an advertising/marketing agency you work with and if, so are they bidding on the project?**
  - o EICC does have a primary ad agency and are very pleased with their work. Our current agency does not currently do work on .net sites and thus will not be bidding on our project.

## Budget

- **Can you share a sense of the total budget range available for the Website Redesign project? Please specify if this budget includes the cost of the Omni CMS implementation and content migration. This budget information will help agencies develop a solution that best aligns with EICC's expectations and help determine the timeline for the project.**
- **Do you have an estimated budget for the project?**

- We have not set a specific budget. The budget should reflect the current market rate. We have asked that cost be submitted separately as our focus for selection will be on a comprehensive redesign. We encourage you to provide pricing options for various components of a project.
- **We would have a set discovery phase cost and then a cost range for the actual work, is that acceptable?**
  - Yes. We would appreciate as much detail in your proposed budget as possible.
- **There are three different directions for pricing, please clarify. Within proposal requirements, the Executive Summary, there is a request to provide a summary of prices. There also is a section titled requests Solutions Menu with Pricing that requests a line item breakdown of costs. However, under RFP Conditions/ Submission Guidelines, the fifth bullet point indicates that pricing should be presented separate in a sealed envelope.**
  - In the sealed envelope, provide a summary of prices and the line item breakdown of costs. We are asking costs to be kept separate to allow us to evaluate the best overall solution.
- **So we may present an affordable solution, what is the budget or not to exceed amount allocated for this project?**
  - We are leaving the budget open and should consider market rate. Providing the solutions menu with pricing would allow us to determine options or a phased in approach.

#### RFP

- **With many still working remotely, would you consider allowing vendors to submit a digital RFP Response via email in lieu of a physical mailed copy?**
  - Our current college practices still require a printed submission.
- **Would an electronic submission of the proposal be accepted in lieu of 5 printed copies?**
  - Our current practices request printed copies.
- **Does the redesign project include the main site only ([www.eicc.edu](http://www.eicc.edu))?**
  - Yes. It would not cover our portal or microsites.
- **What is the anticipated project timeline? What key drivers are determining that timeline?**
  - We would like to be live with a new website my April 2022. This timeline assumes we continue to manage our operations with limited COVID disruptions.
- **How many agencies did you send the RFP to proactively?**
  - Less than 20.
- **Please identify the top three things you want in your chosen partner, in order of importance.**

- We are looking for an innovative and talented partner, who can thoroughly take us through the website redesign process and provide us with expert guidance and leave us with a high quality product at the end of the process.
- **What initiated the need for a new website?**
  - We have wanted to do a website redesign for 3 years. Our current site is not mobile friendly and is copy heavy with limited graphics. With the pandemic, our students enroll, visit and take classes differently than they did pre-pandemic. Our electronic resources have never been more critical.
- **Is your leadership supportive of the project?**
  - Yes, working on the website is seen as critical by senior leadership.
- **Do you have a preference of working with a local agency?**
  - We prefer an agency that has the right skills. We have no preference for a local agency, but do assume some parts of the project may be best served with an onsite time/meetings.
- **Who are the decision-makers for awarding this project?**
  - All final contracts are taken to the EICC Board of Trustees for final approval. Our marketing team along with members of the website redesign taskforce will conduct review of the submitted proposals and will conduct interviews of the finalists.
- **Please identify the top three things you want in your chosen partner, in order of importance.**
  - We are looking for an innovative and talented partner, who can thoroughly take us through the website redesign process and provide us with expert guidance and leave us with a high quality product at the end of the process.

#### **Content Audit**

- **Are you interested in having the chosen vendor conduct a content audit of your high-level pages to help determine what pages to move to the new website, what pages to eliminate, what content is missing, etc? Or will this effort be conducted internally by EICC?**
  - As the RFP states, we are looking to downsize the website to more manageable content. We believe a comprehensive audit would be appropriate. We have established an internal website redesign committee of college stakeholders that will have input into the process as well.
- **Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the redesign discovery process?**
  - We have been working with our Ad agency (who is not submitting on this redesign) on clarifying our targeted personas. Currently, we are leaning to the following:
    - Online Learners
    - Transfer Options
    - Career Training
    - Early College (Concurrent High School)
    - Continuing Education and Professional Development

- We are open to the redesign process assisting with clarifying our audiences.
- **Are prospective students would be your main audience?**
- Yes, we consider prospective students to be our main audience. As a community college, we serve a broad community including Continuing Education, HiSet and credit as well as former and current students. The site should be considered a sales tool.

