



**Addendum No. 04 Issue Date 09/17/24
RFP Number 242501 Website Re-Design**

Your reference is directed to RFX Number 242501 for Website Re-Design which is scheduled to open at 10:00 AM CT on October 3, 2024. Notice is given to all parties that this Solicitation is amended by the College as stated herein. This Addendum is hereby made an official part of this Solicitation.

The following changes are being made to the referenced solicitation:

The following language has been **ADDED** to Attachment C, Scope of Work, Section B: Seamless Integration with Existing Student Information System:

- Integrate BRCC's existing Crisis Communications system within the new website design.

The following language has been **ADDED** to Attachment C, Scope of Work, Section A: Work Functions:

- Implement an accessible design to comply with state and federal regulations, including data privacy laws, and applicable education standards.

The following language has been **ADDED** to Attachment C, Scope of Work, Section A: Technical Requirements.

- Responsible for the buildout of portals and/or gated pages as needed.

The Proposer's written inquiries received by the deadline date of August 19, 2024 and the College's responses are included on pages 3 - 51.

THIS ADDENDUM IS HEREBY OFFICIALLY MADE A PART OF THE REFERENCED SOLICITATION.

ACKNOWLEDGEMENT: If you have already submitted your bid and this Addendum **does not** cause you to revise your bid, you should acknowledge receipt of this Addendum by identifying your business name and by signing where indicated. You may return this Acknowledgement by mail or delivery by hand or courier to: Baton Rouge Community College, 201 Community College Dr., Baton Rouge, LA 70806. BRCC reserves the right to request a completed Acknowledgement at any time. Failure to execute an Acknowledgement shall not relieve the bidder from complying with the terms of its bid.

Addendum Acknowledged/No changes:

For: _____ By: _____

REVISION: If you have already submitted your bid and this Addendum requires you to revise your bid, you must indicate any change(s) below, identify your business name and sign where shown. Revisions shall be delivered prior to bid opening by mail or delivery by hand or courier to: Baton Rouge Community College, 201 Community College Dr., Baton Rouge, LA 70806. Indicate the RFX number and the bid opening date and time on the outside of the envelope for proper identification. Electronic transmissions are not being accepted at this time.

Revisions received after bid opening shall not be considered and you shall be held to your original bid.

Revision:

For: _____ By: _____

WRITTEN INQUIRIES

RFP for Website Re-Design for BRCC

Solicitation Number 242501

1. **Question:** Page 13, Section T. Secretary of State Requirements: Are participating vendors required to be registered with the Louisiana Secretary of State to bid on this RFP; or is it acceptable for vendors to register upon awarded of the contract?

Response: The selected Proposer must register with the Louisiana Secretary of State before a contract is awarded.

2. **Question:** Page 18, Attachment C, Scope of work: What is your budget (or not to exceed amount) for the described scope of work?

Response: BRCC has budgeted up to \$150,000 for the website redesign project.

3. **Question:** Page 18, Attachment C, Scope of Work: Is the college currently implementing any personalization?

Response: No, the College is not currently implementing personalization.

4. **Question:** Page 21, Attachment C, Scope of Work: Regarding content migration, do you believe the existing content is solid or do you need content to be optimized (and assistance from the selected partner in doing so)?

Response: The content needs to be optimized. The selected Proposer will need to assist in doing so.

5. **Question:** Page 49, Attachment H. Proposal, Part 2: Technical Proposal indicates that respondents are to insert responses into the RFP Worksheet. Given that several of the requests require lengthy responses, is it permissible to provide a proposal in a formatted (Word) document?

Response: Proposers may use their firm's template, but the content of the document should not be altered.

6. **Question:** What is the budget for this project?

Response: See response to question #2.

7. **Question:** Is there a separate budget for on-going support?

Response: The College will pay for annual website costs that may be related to support and maintenance of the website, including CMS, etc.

8. **Question:** Is there a separate budget for hosting?

Response: The College will make a determination if they will continue paying for hosting services, or if it will be including in annual maintenance fees provided by the selected Proposer.

9. **Question:** Is there a CMS preference?

Response: No, there is not a CMS preference.

10. **Question:** Is there an estimated budget or encumbered amount for this project?

Response: See response to question #2.

11. **Question:** Is there a current contractor in place for this service?

Response: BRCC currently works with a vendor for its current CMS and annual maintenance costs.

12. **Question:** On pages 49 and 50 of 62, Part 2: Technical Proposal, the second line in the explanatory paragraph states that we need to insert our responses into the worksheet directly below each question or prompt. For a majority of the questions, prompts and Subparts, there is not enough room for us to enter all of the information. May we copy and paste the questions/prompts into our proposal format to provide room to answer them so we can present our best knowledge and experience?

Response: Proposers may use their firm's template, but the content of the document should not be altered.

13. **Question:** The directions also state that the Subparts under Part 2: Technical Proposal are to be saved as individual files. Are we to break the PDF to save each subpart? Or again, may we copy and paste into our proposal format, provide the information, then save each as its own file?

Response: Proposers may use their firm's template, but the content of the documents should not be altered. All subparts of Part 2: Technical Proposal should then be saved as individual files.

14. Question: I am currently reviewing RFP 242501 Website Re-Design. In Attachment D, section V, I see the information on the Veterans Initiative and Hudson Initiative. It is required to be a Veteran to secure this website re-design job?

Response: No, the Proposer is not required to be a certified Veteran-Owned small entrepreneurship or a certified Hudson Initiative small entrepreneurship to be awarded a Contract resulting from this RFP.

15. Question: Your Schedule of Events doesn't specify when questions will be answered. Could you provide that information? With only four weeks between the question submission deadline and the final RFP due date, having a clear timeline would be helpful for producing our response.

Response: Please refer to RFP Overview, Section D: Schedule of Events. This section outlines the timeline for when responses to questions should be published.

16. Question: As you are most likely aware, software development is an ever evolving, fluid medium. There are limitless options, parameters, specifications, and methods needed to be finalized before developing an exacting budget. At this stage, and so we can understand what level of expertise and end-product you are looking for, can you share a budget or budget range allowing us to develop the right strategy for BRCC?

Response: See response to question #2.

17. Question: Can you share your current annual support, hosting, and website maintenance costs on an annual basis? Is there any documentation around the hosting environment and security protocols that you could share? Can you provide the features and requirements document that was used when developing this for the existing site

Response: BRCC spends approximately \$27,000 annually for its CMS system and hosting fees. The hosting features and requirements documentation will be shared with the selected Proposer.

18. Question: With the stated “Strategic Plan Support and Community Engagement - Develop sections or features to promote workforce partnerships and job placement opportunities” - Are you looking for someone to create the content that will be displayed within these sections or features? Is this a separate “jobs” initiative inside of the new website development or will this content be handed over from BRCC teams? Have you created a messaging guide to support this work or need that created?

Response: The content for the workforce partnerships and job placement opportunities sections will primarily be provided by BRCC’s internal teams. However, BRCC is open to vendor input for optimizing the content’s presentation to align with the strategic goals. This is part of the overall website development, not a separate "jobs" initiative. If needed, the

selected Proposer can assist with content creation, but BRCC has not yet developed a formal messaging guide for this specific content.

19. Question: With the stated “Market Analysis and Competitive Positioning: Conduct a thorough market analysis to understand BRCC’s position and opportunities.” - Have you implemented any market research activities over the previous 2-3 years that can be leveraged? Is your current Marketing plan or strategic plan informed by any type of market/consumer research? Can we get a copy of the research deck, analysis, results, or highlights from this data, or are you looking for us to propose a new research model and methodology for capturing this “Market Analysis” data?^[SEP]

Response: BRCC has conducted some informal market research and strategic planning activities over the past few years, which have informed its current marketing plan. The available data and information will be provided to the selected Proposer. BRCC welcomes proposals that can either build on the existing informal data or take a new approach to capture more comprehensive insights into its competitive positioning and opportunities.

20. Question: With the stated “Seamless Integration with Existing Student Information System: Integrate BRCC's existing Student Information System within the new website design to ensure cohesive functionality and data consistency.” - What platform are you currently using? Can you provide any API documentation or specifications? Or are you envisioning “integration” through a link that simply passes the user to a different platform?^[SEP]

Response: BRCC uses Banner for its Student Information System. The integration will be through a link that passes through to the platform.

21. Question: With the stated - “Enhanced Student Experience Features: Integration of features such as application processes, class searches, registrations, information requests, and live chat and AI features. Smoother and more efficient user interaction, leading to higher enrollment conversion rates and improved student experience.” - Can you share how these items are currently built? What platforms are you leveraging for the application process, tracking, and registrations? For class searches, is the information within a current database? Do you have the ability to provide any API documentation on how to connect a digital handshake with this data? Or are you looking to build these types of features natively within the new website?

Response: See response to question #20.

22. Question: Where is your site currently hosted? Are you interested in keeping the current provider for this portion? If so, can you provide any/all current technical documentation for this environment?^[SEP]

Response: The site is currently hosted by GoDaddy. BRCC is open to exploring other hosting providers. Our priority is ensuring that any new provider can offer a comparable or enhanced

security stack to meet our requirements. We are flexible regarding the hosting solution, provided it supports the necessary security, reliability, and performance standards. Technical documentation for the current hosting environment will be provided to the selected Proposer.

23. Question: Can you provide your most recent User Acceptance Testing (UAT) report or similar analytics report showcasing current user data used during development of the existing site, barriers, trends, traffic, etc.

