

Addendum (RFP)

Addendum No: 001

Date: 08/14/2021

Project: Website Redesign
Project No.: WKCCD 2122 - 108

From: West Kern Community College District
29 Cougar Court
Taft, CA 93268

To: All Prospective Bidders and Plan Holders

The Request for Proposal issued by West Kern Community College on August 30, 2021, is hereby modified as follows:

Section 3.1.22:

Third Party Applications. There are various Third-Party applications and websites that the District connects to in order to provide the best service to all its stakeholders and website users. The successful Proposer will not be required to connect to any of these via API or some other configuration or single sign-on. However, the website must be capable of linking to external sites providing the user a seamless-looking integration. The District will be responsible for maintaining all third party sites and applications. For Third Party integration, the District will require the successful Proposer to provide a version of the main page template, as well as three to five pages in pure HTML/CSS to provide to third parties for seamless integration. These Third-Party applications include, but are not limited to: Libguides, Libanswers, Paycor, Ocelot A.I. Chatbot (currently used only by Office of Financial Aid), Gravity Forms, PODS, Portalgard Single Sign-on, MBS inSite, MBS ARC, Canvas, Cougar Tracks (online registration), CommonLook, Therap, Banner, DegreeWorks, Cognos, Thin College, Network, Presto Sports, PRIMO, Springshare, EMSI, Virtual Tour, TouchNet, Guided Pathways Dashboard, CCC Apply, Smart Catalog, Cranium Café, College Central Network, Transcripts Plus, Foundation Subsite, Various Types of Calendars, Event Planners and Directories.

ALL OTHER CONDITIONS IN THE REQUEST FOR PROPOSAL REMAIN UNCHANGED

The following questions were compiled from prospective bidders after the release of the RFP document. As a result, West Kern Community College District is supplying this list of questions to all potential vendors.

1. BUDGET

1.1. Can you share any budgetary information about this project with us, is there any assigned budget for this project?

1.1.1. The District has not established a fixed budget to complete the website redesign and deployment. The evaluation of proposed pricing will be based on the reasonableness of the proposed pricing in relationship to the scope, nature and extent of solutions proposed for completing the website redesign and deployment.

1.2. Can you share a sense of the total budget range available for this project including new CMS, Website Redesign, content development, CMS implementation, content migration, website support (24 months), and hosting? This budget information will help agencies develop a solution that best aligns with Taft College's budget expectations and help determine the timeline for the project.

1.2.1. Refer to response # 1.1.1.

1.3. Do you have a year one development budget?

1.3.1. Refer to response # 1.1.1.

1.4. Are you able to disclose your budget for everything which includes all redesign services as outlined in this RFP, migration services, and budget to secure a new Content Management System?

1.4.1. Refer to response # 1.1.1.

2. CMS PRODUCT SELECTION

2.1. Would it be acceptable for a design firm and a CMS provider to team up when responding? If so, would you accept any additional materials, such as an executive summary or other supporting documentation, from the CMS vendor?

2.1.1. Paragraph 3.8 of the RFP establishes the District's intent to separately procure CMS services directly from the District's selected CMS vendor:

The District will directly contract with a vendor to procure the District selected CMS platform. Proposer's fee proposal shall exclude costs, fees or charges for acquisition of CMS platform software.

A response to the RFP may include materials identifying the Proposer's recommended CMS vendor and materials establishing the basis for such recommendation. A response to the RFP which incorporates CMS services and pricing for CMS services will, however, be inconsistent with the District CMS objectives outlined in Paragraph 3.8 and would be potentially rejected for non-responsiveness.

2.2. What CMS products have you demoed as a part of the CMS evaluation process?

2.2.1. Taft College has not demoed any CMS products at this time. Once the Taft College proposal evaluation committee has been named, the committee as a group will demo open-source and proprietary CMS alternatives widely used currently.

2.3. Do you prefer open-source or proprietary CMS solutions?

2.3.1. Taft College does not have a preference between open-source and proprietary CMS solutions, currently.

2.4. Do you have a preference for an open-source or a commercial solution?

2.4.1. Taft College does not have a preference between open-source and commercial CMS solutions, currently.

2.5. Is there a specific reason that you are evaluating alternative CMS options?

2.5.1. For our specific community college needs, selecting the best CMS is paramount to this website redesign. Now is the time for the Taft College website redesign committee to re-evaluate CMS alternatives to gain consensus on whether we remain with WordPress or select an alternative platform for the right reasons. The District wants recommendations on our specific community college application from website design and development experts, as well as thorough justifications for those recommendations, from all prospective bidders on this contract.

2.6. All else being equal, would you prefer to stay with WordPress or migrate to a new CMS?

2.6.1. Taft College does not have a preference between WordPress and alternate CMS solutions, at this time.

2.7. Are you evaluating the RFP responses solely on the Website Redesign project?

- **If so, are you planning to issue a separate RFP for a new CMS?**
- **If you are not planning to issue a separate RFP, what % of the decision will be based on the CMS selection? And what % on the redesign project?**

2.7.1. Taft College will not be releasing a separate RFP for a new CMS. The District will contract with a new CMS provider directly, should the District select a CMS alternative other than WordPress. For our specific community college needs, selecting the best CMS is paramount to this website redesign. The totality of prospective bidders' proposals, including CMS recommendations on our specific community college application from website design and development experts, will be evaluated thoroughly by the Taft College website redesign committee. Taft College will not separately weight CMS recommendations from website design and development experts from the totality of the proposal submissions by those same website design and development experts.