## Copywriting

- **The RFP mentions copywriting services. Do you have a sense of the number of pages that you would like the chosen vendor to write? Or can you give us a ballpark number of pages to use for quoting purposes?**
- **We noticed you've included copywriting/content development in the scope of work. How many pages/stories do you anticipate needing help writing? What about photography or videography?**
- **We normally do the top main pages when it comes to copywriting, would you need more than that?**
  - We are open to vendors including a recommended number of pages. We are looking to establish a voice for the website as well as reduce the amount of copy per page.
  - You are welcome to include photography and videography in your proposal and itemized pricing list. We certainly could use some new content.
  - A good estimate would be 8 -10. We are looking for assisting in defining the voice for our website. We believe the website is currently too text heavy.
- **What Omni CMS modules do you currently use on the website?**
  - We have the CMS Version 2021, 2. We also have Acalog (now their Catalog).
- **Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?**
  - We are considering adding Maps & Virtual Tours, CMS Calendar and CMS Emergency Alert

## SEO

- **On page 5 of the RFP under Key Goals and Deliverables, you include "Integrate effective search engine optimization practices".**
- **What are the expectations surrounding content optimizations for SEO?**
- **Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.), or "tier" of pages (e.g. tier 1)?**
  - Tier 1 pages would be the focus with recommendations on best practices for our internal team to move forward.
- **Are you looking for ongoing monthly SEO support post-launch?**

- You are welcome to include that as an option in your pricing.
- **Or, are you just looking for the chosen vendor to provide guidance for SEO best practices during the redesign project?**
  - See above.
- **What work have you already done or are currently doing in relation to search engine optimization?**
  - We add keywords to the metadata of the pages. We've removed duplicated headers across the website, added keywords into the copy on the page.

## **Other**

- **Have you done research with your target prospective student audience within the last one to five years? If so, what did the research entail and will you share the results with your selected partner?**
  - We have done marketing research in a variety of ways including a perception survey, student surveying, HS student surveying, alumni surveying, and focus groups.
  - Yes, we would of course share that data and results with a selected vendor.
- **Which institutions do you compete with on a regular basis?**
  - It depends on the market segment. For traditional age students, we compete against other community colleges, private colleges and the regent universities.
  - For adults, we compete more locally or with large online providers.
  - More recently, our biggest competition is jobs and students deferring starting their education.
- **Which websites (both inside and outside of higher education) do you look to for inspiration?**
  - We would prefer you share which website you deem up to current standards. We are collecting a list that we would share with a selected vendor.

## ***Capacity and Governance***

- **Please tell us about the team that will be managing the site long term — titles and roles, please.**
  - Nicole Harrison, Web Specialist
  - Johnna Kerres, Associate Director of Marketing
  - Erin Snyder, Chief Communications and Marketing Officer
- **Which office currently owns the academic program pages?**
  - The curriculum pages are owned by the Curriculum office. The program pages are jointly managed with marketing and curriculum.
- **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?**

- We lack clearly defined governance for the website and are looking for a governance structure to be an outcome of this work.

Current responses as of 9/13

#### Additional Questions 9/14:

- Is on-site work mandatory for this project? If so, is there an expectation of the number of days on campus?
- We believe some of the work with the Website taskforce might be best done on site, but we do not have a set number of required days and COVID conditions could change our operations. We are leaving that as flexible and will be determined with the selected vendor.
- We assume you're looking to redesign the website using the current brand (logo, colors and fonts) as is. If not, to what extent would you like to rebrand? For example, update the fonts or update / extend the color palette? Or redo the logo? The current logo and colors will continue to be used, but we have a more extended color palette and more fonts than are being used in the current design.
- If not rebranding, will you provide the designer with a brand guideline documenting the logo, colors and fonts to use in the new design? We would work with the selected vendor and provide our brand guidelines.
- Should we assume that all of the types of content and features currently on the site will be part of the new site? Our site currently does not have many features, we want to continue with an Latest News section feature that is a RSS Feed. We have a strong desire to reduce the overall size of the website and remove duplicated content.
- Will any new types of content or features be added to the new site? We are open to suggestions, we know we want an event calendar, social media integration, Modern Campus has the ability to serve custom content to site visitors and we want to start utilizing that option in the new design. We are also considering exploring Modern Campus Calendar, Emergency Alert, Maps and Tours.
- Will any types of content or features on the current site not be included in the new website? We noted you mentioned a news section and also events registration? Are there others? Some content may not move forward. A comprehensive content audit is a likely first step in our redesign.
- For events registration, do you want an event calendar with the option for registration? We're not looking for an event registration solution, just a calendar function.
- Are there any existing features that you would like to improve? The whole website needs significant revisions. The current site is copy heavy, lacks movement, graphics and pictures. The navigation is not intuitive to the audience.