Response: The UAT report will be provided to the selected Proposer.

24. Question: Can you provide any user personas, audience analysis, user journey, or similar documents to help us understand the current engagement model as it relates to current and prospective students

Response: While we do not have formal user personas or detailed user journey documents currently available, BRCC has a clear understanding of its key audience groups, including prospective students, current students, faculty, staff, and external partners. Insights from past engagement efforts and analytics data will be shared with the selected Proposer to help guide the user journey development. We are also open to collaborating with the selected Proposer to create or refine user personas and map out user journeys as part of the project to enhance the overall user experience for current and prospective students.

25. Question: Attachment C, Section B, page 19 user experience enhancement: Does BRCC have staff/resources to man the Chat capability, or is there a preference for a machine learning/AI bot?

Response: Yes, BRCC has staff available to assist with manning the Chat. BRCC recently implemented a Chatbot on its website. The College will use this system with the redesigned website. Therefore, the Proposer does not have to identify a Chatbot system.

26. Question: Attachment C, Section B, page 20 Seamless integration with SIS: Can you confirm that the SIS in question is LoLA; and all we would be incorporating is a jump point/login point?

Response: The Student Information System is Banner, and is named LoLA. Yes, the selected Proposer would incorporate a jump point/link to a login.

27. Question: General: Can you provide us with a rough page count for the site? For estimation/budgeting purposes do you have a sense of how many pages you would like rewritten completely ; and how many pages should be refined/?

Response: BRCC's website currently has approximately 600+ active pages. No, there is not an estimate of how many pages will need to be rewritten completely. That will depend on the new site design and audit of the website.

28. Question: Attachment C, Section C, page 21 Enhanced Student Experience Features: You mention the inclusion of AI: Has BRCC explored and used AI in the past in order to understand its risks and limitations? Would you be open to a machine learning focused bot instead of an LLM bot?

Response: Yes, BRCC has explored and used AI in the past and understand risks and limitations. BRCC recently implemented a ChatBot, and plans to continue using the new service. Therefore, the Proposer does not have to identify a system or the implementation of a Chatbot.

29. Question: Attachment C, Section D page 22 Technical requirements: Do you require hosting recommendations for the new site or would you prefer to stay with your existing host?

Response: See response to question #22.

30. Question: What level of integration with SIS is desired?

Response: The website will link to the college's SIS platform.

31. Question: On which hosting platform the website is currently hosted?

Response: See response to question #22.

32. Question: Is BRCC okay for website hosting on amazon cloud hosting?

Response: BRCC is open to this, as long as it meets security requirements. This option or suggestion would need to be evaluated.

33. Question: Is BRCC expectation for copywriting creation by the vendor?

Response: BRCC is interested in copywriting services and working with the selected Proposer to create new copy for key sections of the website.

34. Question: Is there an incumbent vendor who is maintaining the website?

Response: The CMS for the BRCC website is through Modern Campus.

35. Question: We work in a mix of onsite and offshore resources, is BRCC ok for using offshore resources for project execution?

Response: BRCC prefers not to use offshore resources for project execution.

36. Question: What is the Student Information System (what data does it contain and what tasks does it handle with regard to student management)? What platform is the current Student Information System on and how does it need to be integrated in the new site?

Response: The College uses Banner for its Student Information System (SIS). The SIS is used to apply to the college and schedule classes. The website will link to the college's SIS platform.

37. Question: There are a number of requests to streamline processes like applications, class search and registration, etc. Many of those functions are handled offsite at the LCTCS site. What is the objective in streamlining? Is the goal to incorporate those processes into the BRCC site and not have them be processed by LCTCS, or is it to change how the process interacts with LCTCS (meaning instead of linking out having the forms, etc. exist on the BRCC site and send info to LCTCS)?

Response: BRCC would like to develop appropriate copy/content and steps/ process that streamlines how many steps a student takes to access the SIS to ensure current and prospective students remain engaged during their visit to the website.

38. Question: Is course information currently housed in the site itself or in an external database?

Response: Course information is housed in the Student Information System.

39. Question: Do you already use a chat service and if so who is it? If not, do we need to help provide one?

Response: BRCC currently uses Gecko chat service.

40. Question: How many people at BRCC need to be able to log in/manage site content (roughly)? Do different departments manage their own content?

Response: The total number of content managers varies. The College will have approximately 25 – 50 content managers. Yes, departments manage their own content.

41. Question: How many pages are on your current website, and would you like all pages migrated over to the new website?

- In reference to Attachment C, Scope of Work, A. Scope of Work, Work Functions, “Analyze the current website, identifying strengths, weaknesses, and improvement opportunities.”
- In reference to Attachment C, Scope of Work, A. Scope of Work, Content Review and Management, “The audit should be based on analytics as well as content of current website and desired outcomes for new website.”
- In reference to Attachment C, Scope of Work, A. Scope of Work, Work Functions, “Migrate existing content to the new website, ensuring data accuracy and consistency.”

Response: BRCC’s website currently has approximately 600+ active pages.

42. Question: Do you have a budget for this project? If yes, can you provide the amount or range?

- In reference to Attachment D, RFP Evaluation Plan, IV. Cost

Response: See response to question #2.

43. Question: Is it the end of your contract with the incumbent? If yes, please offer details regarding why you are seeking a new contractor.

- In reference to Attachment B, Special RFP Terms and Conditions, I. Project-Specific Definitions, “I. **Initial Transition Management Plan** means describes the transition of website management and mobile application from current vendor to the Contractor, if applicable, will be facilitated.”

Response: BRCC has a year-to-year contract with its current vendor for use of a CMS.

44. Question: Are there specific visual styles and/or themes you prefer or other websites you like the look/feel of?

- In reference to Attachment C, Scope of Work, B. Tasks and Services, Visual and Aesthetic Overhaul, “Update the website's visual style to reflect BRCC’s reputation as the preferred training in a global market place, and the best value in higher education in Louisiana.”

Response: BRCC does not have a preference in visual styles and/or themes, but BRCC is open to suggestions and styles for its new website design.

45. Question: Please provide what you like best about your current site and details regarding challenges with your current site.

- In reference to Attachment C, Scope of Work, Evaluation Criteria, “Overall satisfaction of Baton Rouge Community College with the final website.”

Response: BRCC is pleased with the ability to allow content managers to update their specific sections. Challenges exist with content and design. What we appreciate most about the current site is its ability to serve as a comprehensive resource for students, faculty, and staff, providing essential information about academic programs, campus events, and student services. The site has been functional in terms of content breadth. We have experienced challenges with navigation, outdated design aesthetics, and a lack of mobile responsiveness, which negatively impact user experience.

46. Question: What is your timeline for the award, kickoff, and launch?

- In reference to Attachment C, Scope of Work, Project Timeline, “The project is expected to be completed within 8-12 months.”

Response: Award and Kickoff are expected in October 2024 and launch is desired for May/June 2025.

47. Question: Can we use personnel experience, where personnel we are proposing for the project have performed work that meets the mandatory scope of experience, or is the mandatory experience specific to the company bidding?

- Attachment H, Proposal, Part 2: Technical Proposal, Subpart C: Company Background and Experience, “II. Provide a detailed discussion of the Proposer's prior experience in working on projects similar in size, scope, and function to the proposed contract. Proposers should describe their experience in other states or in corporate and governmental entities of comparable size and diversity with references from previous clients including names and telephone numbers.”

Response: The Proposer should respond to all parts of Attachment H, Proposal, Part 2: Technical Proposal, Subpart C: Company Background and Experience to the best of their ability.

48. Question: Typically when we work on a commercial CMS (e.g. Modern Campus or Cascade), we perform all tasks up through front end development, then hand off that front end code. We then consult with the CMS company (e.g. Modern Campus or Hannon Hill) as they implement the CMS, perform content migration and third party integrations.

Is this process acceptable to Baton Rouge Community College?

Response: BRCC has no problem with the selected Proposer working with a third-party for the CMS, as long as the Proposer submits one complete proposal that addresses the required scope of work and can meet BRCC’s expectations for the project.

49. Question: Does Baton Rouge Community College plan to contract directly with the commercial CMS company for the implementation of the commercial CMS?

Response: BRCC plans to contract with the selected Proposer based on their proposal.

50. Question: Does Baton Rouge Community College expect the website agency to perform all commercial CMS implementation and content migration tasks itself rather than partnering with the commercial CMS vendor?

Response: BRCC expects the Contractor to perform all tasks stated in this RFP. The selected Proposer can subcontract with a CMS vendor, but the selected Proposer will be responsible for the requirements of the Contract resulting from this RFP and will assume all responsibility.

51. Question: Do we need to include costs associated with the commercial CMS vendor's implementation work in our proposal?

Response: Yes, the Proposal should include costs associated with CMS Implementation as noted in Part 3: Financial Proposal.

52. Question: May the commercial CMS vendor submit their own estimate separately?

Response: No, the commercial CMS vendor cannot submit their own estimate separately.

53. Question: How many pages are on the current website?

Response: See response to questions # 41.

54. Question: How many of the current pages does Baton Rouge Community College expected to be migrated to the new site?

Response: See response to question #27.

55. Question: Does Baton Rouge Community College intend the website agency to perform all migration of content, both automated and manual?

Response: Yes. BRCC expects the selected Proposer to perform all migration of content, both automated and manual.

56. Question: Or does Baton Rouge Community College plan to use internal resources to perform any manual migration of content that may be needed?

Response: BRCC intends for the selected Proposer to perform the migration of content. BRCC may utilize internal staff if needed.

57. Question: Does Baton Rouge Community College intend all legacy PDFs to be migrated and also made accessible as part of this project?

Response: Yes, the required PDFs for the new website will need to be migrated.

58. Question: Could you give us a sense of the scope of content revision and creation?

Response: That information is unknown at this time. It will be determined during the redesign process.

59. Question: Does the College need primarily editing of existing content?

Response: Yes, some content editing will be necessary, but the extent of editing will be determined during the assessment and redesign process. We anticipate that certain sections will require updates to improve clarity, accuracy, and alignment with current messaging, while other areas may only need minor revisions. The goal is to ensure that all content is optimized for user experience and reflects BRCC's strategic objectives.

60. Question: Does the College need primarily creation of completely new content?

Response: Some new content creation will be required, but the extent will be determined during the assessment and redesign process. This will involve evaluating the current content, identifying gaps, and deciding which areas need fresh material to align with BRCC's updated goals and messaging. Existing content may be optimized, while entirely new content will be developed where necessary to enhance user experience and meet strategic objectives.

61. Question: Would internal College resources also be creating copy or is content the complete responsibility of the website agency?

Response: Content creation will be a collaborative effort. While the selected Proposer will be responsible for generating the majority of the content, BRCC's internal teams may contribute specific sections or updates as needed. BRCC is open to working together to ensure the content aligns with our voice, messaging, and strategic goals.

62. Question: Both of these requirements are largely the responsibility of the hosting provider. Baton Rouge Community College’s expectations for who will provide hosting are not outlined in the RFP.

What is the current hosting provider for the current site?

Response: See response to question #22.

63. Question: Would the website agency be responsible for subcontracting with a host provider (either current or new) and managing that relationship on behalf of Baton Rouge Community College?

Response: BRCC is flexible in exploring whether the selected Proposer would take on the responsibility of subcontracting and managing the hosting provider relationship, or if BRCC will continue to manage this internally. We are looking for the solution that best aligns with our operational needs, efficiency, and long-term management strategy.

64. Question: Would hosting costs be expected to be included in the website agency’s proposal? There is not a line item for hosting in **Part 3: Financial Proposal**.

Response: The Proposers must complete the required elements listed in Part 3: Financial Proposal. If Proposers wish to include additional costs then these costs should be listed in the “Other” Section.”

65. Question: What is your current CMS?

Response: Modern Campus is BRCC’s current CMS provider.

66. Question: Are there any issues with your current CMS you’d like to surface?

Response: No.

67. Question: Do you plan on staying with your current CMS?

Response: We are open to evaluating all options, and the decision to retain or change our current CMS will be determined based on the proposals we receive and the recommendations of the Proposer. Our primary goal is to ensure that the chosen CMS aligns with our needs for flexibility, ease of use, scalability, and integration capabilities. We welcome discussions on the most suitable platform to support our long-term objectives.

68. Question: If you are not planning on staying with your current CMS, do you have a preference for Drupal, Cascade, Modern Campus, TerminalFour, etc?

Response: No, BRCC does not have a preference.

69. Question: If you are not planning on staying with your current CMS, are there any issues, pain points, reasons you want a different CMS?

Response: No, there are no specific issues, pain points or reasons outside of the fact that BRCC is looking to redesign the website and is interested in identifying the best solution to going forward.

70. Question: In general, when a chatbot is needed, the College will contract directly with a vendor specializing in chatbots (e.g. Mainstay/AdmitHub, Mongoose, Ivy, Olark). The software to create a chatbot is significantly different from that used to create websites and implement CMSs. Chatbot vendors have their own implementation process to create the look and feel of the bot, to create the content library of answers, and their own process to integrate the chatbot into the website, etc.

Response: This is not a question.

71. Question: Does Baton Rouge Community College have a budget for the Chat software, and could that budget be shared?

Response: No, there is not a budget that can be shared. BRCC recently implemented a ChatBot and will continue utilizing the service.

72. Question: Would the website agency be responsible for subcontracting with a Chat software provider and managing that relationship on behalf of Baton Rouge Community College?

Response: No, the selected Proposer will not be responsible for this.

73. Question: Would Chat software costs (licensing, implementation, etc.) be expected to be included in the website agency's proposal, even though a Chat software provider will not have been selected before the proposal must be submitted?

Response: No, chat software costs does not need to be included in the financial proposal. BRCC recently implemented a Chatbot and will continue to utilize the service.

74. Question: What is the current Student Information System?

Response: The current Student Information System is Banner.

75. Question: Could you please list the “key student activities” that would need to be supported?

Response: The key student activities that would need to be supported is linking to the Student Information System, Banner.

76. Question: How many pages are in the current site?

Response: See response to question #41.

77. Question: Would the audit include the ENTIRE site or focus on high level pages only (or some other subset of paged)

Response: The audit will focus on the entire site, but mainly looking at the most-visited, high-traffic pages, and determining a path forward for the redesign.

78. Question: Can you please list the various existing software tools or platforms that we would need to integrate with? (I.e. please include any CRM used to create forms, Course Catalog, Directory, etc. tools currently in use.)

Response: The main platform that will need to be integrated is the RAVE Communications system. We are open to other suggestions for software tools and platforms for use on the new site.

79. Question: Do you already have a chat bot or live chat tool in place?

Response: Yes, BRCC uses Gecko Chat Service.

80. Question: What “AI features” are you using now, or hoping to add?

Response: BRCC is currently using Gecko chat service.

81. Question: What is the current hosting provider for the current site?

Response: See response to question #22.

82. Question: Would the website agency be responsible for subcontracting with a host provider (either current or new) and managing that relationship on behalf of Baton Rouge Community College?

Response: See response to question #63.

83. Question: Would hosting costs be expected to be included in the website agency's proposal?
There is not a line item for hosting in **Part 3: Financial Proposal**.

Response: See response to question #64.

84. Question: Has a budget been allocated for this project? If so, can you provide us with any budget guidance.

Response: See response to question #2.

85. Question: Where are the current websites hosted?

Response: See response to question #22.

86. Question: What plugin are you using for draft/publishing content control?

Response: BRCC uses Modern Campus for its CMS.

87. Question: What do you love about your current website vendor?

Response: See response to question #45.

88. Question: What would you like to have differently in a new website vendor?

Response: BRCC does not have any specific elements that we are looking for that are different. BRCC is seeking a Contractor to perform the requirements and tasks in this RFP.

89. Question: Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort, and value of the contract?

Response: BRCC currently has a year-to-year agreement with Modern Campus for the CMS. The annual cost for the CMS and support is \$24,000.

90. Question: Please describe the team/roles/capabilities of internal resources and how they will be expected to participate in the project process. Please also explain their roles in managing the new CMS. Do you have any in-house designers, front-end developers, or back-end programmers who would be responsible for managing the new site, or are you seeking full partnership with the vendor for ongoing support?

Response: BRCC's day-to-day website management is led by a Sr. Web Developer and individual content managers from the respective departments. This set up will continue for the new website.

91. Question: What do you currently spend annually on website maintenance, support, and enhancements?

Response: The annual cost for the CMS, support/maintenance and hosting is \$27,000.

92. Question: Please provide a list of all URLs that are included in the scope.

Response: There are no URLs listed in the Scope of Work.

93. Question: Please provide all 3rd party integrations that must be supported in the new website.

Response: Our RAVE Crisis Communications system must be integrated into the website.

94. Question: What is the realistic start date for the redesign project?

Response: BRCC is expecting the services to begin in October 2024.

95. Question: Can you share information on the core web team who will be managing this project; specifically, number, background and experience with website redesign projects?

Response: BRCC has limited staff members. The core team that will be managing this project includes the college's Sr. Web Developer, Chief Marketing and Public Relations Officer, Chief Information Officer, and members from the college's Information Technology Department. The Sr. Web Developer has been employed at the college for 20 years, the Chief Marketing and Public Relations Officer has been employed for 8 years, the Chief Information Officer has been employed for 15 years. All have experience with website redesign projects.

96. Question: Can you elaborate on the desired level of autonomy the core team might have on the project? Specifically, ability to make project decisions/approvals and if multiple levels stakeholder involvement should be considered within the timeline?

Response: The core team will have autonomy to make decisions and approvals. However, various aspects of the project will be shared with the leadership of the College and other identified stakeholders. Yes, multiple levels of stakeholder involvement should be considered within the timeline.

97. Question: Is BRCC looking to leave the Modern Campus platform?

Response: BRCC is looking to identify the best Proposer for their website redesign project.

98. Question: If so, are there preferences for OpenSource or other proprietary CMS solutions?

Response: No, BRCC does not have any preferences on CMS providers.

99. Question: Do other technology preferences exist?

Response: No other technology preferences exists except those detailed in the RFP and Scope of Work.

100. Question: Do you have technical developers on staff?

Response: No, BRCC does not have technical developers on staff.

101. Question: What specific qualities is BRCC looking for in an agency partner?

Response: BRCC is seeking an agency partner with a strong track record in higher education website design and development, demonstrating expertise in user-centered design, accessibility, and mobile responsiveness. Key qualities include:

- **Collaborative Approach:** The ability to work closely with BRCC’s internal teams to ensure alignment with our goals and vision.
- **Innovative Thinking:** A creative mindset to push the boundaries of design while maintaining functionality and ease of use.
- **Technical Expertise:** Proficiency in content management systems, system integrations, and SEO best practices.
- **Focus on Accessibility:** Deep understanding of ADA and WCAG compliance to ensure the website is fully accessible to all users.
- **Strong Communication:** Clear, consistent, and transparent communication throughout the project, including updates on progress, challenges, and solutions.
- **Post-Launch Support:** Commitment to long-term support, including technical maintenance, content updates, and ongoing improvements after launch.