- The site links to several offsite platforms for catalogs, schedules, applying etc. Will all off site features remain offsite or will any off site features be built into the website? [The application, catalog, class schedule and student portal \(EICConnect\) will remain off site.](#)
- User Roles / Permission: If possible, can you provide information on the different roles and responsibilities of CMS users? How many roles are there and what are the preferred permissions for each role? [We only use one Admin role, there is only one person who maintains the sites. We have a few additional back up admins who can make changes if the main admin is out. A review of governance and processes will be part of the project.](#)
- Are there any CMS/database specific publishing workflows we should be aware of and required to implement? i.e. review / approval processes? [No, there are currently no workflows.](#)
- Aside from the admin / editor CMS users logging into the website backend, are there any other logged in features available. We noted the off site login for eicconnect, for example, but did not find any logins for front end users. [There is no logged in features on the website. EICConnect is the student portal and is separate from the website.](#)
- What platform is the current site built on? Do you have any preference for a CMS for the new website? For example, Drupal or Wordpress? [The site is built in Modern Campus \(formerly OU Campus\), we will continue to use this CMS.](#)
- Should we include hosting services in the proposal or will you continue hosting the site with your current hosting provider? [We will continue with our current hosting set up.](#)
- 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)? Can the hosting environment support any/all these services: Redis, Solr, Varnish? [Everything is built with Modern Campus' hosted solution and pushed to a production server we maintain, there is no PHP/Apache/MySQL currently running on our production server. If that needs to be implemented you would need to work with our IT department.](#)
- Would you be able to provide budgeting information for this project? [See the Question and Answers.](#)

## Additional Questions 9/15

### Technical Questions

1. Does the existing website have any additional integrations with other websites or applications?  
**We integrate with Recruit, the catalog, and a widget for chat.**
2. 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.) **We do not have a preference, but currently it is .NET**
3. Are there any defined security standards that you need to meet with this redesign, or are you okay going with our recommendations? (e.g. Content-Security-Policy standards, intensive code-review processes, etc.) **We will respect the vendors recommendations.**
4. Will this scope include any subdomains of the main site? or other URLs?
  - o e.g. <https://recruit.eicc.edu/>, <http://catalog.eicc.edu/>, <https://eicc.augusoft.net/>
  - o **No, only the main site, no subdomains**
5. Will scope include any work on EICConnect? or will we simply continue to link out to that system? **EICConnect will continue to link out**
6. Is SSL to be enforced on the entire site? Currently some pages are throwing up unsecured warnings (see <http://catalog.eicc.edu/>) **Yes, SSL is to be enforced.**
7. On the current site there is a Google Translate widget in the footer. It is difficult to style around differences in word length (e.g. "Toy" in English vs "Spielzeug" in German ) or reading direction (e.g. Arabic).
  - o Is translation necessary? **Yes, we have international students, but our focus will be formatting for English.**
  - o Are there any pages that NEED to be usable in all languages? or in a specific language? **The international students section of our website needs to be useable in all languages, but we would like to continue the entire site being available in all languages.**
8. The RFP requests us to "Optimize website search function to respond using a FAQs approach." Could you provide a definition for "FAQs approach"
  - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
9. We understand that content migration is listed in the scope for this project. Is the expectation only that the chosen vendor will migrate revised content into the newly designed templates/architecture in Modern Campus? **Yes**
  - o Are we correct in assuming that EICC intends to stay on the same Modern Campus environment? **Yes**
  - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
  - o

### Content Questions

10. The RFP states that EICC wishes to “significantly reduce content from thousands of pages to several hundred pages.” Will EICC please overview the nature of existing redundant, outdated, or trivial content? (e.g. outdated event pages, outdated blog content, etc.) **We have News articles that are out of date, we display similar content in several places on the website that need to be consolidated, and we need to edit down the content in general. Our goal will be to complete a content audit as part of the redesign process which will assist us in determining reduction. We will also be establishing a governance structure.**
11. Technical setup is always included as part of our process. Will the EICC team be looking for additional services and requirements beyond the setting up of optimal URL and heading structures, meta descriptions and alt tags? **Possibly.**
12. Please clarify what you mean by “Work with EICC’s marketing department and the website redesign taskforce to develop web content.” In other words, who will ultimately be responsible for the creation of new content and the consolidation/editing of existing content? **The creation of new content will be done by both the company we choose to use and by our internal team. We expect top level pages to be created by the company, while our internal team can edit/copy write for subpages.**