BRCC values a firm who is solution-oriented, flexible, and dedicated to delivering a high-quality user experience.

102. Question: Will web guidelines for the BRCC brand be provided to the winning bidder?

Response: Yes, web guidelines will be provided to the selected Proposer.

103. Question: What are your hopes and expectations for a vendor lead discovery phase and development of a website strategy?

Response: All expectations are included in the RFP.

104. Question: Do you need help with content governance?

Response: The selected Proposer should offer levels for management and approval of content before publishing.

105. Question: How many pages are on the site? How many do you anticipate rewriting? How many will need to be migrated?

Response: The current site has approximately 600 + pages. The number that will need to be rewritten and migrated will need to be identified during the redesign process.

106. Question: Please provide more detailed information about the Student Information System such as whether it's a custom system, an enterprise product, specific technology stack, age of the system, etc.

Response: BRCC uses Banner for its Student Information System. It is an Enterprise system provided by our higher education management board, the Louisiana Community and Technical College System.

107. Question: How many BRCC staff members will require training?

Response: The specific number is unknown at this time, but at least 20 individuals.

108. Question: Is the project funded? If so, are you able to share a budget target or range?

Response: See response to question #2.

109. Question: Is the expectation that the proposal be written literally into the page formats provided or can a separate .pdf document be submitted?

Response: See response to question #13.

110. Question: Which department(s) are primarily responsible for the website?

Response: The Marketing and Public Relations Department is the lead, along with support from the Information Technology Department and individual content managers from the academic and student affairs areas.

111. Question: Who are recent competitors and/or comparators of BRCC?

Response: There are no specific competitors of BRCC.

112. Question: In terms of web content creation, does BRCC have content writers, photographers, videographers on staff

Response: BRCC has staff available to provide video and photography and content. This RFP specifically includes content creation.

113. Question: Can you provide examples of higher education websites or even those outside of higher ed that you aspire to / favor and why?

Response: There are no specific websites examples that BRCC would like to provide for this exercise. BRCC is interested in the selected Proposer working with the College to create the best website possible to align with the college's strategic plan and operations.

114. Question: Does BRCC have an intranet and/or portal for current students? Is that outside the scope of this redesign?

Response: These services are outside the scope of this redesign.

115. Question: Strategic Objectives: Could you provide more detail on how you envision the website supporting BRCC's strategic goals, particularly in terms of enrollment and community engagement? Reference: Attachment C, Scope of Work, Project Overview and Project Objectives (Pages 18-19).

Response: The redesigned website will play a critical role in supporting BRCC's strategic goals by enhancing enrollment and fostering community engagement. In terms of enrollment, the website will streamline the prospective student journey by offering clear navigation to key resources such as program information, admissions, financial aid, and registration. By optimizing the user experience, particularly for mobile users, and integrating interactive features like live chat and personalized dashboards, we aim to improve application rates and reduce barriers to enrollment.

116. Question: Current Pain Points: What are the most significant issues or challenges with the current website that you want to address with the redesign? Reference: Attachment C, Scope of Work, Work Functions - Analyze the current website (Page 18).

Response: See response to question #45.

117. Question: When was the last responsive design carried out in this project, particularly concerning mobile users?

Response: The last redesign was completed approximately 10 years ago.

118. Question: Are there any exercise carried out on primary user journeys to enhance (e.g., student enrollment, class registration)?

Response: No, there are not any exercises carried out on primary user journeys to enhance.

119. Question: What Current features or functionalities has worked with the current CMS and what aspects have become challenging and what's the impact of those limitations (Page 18)

Response: The CMS levels of approval for various content managers has worked well. There are no specific aspects that have become challenging.

120. Question: Stakeholder Involvement: Which stakeholders will be directly involved in the project, and what will their roles be and please share the key priorities against each such stakeholders? Reference: Attachment C, Scope of Work, Stakeholder Engagement Phase (Page 21).

Response: Specific stakeholders include students, faculty, staff, and administration. All will have involvement in the stakeholder engagement phase in providing feedback and insight about the current website and development of the new website.

121. Question: Visual and Asthetic Attachment C (page 19) - Can you share BRCC reference of competitors

Response: BRCC has no specific competitors that it will name for this process.

122. Question: Content Migration: How much content from the existing website needs to be migrated, and are there any specific sections that need special attention? Reference: Attachment C, Scope of Work, Content Migration (Pages 20-21).

Response: That information is unknown at this time. It will be determined during the assessment and redesign process.

123. Question: SEO Requirements: Are there specific SEO goals you want to achieve, such as ranking for certain keywords or improving overall search engine visibility? Reference: Attachment C, Scope of Work, SEO and Analytics Setup (Page 21).

Response: Yes, BRCC's SEO goals include improving overall search engine visibility, targeting localized keywords related to programs and community engagement, and optimizing for long-tail keywords.

124. Question: Integration Requirements: Are there any existing systems or databases, such as the Student Information System (SIS), that need to be integrated into the new website? If so, what are the details of these systems? Reference: Attachment C, Scope of Work, Seamless Integration with Existing Student Information System (Page 20).

Response: The College's SIS will need to be linked to. The College's crisis communications system, Rave, will need to be integrated into the new website.

125. Question: ADA and WCAG Compliance: What are the specific accessibility standards that must be met, and how will compliance be measured or verified? Reference: Attachment C, Scope of Work, Accessibility and Compliance (Pages 20-21).

Response: Please refer to Attachment C, Scope of Work, for the ADA and WCAG requirements. BRCC uses Siteimprove to measure and check ADA compliance.

126. Question: Branding Guidelines: Are there existing branding guidelines that must be followed, or will the design team have the flexibility to create new brand elements? Reference: Attachment C, Scope of Work, Website Design and Brand Integration (Page 19).

Response: BRCC has specific branding guidelines that will need to be followed. The brand guidelines will be shared with the selected Proposer.

127. Question: Mobile Design: Are there any specific mobile design features or requirements that you want to emphasize? Reference: Attachment C, Scope of Work, Mobile Compatibility and Responsive Design (Page 20).

Response: Yes, the mobile design should prioritize fast load times, intuitive navigation, and easy access to key areas. Additionally, the mobile experience should be fully responsive, ensuring seamless functionality across all devices.

128. Question: User Experience Focus: What specific user journeys or personas should be prioritized during the design process? Reference: Attachment C, Scope of Work, User Experience Enhancement (Page 19).

Response: The specific user journeys and/or personas that should be prioritized are current and prospective students.

129. Question: CMS Preferences: Besides the exclusion of WordPress, are there any other content management systems that should be considered or avoided? Reference: Attachment C, Scope of Work, Content Management System (CMS) (Page 21).

Response: No, there are no additional CMS platforms that should be avoided.

130. Question: Are there any specific CMS platforms you have already evaluated or are considering for this project?

Response: No, BRCC has not evaluated any specific CMS platforms.

131. Question: Why was WordPress CMS specifically excluded from the preferred platforms?

Response: BRCC prefers not to use WordPress.

132. Question: Has BRCC considered the benefits and drawbacks of open-source versus proprietary CMS solutions?

Response: Yes, BRCC considered the benefits and drawbacks of both solutions.

133. Question: What level of customization and control is BRCC looking for in the CMS, and how does this influence the decision between open-source and proprietary options?

Response: BRCC prefers a CMS that allows for multiple levels of approvals for publishing and that can potentially be customized to the college's needs.

134. Question: What are the top three must-have features you expect from the new CMS?

Response: BRCC is seeking a Contractor to perform all tasks and services listed in this RFP.

135. Question: How important is CMS scalability to BRCC, and do you anticipate significant growth in content or user base in the next 3-5 years?

Response: CMS scalability is important. At this time, it is unknown how much the content may grow.

136. Question: What level of flexibility is required in terms of design templates and user permissions within the CMS?

Response: BRCC requires a CMS that has levels of approval for the CMS before publishing.

137. Question: What are the critical success factors that BRCC considers non-negotiable when selecting a CMS?

Response: Security, ease of use, and approval ability for publishing.

138. Question: Security Requirements: Could you elaborate on the specific security protocols and measures that need to be implemented, such as encryption standards and firewall configurations? Reference: Attachment C, Scope of Work, Technical Requirements (Pages 21-22).

Response: Final details will be provided to the selected Proposer.

139. Question: Performance Metrics: How will the performance of the website be measured post-launch? Are there specific KPIs that you want to track? Reference: Attachment C, Scope of Work, Performance Monitoring and Analytics (Page 20).

Response: Performance metrics for the website will include user engagement, page load times, bounce rates, and conversion rates (e.g., students applying or registering). These KPIs will be tracked through analytical tools, as detailed in Attachment C, including website traffic, SEO performance, and overall user satisfaction.

140. Question: Have you considered or evaluated Acquia hosting and Drupal CMS solution and if yes, what has been the inference from the internal stakeholders on this solution's capabilities. If not are you open for adopting Drupal - Acquia / Pantheon hosting

Response: No specific hosting and or CMS providers have been considered at this time.

141. Question: If there are plans for adding additional sites to the platform, please describe the growth rate (e.g. how many sites in the next 12-24 months)

Response: There are no plans for adding additional sites to the platform.

142. Question: Please provide Google Analytics monthly Page View metrics for the last 12 months:

Response: This information will be provided to the selected Proposer.

143. Question: What percentage of traffic is uncacheable? (this would include logged in users, dynamic content requests, etc)

Response: The exact percentage of uncacheable traffic is not readily available but is expected to be relatively low. Further analysis can be done to determine a more precise percentage during the project assessment.

144. Question: What are your estimated database storage requirements for the site(s) (GBs)?

Response: While exact database requirements fluctuate, storage needs are expected to grow modestly as the website is enhanced. BRCC will collaborate with the selected Proposer to ensure adequate database sizing and flexibility.

145. Question: What are your estimated file storage requirements for the site(s) (GBs)?

Response: File storage will depend on the volume of media content (e.g., videos, images), which could vary depending on updates and integrations. Current projections suggest moderate storage requirements with room for growth.

146. Question: Are you currently using a CDN and/or WAF? Is CDN and WAF required for this project? Any specific CDN/WAF requirements?

Response: Yes, a CDN (Content Delivery Network) and WAF (Web Application Firewall) are part of BRCC's web security and performance strategy. Both are critical for enhancing site speed and protecting against web vulnerabilities.

147. Question: If you need CDN/WAF, please list domains you will be hosting, including TLD (top-level domains, like example.com vs www.example.com)

Response: The main domain will be the BRCC website and its subdomains.

148. Question: If you need CDN/WAF, what is the expected monthly bandwidth (TB/month)?

Response: Exact bandwidth will depend on traffic growth and media content but is expected to be within standard ranges for similar institutions.

149. Question: If you need CDN/WAF, what capability do you need?

Response: The CDN and WAF should provide capabilities for load balancing, caching, threat detection, and automated protection against DDoS attacks.

150. Question: If you are protecting TLDs (top-level domains) - please include the number of TLDs to protect (e.g. example.com)

Response: Currently, protection is primarily focused on the main BRCC domain and a few subdomains. Further details can be discussed during the contracting phase.

151. Question: Once site development is complete and the site or application is launched, what will be the future development schedule? Daily? Weekly? Monthly? Quarterly?

Response: Ongoing development will likely occur on a quarterly basis, with updates as needed based on student enrollment periods and new program launches.

152. Question: How often is content expected to be updated by content authors? Daily? Weekly? Monthly? Quarterly? Annually?

Response: Content updates will vary by department. Some updates will occur daily, while others are expected to occur weekly, depending on departmental needs, events, and student enrollment cycles.

153. Question: Will the application be subject to regular application-level monitoring and/or security scans? If so, at what frequency? Daily? Weekly? Monthly? Quarterly? Also do you require a dedicated VPC or further network isolation or VPC peering?

Response: Yes, security scans will occur daily to ensure the website meets all compliance and security standards.

154. Question: Do you require a server-server VPN connectivity to your back-end systems with the Cloud infrastructure? If so, how many VPN connections do you need set up?

Response: Yes, we will need this service. BRCC would need at least one VPN connection set up.

155. Question: Do you require IP address allow-listing to limit access by IP to your CMS application?

Response: Yes, BRCC requires to limit access by IP to our CMS program.

156. Question: Do you require log forwarding? If so, what is your log management solution endpoint?

Response: Log forwarding is not required at this time. However, it could be required in the future as technology advancements are implemented.

157. Question: How many seats do you need on our DevOps platform ?

Response: The number of seats will depend on the internal BRCC development and IT team. Typically, a small number of seats (5-10) would be sufficient.

158. Question: How many cloud-based Continuous Delivery environments do you need (beyond Dev and Stage)?

Response: Beyond Development and Staging environments, additional environments will be discussed based on the project's complexity and needs.

159. Question: How many cloud-based IDE environments do you need?

Response: Specifics regarding this matter will be determined and discussed with the selected Proposer during the development of the site.

160. Question: Are you utilizing Apache's modproxy module?

Response: Apache's modproxy module is not enabled on our hosting plan.

161. Question: Reporting Requirements: What are your expectations for project reporting (e.g., frequency, format) and who will be the primary point of contact? Reference: Attachment C, Scope of Work, Reporting and Meetings (Page 19).

Response: BRCC expects regular progress reports detailing tasks completed, milestones reached, and any challenges faced. The reports should be clear, concise, and follow a structured format. The assigned project manager will be the primary point of contact for ongoing communication regarding the project.

162. Question: Timeline and Milestones: Are there any critical deadlines or milestones that the project team should be aware of? Reference: Attachment C, Scope of Work, Project Timeline (Page 19).

Response: The project is expected to adhere to the timeline that will be outlined and agreed upon between the College and the Selected Proposer.

163. Question: How does BRCC plan to handle the transition from the current system to the new CMS, and what role does the current vendor play in this process until the new CMS is implemented?

Response: The current Contractor will maintain the existing CMS until the new system is fully deployed and operational. During the transition phase, a detailed migration and implementation plan will be developed by the new CMS Contractor and BRCC to ensure no data loss or service interruption occurs.

164. Question: Post-Launch Support: How long do you expect the post-launch support period to last, and what specific services do you anticipate needing during that time? Reference: Attachment C, Scope of Work, Post-Launch Support (Page 20).

Response: Post-launch support is expected to last for a minimum of six months. Services during this period will include system troubleshooting, technical support, content management training, and performance monitoring to ensure the new CMS and website are functioning smoothly.

165. Question: Budget Constraints: Are there any budgetary constraints or guidelines that the proposal should consider? Reference: Attachment D, RFP Evaluation Plan, Cost Evaluation (Page 28).

Response: Proposals should consider both initial implementation costs and long-term maintenance expenses. The cost evaluation section of the RFP emphasizes a balanced allocation of funds between these two areas.

166. Question: With 25 points on Cost evaluation - How does BRCC plan to allocate funds between the initial CMS implementation and ongoing maintenance and support and what is the current spend

Response: The budget allocation will prioritize the successful implementation of the new CMS. Ongoing maintenance and support will be factored into ongoing budget support, ensuring adequate resources are available.

167. Question: Subcontracting: Are there preferences for subcontractors, particularly regarding small or minority-owned businesses? Reference: Attachment B, Special RFP Terms and Conditions, Veteran-Owned and Hudson Initiative Programs (Pages 16-17).

Response: A Minority-Owned DBE does not qualify in place of a Veteran-Owned or Hudson Initiative-certified business. All eligible Veteran-Owned or Hudson vendors are encouraged to become certified. Qualification requirements and online certification are available at: <https://smallbiz.louisianaeconomicdevelopment.com>. The RFP does allocate 12% percent of the total evaluation points in this RFP are reserved for Proposers who are certified small entrepreneurship or who will engage the participation of one or more certified small entrepreneurship as subcontractors. See, Attachment D, RFP Evaluation Plan, Section V: Veteran-Owned and Service-Connected Disabled Veteran-Owned Small Entrepreneurships (Veteran Initiative) and Louisiana Initiative for Small Entrepreneurships (Hudson Initiative) Programs Participation

168. Question: How do you envision the new website contributing to BRCC's overall strategic goals?

Response: The new website will enhance BRCC's digital presence by supporting enrollment, improving user experience for prospective and current students, and facilitating workforce and community engagement. It will also align with the strategic goals of increasing retention, supporting high-wage job placement, and highlighting BRCC's value to industry partners and the Capital Region community.

169. Question: Are there any specific metrics or KPIs that you will use to measure the success of the new website?

Response: See response to question #139.

170. Question: Why is now the right time to consider this project?

Response: The current website needs modernization to reflect BRCC's evolving programs and offerings. Additionally, a redesign will enhance user experience, align with mobile and accessibility standards, and better support the college's enrollment and engagement strategies.

171. Question: Who are the stakeholders we will be working with?

Response: See response to question #120.

172. Question: What is your budget for this project?

Response: See response to question #2.

173. Question: Who are the key audiences for the BRCC website?

Response: See response to question #24.

174. Question: How will you call your users to action?

Response: Prominent calls to action such as "Apply Now," "Request Information," "Search for Classes," and "Register" will be strategically placed throughout the site to encourage engagement.

175. Question: Are there particular pain points or challenges that users currently experience with the existing site?

Response: See response to question # 45.

176. Question: How do people find your website right now?

Response: The website is primarily accessed through organic search, direct traffic, and referrals and marketing efforts. Search engine optimization (SEO) improvements will help increase visibility.

177. Question: How do you plan to drive traffic to this website after launch?

Response: Traffic will be driven through a mix of SEO, digital marketing campaigns, social media engagement, email marketing, and partnerships with community organizations.

178. Question: What kind of marketing efforts do you use elsewhere? What is working for you?

Response: BRCC utilizes both organic and paid social media, digital marketing, billboards, radio, direct mail, and community events.

179. Question: How will the content on the current website be evaluated for migration?

Response: Content will be audited for relevance and accuracy. Some content will be updated or rewritten to align with current messaging and SEO best practices, while others may be removed if outdated.

180. Question: What level of support do you require in auditing existing web content?

Response: The BRCC team will handle a portion of the audit, but support from the selected Proposer will be needed to ensure SEO optimization and proper categorization for the new structure.

181. Question: Do you have analytics on your current site?

Response: Yes, Google Analytics data is available for the selected Proposer.

182. Question: Is there any updated brand messaging that must be reflected on the new website?

Response: Yes, the new website must reflect BRCC brand messaging that highlights BRCC's role in workforce development and student success, aligned with its strategic plan.