## Design Questions

13. How many templates does EICC anticipate to be in scope for this project? **That is up to the redesign.**
14. Is EICC open to a modular design system? **Yes**
15. Is the design and development of a new campus map in scope for this project? **Possibly as well as virtual tours.**
16. RFP states “Is not very dynamic or visual - lacks event calendar”. Will EICC use a 3rd party service to manage Events? Is the desire to have an interactive calendar on the new site? These are often very complex to design and build. **Yes, we want a calendar functionality on our new site, our CMS – Modern Campus has an add-on module for a calendar that could be the solution to that.**
  - o See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)
17. Should vendors include pricing for videography, photography in the production costs of their bid?
  - o **It is a reasonable need that could be included in the pricing options.**
  - o See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)
  - o
18. RFP states: “Provide a site that integrates video, photo, social media, news, blogs, and other relevant content where and when appropriate.” First, does EICC have an asset library to support the inclusion of new photo and video content that meet modern standards? If not, are the resources in place to support the generation of new high quality assets for the new site? Second, is integrating Social Media via a feed the desire here? We typically recommend against this and have a POV doc that can be shared with them in the future if they become a client. **We do have some photo and video assets that can be used, as for social**

media, we look forward to hearing your take on integration.

19. Does EICC 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? **Yes, we have branding guidelines that we can provide to the selected vendor.**
20. In the RFP there is a statement that the chosen vendor "must be willing and able to work with the EICC both virtually and on-site during the design process." Is this expected to be the case? Should vendors provide budget for travel in their cost proposal? **Yes and yes**
  - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
  - o

## Other Questions

21. What is the desired timeline for this project?
  - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
  - o **April 2022 is the tentative target.**
22. With regard to the solutions menu pricing, EICC states the following:

*"Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of project strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs"*

Can you please define exactly what is required here? Is EICC looking for a step-by-step process? If so, how should price be included? We ask because it is indicated in the submission guidelines that pricing should be included in a separate envelope. In other words, are vendors expected to attach prices to each phase of their methodology overview and then seal this in its own envelope? Apologies for the confusion, direct guidance here would be appreciated.

Yes, you should submit pricing in a sealed envelope with an itemized list of costs.

- o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
23. Can you please explain specifically how the pricing proposal should be formatted?
    - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
    - o No specific format is required other than it be submitted in a separate envelope.
  24. What is the approximate budget for this project?
    - o **See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)**
    - o
  25. With teams still depressed due to the onset of the Delta Variant, will an electronic submission

suffice in lieu of a physically mailed submission?

- See Questions and Answers already posted. [https://eicc.edu/about-eicc/RFP\\_Questions\\_and\\_Answers.pdf](https://eicc.edu/about-eicc/RFP_Questions_and_Answers.pdf)
- We currently require a paper submission along with the jump drive.

**Thank you.**

- Is the breadcrumb nav mandatory? We are open to recommendations.

- Is there a "separate branding" requirement for the different campus microsites, or do they all carry the same look and feel? Branding is all standardized.

- For the style guide, will your team need training on that specifically, in addition to training on the CMS? We have been using Modern Campus since 2013, so we will not need training on the CMS. Depending on templates and layouts, we may need training on best approaches moving forward.

Describe the state of the EICC brand. Are there established brand guidelines in place that should be used for the website redesign? Or is EICC anticipating a complete evolution of the current look and feel?

We have brand guidelines that will be used, but the current site needs a complete new look. Colors, logos, fonts and other treatments will adhere to brand standards.

It is our understanding that the following sites will remain click off from [eicc.edu](http://eicc.edu) and should be considered out-of-scope for this initiative. Please confirm if this assumption is correct.

- Apply - [recruit.eicc.edu](http://recruit.eicc.edu)
- EICConnect - [sts.eiccd.net](http://sts.eiccd.net)

That is correct.

The RFP mentions copywriting among the key deliverables. What is the expected requirement (or number of pages) for copywriting provided by the vendor? May our pricing sheet include copywriting as an optional project add-on to the base scope of work?

See posted answers. And yes, you can include copy writing as an optional add-on in your pricing.

What capabilities does EICC have in-house (e.g., designers, developers, copywriters, etc.)?

We have a copywriter, graphic artist and a web specialist in house.

Are there any additional brand, marketing, or strategic planning efforts being prioritized concurrently and relevant to the site redesign process? If so, please share.

We shared our projected target markets in the answers document. EICC is currently completely a new strategic plan that will likely impact the redesign.