183. Question: What is your preferred process for content approval and review?

Response: Content will be reviewed by the marketing team and key department heads. A centralized process for feedback and approval will be established.

184. Question: Who currently maintains your website content?

Response: Content is maintained by the marketing public relations team and individual department leads responsible for specific areas.

185. Question: Do you have established brand guidelines we should be following for this project?

Response: See response to question #126.

186. Question: What are the most important elements of the current design you wish to retain?

Response: The BRCC logo and color scheme will remain consistent. However, the layout and structure will be updated to improve user experience and modernize the site.

187. Question: What is one thing you would love to have on your new site that would add value?

Response: See response to question #45.

188. Question: What brands do you think do it well in terms of look and feel, UX/UI?

Response: Examples might include major universities with clean, user-centric designs, seamless navigation, and mobile-friendly interfaces. Higher education brands that excel in presenting information clearly and efficiently.

189. Question: What is the current website built on?

Response: The current website is built on a CMS platform by Modern Campus.

190. Question: What items in your tech stack are essential?

Response: The tech stack includes integration with the college's RAVE communication systems, which includes CAP and RSS feeds.

191. Question: What essential features must the new website include?

Response: The new website should include all features and requirements listed in this RFP.

192. Question: Are there specific third-party tools or integrations required?

Response: See response to question #93.

193. Question: How important is mobile responsiveness?

Response: Mobile responsiveness is critical, as a significant portion of the audience accesses the site via smartphones and tablets.

194. Question: What are your requirements for website hosting, security, and data privacy?

Response: The site must meet modern security standards (e.g., SSL, encryption) and comply with data privacy regulations such as GDPR and ADA.

195. Question: How will the website be maintained post-launch?

Response: Ongoing updates will be handled by marketing and PR, departmental leads/teams, with support from the selected Proposer during the post-launch period.

196. Question: Are we responsible for the buildout of portals or gated pages?

Response: Yes, the selected Proposer will be responsible for the buildout of portals and/or gated pages. See changes made in this Addendum Number 04.

197. Question: What accessibility standards must the website meet?

Response: The website must meet WCAG 2.1 standards to ensure accessibility for all users.

198. Question: How will BRCC involve users in the design process?

Response: User surveys and focus groups will be conducted to gather feedback during the design and development phases.

199. Question: How will you gather user feedback post-launch?

Response: Feedback will be collected through user surveys, analytics, and ongoing user testing to address any issues or improvements.

200. Question: How important is multilingual support for your audience?

Response: While English is the primary language, multilingual support (Spanish and French) may be considered based on community needs.

201. Question: To better evaluate scope requirements, please provide an approved budget or budget range for this project (new CMS, Website Redesign, Content Migration, Copywriting, etc.).

Response: See response to question #2.

202. Question: What is your current CMS, and why are you considering moving to a new one?

Response: The current CMS is Modern Campus. The college needs a website redesign. The decision for a redesign is not based on the existing CMS, but the need for an upgraded, modern website to support BRCC's strategic objectives and improve user experience.

203. Question: Do you have a preference for opensource or proprietary CMS solutions?

Response: BRCC is open to both opensource and proprietary CMS solutions as long as they meet the functional and technical requirements outlined in the RFP. The key criteria will be ease of use, flexibility, and approval capabilities.

204. Question: What CMS solutions have you demoed over the last 12 months?

Response: BRCC has not demoed any new CMS solutions over the last 12 months.

205. Question: Will you accept a joint response with one company providing the CMS and another vendor providing the Website Redesign Services?

Response: A Proposer may subcontract with vendors to meet the requirements of this RFP and resulting Contract, but the one proposal must be submitted. The Prime Contractor will shall assume total responsibility for compliance.

206. Question: What types of templates do you anticipate requiring for the redesign?

Response: BRCC anticipates needing templates for the homepage, landing pages, standard interior pages, news pages, and degree/program listing and detail pages. Additional template designs will be discussed and identified during the process.

207. Question: Do you need any of the following templates: News listing page, news detail page, Faculty/Staff Directory, Calendar?

Response: Yes, templates for a news listing page, news detail page, faculty/staff directory, and a calendar may be needed for the redesigned website.

208. Question: Any additional templates?

Response: Additional templates may be required based on departmental needs, and BRCC will provide further clarification during the project kickoff.

209. Question: How are you managing your current faculty/staff directory? Will the directory stay as is, or will it be managed within the new CMS?

Response: The current directory is managed as a separate component, but the redesign may incorporate it into the new CMS for improved functionality and user experience.

210. Question: Can you provide the URL of the campus events calendar? How are you managing the calendar on your current website? With the redesign, will the calendar stay as is or will it be managed within the new CMS?

Response: BRCC does not currently have a fully implemented and functional campus events calendar.

211. Question: How many pages exist on the current site? Do you plan to eliminate some content prior to the launch of the new website?

Response: The current website has approximately 600+ active pages. Some content will be eliminated or updated prior to migration to streamline the new site and improve user experience.

212. Question: Do you have interns or student workers who could assist with content migration?

Response: See response to question #56.

213. Question: How many pages of copywriting should we include with our proposal?

Response: This information is unknown at this time. The proposal should include copywriting for key pages, with options to expand based on content needs and feedback during the redesign process.

214. Question: Does the redesign project include the main BRCC site only? Any additional websites or subsites?

Response: The primary focus is the main BRCC website.

215. Question: Is hosting of the production web server part of this project scope? Who currently hosts your website or do you maintain it on premise

Response: Yes, the hosting of the production web server is a part of this project scope. The current website is hosted by an external provider, GoDaddy.

216. Question: What are your expectations for in-person meetings? Can you provide a list of meetings that you plan to hold in person?

Response: In-person meetings are expected to occur during key project phases, such as project kickoff, major milestones, and final handover. Most meetings will be conducted virtually. A full list of in-person meetings cannot be provided at this time.

217. Question: What is BRCC's Student Information System?

Response: See response to question #74.

218. Question: Is this an external link to a 3rd party site, or will it need to be integrated into the new website?

Response: The SIS is a link to a 3rd party site.

219. Question: Please provide a list of additional integrations or 3rd party tools that will need to be utilized on the new website.

Response: The website will need to integrate BRCC's crisis communications platform, RAVE. All other platforms will be a link.

220. Question: The RFP explicitly states that "WordPress content management systems will not be accepted." Are there any other CMS platforms that Baton Rouge Community College would consider unsuitable, or should we propose only non-WordPress CMS solutions like Modern Campus, Drupal, or others?

Response: See response to question #129.

221. Question: Could you specify which Student Information System (SIS) is currently used at BRCC? Are there specific integration requirements or APIs that should be considered?

Response: BRCC uses Banner as its Student Information System (SIS). The SIS will be accessed through a link.

222. Question: Is there an estimated volume of content (number of pages, media files, etc.) that will need to be migrated from the existing website to the new platform? Will any legacy content require special attention (e.g., archived materials or multimedia)?

Response: The current website has over approximately 600+ pages. Legacy content, including archived materials and multimedia, may require special attention during the migration process.

223. Question: The RFP outlines a requirement for a robust Web Application Firewall (WAF) and a data backup strategy. Does BRCC have preferred vendors or solutions for these services, or are we expected to propose a solution from scratch?

Response: BRCC does not have any preferred vendors. Proposers are expected to propose solutions for WAF and data backup, ensuring compliance with BRCC's security needs.

224. Question: Are there specific user groups (e.g., students, faculty, external partners) that BRCC would like to prioritize in the user feedback and testing phases? How many rounds of testing are expected?

Response: Key user groups include students, faculty/staff, and external partners. Several rounds of testing and feedback from these groups will be required to ensure the website meets the needs of all stakeholders.

225. Question: The RFP mentions training for BRCC staff on the new CMS. Can you clarify the extent of training needed (e.g., number of sessions, onsite versus virtual, ongoing support)?

Response: Training will include multiple offered sessions to meet scheduling needs of individuals requiring training. Training opportunities should be combination of onsite and virtual formats. Ongoing support post launch is expected to ensure staff proficiency.

226. Question: Are there any specific accessibility standards, beyond WCAG 2.1 AA, that BRCC adheres to? Should we expect to conduct ongoing audits after the launch to ensure compliance?

Response: WCAG 2.1 AA is the primary standard, but ongoing audits may be required post launch to ensure continued accessibility compliance.

227. Question: Does BRCC prefer to handle hosting internally, or should we include recommendations for third-party hosting solutions as part of the proposal?

Response: BRCC is open to recommendations for third-party hosting solutions as part of the proposal.

228. Question: What level of postlaunch maintenance support is expected?

Response: BRCC expects ongoing maintenance support, particularly for security monitoring, and system maintenance post-launch.

229. Question: Is there a preferred framework or set of tools that BRCC uses for performance monitoring, analytics, and security testing, or should vendors recommend suitable options?

Response: Proposers are encouraged to propose suitable tools. BRCC currently uses Google Analytics for monitoring and tracking.

230. Question: Does BRCC have established brand guidelines that need to be strictly followed for the website redesign? If so, are these guidelines available for review?

Response: See response to question #126.

231. Question: The project timeline is estimated to be between 8-12 months. Are there any critical deadlines within this period (e.g., academic year schedules, major events) that need to be aligned with specific project milestones?

Response: Yes, key project deadlines will need to align with the academic calendar and enrollment cycles. Specific dates will be discussed during the project kickoff.

232. Question: Could BRCC provide more details on the KPIs that will be used to measure the success of the redesigned website? Are there specific metrics related to enrollment, user engagement, or other objectives?

Response: See response to question #139.

233. Question: The RFP mentions focus groups and stakeholder engagement. Does BRCC have existing stakeholder engagement protocols, or should we develop these processes? How many focus groups are expected, and what are the key stakeholder groups?

Response: BRCC will rely on Proposers to propose stakeholder engagement methods as needed. Focus groups will primarily involve students, faculty/staff, and external partners

234. Question: Are there specific SEO performance goals that BRCC wants to achieve?

Response: See response to question #123.

235. Question: Are there any preferred analytics platforms (e.g., Google Analytics, Adobe Analytics), or should we recommend and implement these tools?

Response: BRCC currently uses Google Analytics, but Proposers may recommend additional tools based on project needs.

236. Question: The RFP lists custom features like event calendars, news feeds, and interactive forms. Are there any additional custom functionalities that BRCC envisions but did not specify in the RFP, such as AI-driven features or integrations with third-party services?

Response: BRCC is open to additional custom functionalities to enhance user experience.

237. Question: The RFP mentions live chat and AI features. Does BRCC have a preferred vendor for live chat and AI services, or should Exemplifi propose a solution? Should the live chat be staffed by humans, AI, or a combination of both?

Response: BRCC recently implemented a Chatbot, Gecko, and will be utilizing this platform for the new website.

238. Question: How does BRCC currently manage events and news on its existing site? Should the new website integrate with any existing tools or third-party platforms for event management and news distribution?

Response: Currently, events and news are managed internally.

239. Question: Does BRCC require the new website to support multiple languages?

Response: Multilingual support may be required, particularly for languages like Spanish and French, depending on community needs.

240. Question: The RFP mentions ensuring that the website is mobile-friendly, but is there also a need for a standalone mobile application, or should the focus remain on a responsive web design?

Response: The focus will remain on responsive mobile-friendly design.

241. Question: Will BRCC be responsible for creating new content during the redesign process, or is the vendor expected to handle content creation, including writing and media production?

Response: BRCC will handle some content creation but will rely on the selected Proposer for additional copywriting, especially for key pages and sections.

242. Question: Does BRCC prefer any specific project management tools for tracking progress and collaboration (e.g., Jira, Trello, Basecamp), or should we propose a tool for project management?

Response: Proposers should propose a project management tool that fits the needs of the project. BRCC is open to tools like Jira, Trello, or Basecamp.

243. Question: The RFP emphasizes student retention. Are there specific features or tools that BRCC is interested in to help retain students, such as personalized dashboards, early warning systems, or integration with student support services?

Response: Yes, BRCC welcomes the proposal of tools like personalized dashboards, early warning systems, etc. to improve retention. But, these are not required.

244. Question: The RFP refers to Louisiana state procurement codes and policies. Are there any specific compliance requirements or state audit processes that the vendor should be aware of during the project execution?

Response: BRCC must comply with Louisiana state procurement codes and policies. Proposers should ensure their proposals and execution plans align with state compliance requirements.

245. Question: What is the budget allocated to the project?

Response: See response to questions #2.

246. Question: What is the current spend on website hosting and maintenance?

Response: See response to question #91.

247. Question: What is the generally desired timeline for both the Stakeholder Engagement phase and Design/Development phases? Are there any critical dates that must be met?

Response: The Stakeholder Engagement and Design/Development phases should align with the project timeline, which is estimated between 8-12 months. Key academic dates and enrollment periods are critical and should be considered for project milestones.

248. Question: Is there a preference on how these fact gathering meetings must be conducted? Can some be performed through online survey methods?

Response: BRCC is flexible. A combination of in-person, virtual meetings, and online surveys is acceptable for fact gathering.

249. Question: Can you provide more detail on the expected deliverables for the market analysis and how this will influence the design and development of the website?

Response: The market analysis should include student demographics, and industry trends, influencing both the design and functionality to meet the targeted audience's needs.

250. Question: Please provide up to 3 other websites that follow a desired design framework? What elements are most and least favorable about the current website?

Response: Similar higher education websites, specifically community colleges and community college systems can serve as design references. Least favorable aspects of the current website include navigation issues and mobile responsiveness.

251. Question: When was the current website designed? What is the name of the contractor that designed the current website? Is the original website designer currently supporting the website?

Response: The current website was designed approximately 10 years ago by an external vendor. The original designer is not currently involved in website support. The original company who provided the CMS still provides the CMS support.

252. Question: In what ways will the design adapt to the LCTCS overarching system/structure? What constraints, requirements, or other design considerations must be considered as part of BRCC's inclusion in LCTCS?

Response: The design must follow BRCC branding and guidelines and customization, with inclusion of the student information system that is provided through LCTCS.

253. Question: Will BRCC support the necessary brand standards and definition documents needed to complete web design?

Response: Yes, BRCC will provide the necessary brand guidelines to the selected Proposer.

254. Question: Will any current brand standards be changing as part of this project?

Response: There are no plans to change brand standards as part of this project.

255. Question: Are there any additions or deletions to the current site structure or sections of the site that are already planned?

Response: There are no current plans for this.

256. Question: What is your current CMS platform? What issues are you currently experiencing? What features or functions does it not provide that you would like to add?

Response: The current CMS platform is Modern Campus. We are not experiencing any specific issues. We are looking to upgrade our delivery and be cutting edge. Desired features include improved navigation, and easier content management.

257. Question: What new content is expected in the new site design outside of copy? New photography, video, etc.?

Response: New photography, video, and interactive media are expected to be incorporated into the new design to enhance user engagement.

258. Question: How many different content managers will be needed on the site?

Response: The exact number of content managers is unknown. Multiple content managers, including department heads and marketing personnel, will need access to manage specific sections of the site.

259. Question: Will there need to be an approval process or workflow for content publishing?

Response: See response to question #183.

260. Question: Does the current CMS platform support structured export data? Do you anticipate the content will need to be manually migrated?

Response: This information is unknown at this time.

261. Question: Will legacy content be updated in the current site before or after migration?

Response: Legacy content will be reviewed and updated as needed, either before or during the migration process.

262. Question: What is the estimated volume of content (i.e., articles, FAQs, pages) to be migrated, and are there any specific tools or methodologies preferred for the migration process?

Response: The current site contains 600+ pages. There are no specific tools or methodologies in place for migration. The college will rely on the selected Proposer for guidance.

263. Question: Please elaborate on this integration. What systems integrations are required? Will any external systems be changing with the website redesign? Will the website be required to store student, class, and registration information, or to only integrate with 3rd party systems that will do this?

Response: The website will link to the college's existing Student Information System (SIS) for registration, without storing sensitive student data directly on the site. The website will need to integrate the college's crisis communications platform, RAVE.

264. Question: Are there any current live chat platforms in use on the site or any currently being considered that need to be integrated into the new site? Will they be staffed by customer support personnel or utilize decision tree based questions and answers?

Response: The College recently implemented a live chat platform, Gecko. This will be carried over into the new website redesign.

265. Question: Can you clarify the current SEO strategy, including target keywords, and any existing SEO tools or platforms currently being used?

Response: The current SEO strategy includes Google Analytics for tracking performance. Target keywords will focus on education, BRCC programs, and trainings.

266. Question: What are the specific goals of SEO that are not being met today? What analytics data is currently available to assess the SEO strategy?

Response: Current SEO goals focus on improving search engine rankings and organic traffic. Google Analytics data is available for assessment.

267. Question: Are there any ongoing efforts to improve offsite search engine rankings such as directory listings, link building, or other domain authority building tactics?

Response: There are no specific ongoing efforts to improve search engine rankings.

268. Question: Does this scope include ongoing efforts for search engine optimization, or will those efforts be handled by someone on the BRCC team?

Response: Ongoing SEO efforts will primarily be handled by BRCC's marketing team, but initial setup and best practices should be implemented by the selected Proposer.

269. Question: Are there any existing historical data or benchmarks that should be taken into consideration when setting up SEO and analytics?

Response: Yes, historical data from Google Analytics should be considered when setting up new SEO strategies and tracking performance.

270. Question: What is the current SIS? How does the current website integrate with the SIS? Will this integration include data exchange, storage, etc. using API or other data transactions? Where is the SIS system hosted? Where will the security for the SIS be managed?

Response: The current SIS is Banner. The website will link to the SIS. The SIS is hosted externally.

271. Question: Could you provide any API documentation or integration points that the new website needs to support?

Response: There is no specific documentation available for this.

272. Question: What is the current CMS? Is there a specific CMS that is desired, or easily adaptable by the BRCC staff?

Response: The current CMS used by BRCC is Modern Campus. There is not a specific CMS that is preferred or desired.

273. Question: Are there requirements that the CMS must be on a particular platform such as a PHP or ASP based CMS?

Response: There are no specific requirements that the CMS must be on a particular platform. The recommended platform in the Proposer's submitted proposal will be reviewed and evaluated.

274. Question: Will anyone on the BRCC team be handling ongoing CMS updates or should this be included in a multiyear cost proposal?

Response: BRCC staff will handle content updates that are entered into the CMS updates.

275. Question: What level of training is required for BRCC staff on the new CMS, and should this include training on SEO, analytics, and content management?

Response: Comprehensive training is required for CMS use, content management, and basic SEO/analytics tracking.

276. Question: What type of technical support does BRCC expect the contractor to provide after go-live?

Response: BRCC expects ongoing technical support for a minimum of six months, including troubleshooting and updates.

277. Question: Is the site currently ADA compliant? Are current PDF assets and documents currently ADA compliant?

Response: The site is ADA compliant.

278. Question: Does the new site need to comply with WCAG 2.1 Level A or Level AA?

Response: The new site must comply with WCAG 2.1 Level AA.

279. Question: Are there particular sections or functionalities where accessibility compliance is especially critical?

Response: Accessibility compliance is critical fall student facing pages.

280. Question: Who will continue to be responsible for ADA compliance after the site goes live?

Response: BRCC's marketing and public relations team will be responsible for ongoing ADA compliance, with initial support from the Contractor post-launch.

281. Question: Where is the current site hosted?

Response: See response to question #22.

282. Question: Is it desired to stay with the current hosting provider?

Response: BRCC is open to staying with the current hosting provider but also welcomes recommendations for other third-party hosting solutions.

283. Question: Does the hosting provider and site design/development need to be with the same vendor?

Response: No, BRCC is open to having different vendors for hosting and site design/development.

284. Question: What is the expected recovery time objective (RTO) and recovery point objective (RPO) for the data backup and recovery strategy?

Response: Refer to Attachment C, Scope of Work, Section D: Technical Requirements.

285. Question: What are the specific security requirements and configurations needed for the WAF, and are there any preferred vendors or solutions?

Response: The WAF must support threat detection, DDoS protection, and secure access control. BRCC currently uses Cloudflare.

286. Question: Does the contractor responding to the RFP have to offer the 99.9% SLA, or can the SLA be provided through a hosting subcontractor?

Response: The 99.9% SLA can be provided through a hosting subcontractor as long as uptime is guaranteed.

287. Question: How often will the geographic restrictions on the firewall need to be updated, and what level of automation is expected?

Response: Geographic restrictions may need periodic updates based on security needs. Automation would need to be discussed further.

288. Question: What level of granularity is required for version control within the CMS, and how should this integrate with the content approval process?

Response: Granular version control is required for all content changes. Each version must be tracked, with the ability to roll back content if needed, integrated with the approval process.

289. Question: How long must all versions of content be accessible for recovery?

Response: All versions of content should be accessible to ensure recovery during any audit or content review process.

290. Question: Who will be the designated technical support contacts for ongoing maintenance and updates?

Response: The selected Proposer will be responsible for maintenance of the site. BRCC staff will be responsible for updates of content after the launch.

291. Question: What will be the requirements, if any, for afterhours support?

Response: After-hours support will be required for critical system outages and urgent content updates, especially during key academic periods.

292. Question: What level of documentation is expected for ongoing maintenance and content management?

Response: Detailed documentation is required for CMS maintenance, content updates, and basic troubleshooting.

293. Question: Please provide annual pageviews data for YTD and 2023 for accurate hosting requirements as well as average concurrent users.

Response: Annual page views and concurrent user data will be provided to the selected Proposer during the project kickoff for accurate hosting calculations.

294. Question: Are there any sites, other than mybrcc.edu, that will need to be hosted?

Response: No other sites will need to be hosted.

295. Question: Which analytics tools are currently in use, and are there specific metrics or KPIs that should be tracked on the new website?

Response: BRCC currently uses Google Analytics. KPIs will focus on user engagement, conversion rates, and SEO performance.

296. Question: Are there specific user groups or personas that should be involved in the user feedback and testing process?

Response: See response to question #224.

297. Question: Beyond ADA and WCAG, are there other legal standards or regulatory requirements the website must meet?

Response: The website must comply with state and federal regulations, including data privacy laws (e.g., GDPR) and applicable education standards. See changes made in this Addendum Number 04.

298. Question: What specific types of security testing (e.g., penetration testing, vulnerability scanning) are required, and will there be a third-party review?

Response: Penetration testing and vulnerability scanning will be required, and BRCC may engage a third-party for additional review and certification.

299. Question: How do you envision the new information architecture improving user experience for diverse audiences such as prospective students, current students, and faculty?

Response: The new information architecture will streamline user flow by making it easier for each audience to find relevant information. Prospective students will have intuitive access to admissions, program offerings, and application processes, while current students and faculty will benefit from improved access to academic resources and internal tools.

300. Question: Can you provide more details on the types of user personas you would like us to prioritize in the design of the new information architecture?

Response: Key personas include prospective students (first-time applicants and transfer students), current students (seeking academic and support services), faculty (accessing academic tools and internal communication), and external partners (exploring workforce development and partnership opportunities).

301. Question: Are there any specific analytics from the current website that indicate pain points in the existing information architecture or user flow that should be addressed in the redesign?

Response: A full review of the analytics will be conducted and disclosed to the selected Proposer for the redesign process.

302. Question: Regarding the content management system (CMS) requirements, are there any particular CMS platforms (excluding WordPress) that BRCC has previously evaluated or shown interest in?

Response: BRCC has not evaluated or shown any interest in content management systems other the current platform.

303. Question: How important is the version control and content retrieval capability to the BRCC staff's daily operations? Can you provide examples of how you anticipate using this feature?

Response: Version control is critical, especially for managing updates to academic programs, policies, and events. Staff will need to track changes, roll back to previous versions, and manage approvals efficiently.

304. Question: Would you prefer an opensource CMS solution, or are you open to exploring licensed proprietary options as long as they meet the project's requirements?

Response: BRCC is open to both opensource and licensed proprietary CMS solutions, provided they meet the project's functional, technical, and budgetary requirements.

305. Question: What specific accessibility challenges have been identified with the current website, and how should these inform our approach to meeting ADA and WCAG guidelines?

Response: There are no specific accessibility challenges that have been identified.

306. Question: How frequently do you anticipate needing audits to maintain compliance with accessibility standards, and what level of detail are you expecting from these audits?

Response: Audits should occur every six months, with a thorough review of compliance issues. The audit should cover all key pages, ensuring ongoing adherence to accessibility standards.

307. Question: Can you provide more details about the current Student Information System (SIS) used by BRCC and any known challenges or limitations we should consider during integration?

Response: BRCC uses Banner as its SIS. There are no known challenges or limitations at this time.

308. Question: Are there other third-party systems or platforms that will require integration with the new website besides the SIS?

Response: The SIS will not need to be integrated. It will be accessed via a link. The only third-party system that will need to be integrated is the college's crisis communications platform, RAVE.

309. Question: Regarding the Service Level Agreement (SLA) for uptime, are there specific periods (e.g., enrollment windows) where 100% uptime is nonnegotiable?

Response: Yes, 99.9% uptime is critical during enrollment periods, financial aid processing times, and academic registration windows. These periods should be prioritized in the SLA.

310. Question: Could you elaborate on the requirements for the backup and recovery strategy, specifically regarding the storage locations and encryption standards?

Response: Backup storage must include secure offsite locations with encryption at rest and in transit. The recovery strategy should ensure data retrieval within a 2 hour RTO and 24-hour RPO, with all backups encrypted following industry standards. Data needs to be encrypted, air gapped, and immutable.

311. Question: How extensive will the content audit be, and do you anticipate major content overhauls as part of this project, or will it be more focused on optimizing existing content?

Response: The content audit will be comprehensive, focusing on both optimizing existing content and making significant overhauls where necessary, particularly in areas like admissions, program descriptions, and student services.

312. Question: Are there any specific visual or functional elements from competitor websites that you would like us to consider or avoid in the redesign?

Response: BRCC is interested in clean, user-friendly designs similar to other major higher education institutions, with a focus on clear navigation and mobile responsiveness. Overly complex animations or excessive scrolling should be avoided.

313. Question: What are your expectations for post-launch support in terms of response times, especially during critical academic periods?

Response: During critical academic periods (e.g., registration, enrollment), BRCC expects response times within 2 hours for urgent issues. Regular post-launch support should have a response time of 24 hours.

314. Question: Would BRCC require ongoing support for content updates and SEO adjustments after the initial postlaunch period?

Response: No, BRCC will not require ongoing support for content updates and SEO adjustments after the initial post launch period.

315. Question: What integrations are on the current site? I see you named the Student Information System. Are there any other particular ones we will need to integrate into the new site?

Response: See response to question #308.

316. Question: How far are you looking to push the visual identity and aesthetic of the new website?

Response: BRCC is looking for a modern, user-friendly design that enhances its brand identity while remaining professional. The aesthetic should be bold but not overly complex, focusing on ease of navigation and accessibility. There is flexibility to push the visual identity forward, provided it aligns with BRCC's brand guidelines and appeals to its diverse audience of students, faculty/staff, and external partners.

317. Question: Are there any specific requirements you have for the mobile version of the website not named in the brief?

Response: See response to question #127.

318. Question: Are you looking for the vendor to supply website hosting services as well? What are your website hosting requirements?

Response: BRCC is open to solutions including website hosting services, but this is not a requirement. If hosting is provided by the selected Proposer, the hosting solution must ensure high availability, strong security measures (e.g., SSL, DDoS protection), scalability, and regular backups. Uptime requirements will be aligned with critical periods like enrollment.

319. Question: What is your current website hosting platform?

Response: See response to question #22.

320. Question: You mention that the contractor needs to provide at least six months of post-launch support. Assuming this is in addition to the initial website build, is it okay for the total time to surpass 12 months (time of web build + 6 months of maintenance)?

Response: Yes, it is acceptable for the total project time to surpass 12 months when including post-launch support. The initial build timeline should align with BRCC's objectives, and the six-month maintenance period will begin once the website is live.