2.8. Do you plan to release a separate RFP for a new Content Management System (CMS) or can you use this Website Redesign RFP to make a new CMS purchase?

2.8.1. At this time, Taft College does not plan on releasing a separate RFP for a new CMS. Contingent on bid limits, the District will contract with a new CMS provider directly, should the District select a CMS alternative other than WordPress.

2.9. Since this RFP is for a Website Redesign project, can you explain why CMS questions were added to this RFP when it doesn't appear that the CMS is part of the evaluation criteria?

2.9.1. For our specific community college needs, selecting the best CMS is paramount to this website redesign. The totality of prospective bidders' proposals, including CMS recommendations on our specific community college application from website design and development experts, will be evaluated thoroughly by the Taft College website redesign committee.

2.10. Shouldn't the deliverables in Section 8 be redesign focused since the RFP was very clear that this is a website redesign RFP?

2.10.1. For our specific community college needs, selecting the best CMS is paramount to this website redesign. The totality of prospective bidders' proposals, including CMS recommendations on our specific community college application from website design and development experts, will be evaluated thoroughly by the Taft College website redesign committee. Taft College will not be releasing a separate RFP for a new CMS. The District will contract with a new CMS provider directly, should the District select a CMS alternative other than WordPress.

2.11. Approximately how many pages/assets of content are to be migrated? What format can/will the content be provided?

2.11.1. Prospective bidders should expect approximately 2,000 pages of content to be migrated to the newly redesigned site. The district will work with the selected bidder in providing the content in a SQL table dump.

2.12. Can you please let us know how many concurrent users you expect to have logged into the CMS at one time?

2.12.1. Prospective bidders should expect no more than 100 concurrent users to be logged into the CMS at any one time.

3. SEO

3.1. What are the expectations surrounding content optimizations for SEO?

3.1.1. Taft College has not set a specific number of pages to be optimized. However, the District would expect that tiers one and two be optimized for each individual department under this contract. Prospective bidders should also provide us with a quote for monthly SEO support post-launch.

4. MISCELLANEOUS

- 4.1. Does the redesign project include the main site only (www.taftcollege.edu)?**
4.1.1. Taft College has but one website with unique landing pages for all individual departments.
- 4.2. Please advise how many end-users require training? Are you interested in a train the trainer approach?**
4.2.1. Prospective bidders should expect to train up to 250 content managers at the college. Taft College would consider a train-the-trainer approach. The effectiveness of the chosen training method must be measurable. Training may also have to be repeated.
- 4.3. Is there any addendum release for this project, or any changes on the due dates?**
4.3.1. There are no changes to posted due dates with the exception of this addendum (Addendum #001). All addendums issued will be posted on our website at: <http://www.taftcollege.edu/financial-reports-and-other-required-disclosures/>
- 4.4. Any pre-registration on vendor portal is required?**
4.4.1. No, currently, Taft College does not have or require a potential bidder to first register on a vendor portal.
- 4.5. What is driving the project timeline? Are you open to a timeline that exceeds 12 months?**
4.5.1. Taft College holds a firm timeline of when work needs to be completed. The current COVID-19 pandemic mandated that the college disseminate emergency communications regularly as safety protocols took effect and were modified, transition immediately to primarily online course delivery that fundamentally impacted all constituent groups, and implement a plethora of enhanced student success services and resources. As our critical online delivery system, the website has seen far greater use, including continuous demand for distance education tutorials, virtual orientations, online tutoring, student and faculty toolboxes, and special accommodations for students with disabilities. As such, the functionality of the Taft College website has been increasingly compromised, exhibits weaknesses in keeping up with increased demand, and requires upgrades on the front and back ends.
- 4.6. Will you require that all Focus Groups be completed onsite?**
4.6.1. Taft College prefers that focus groups be completed online.
- 4.7. Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the redesign discovery process?**
4.7.1. Taft College does not have defined audience personas, at present. Yes, the District wants to include audience personas strategy and creation as part of the discovery process.
- 4.8. Page 62, 3.6 includes “Minimum Coverage Limits” insurance requirements that are much greater than our existing coverage limits.**
➤ **Are vendors required to provide our Certificate of Insurance with our RFP response that includes the minimum coverage limits as outlined in the RFP?**
➤ **Are the minimum coverage limits outlined in the RFP negotiable?**
4.8.1. Certificates of Insurance for all required policies of insurance must be submitted as Tab 5 of the RFP Response. The limits outlined in the RFP are not negotiable.
- 4.9. Any restrictions on whether the consultants working on the project should be based out of US region or can they be based in India as well?**
4.9.1. The employment of personnel to complete Consultant Services under the Consultant Services Agreement is at the sole discretion of the successful Proposer. The successful Proposer is solely responsible for compliance with laws, codes, ordinances or regulations relating to the employment or retention of personnel to complete Consultant Services, including without limitation, classification of personnel as employees or independent contractors and compliance with limitations/restrictions/prohibitions on the employment of personnel who are not United States citizens or who do not have the legal right to work in

the United States. In addition, all personnel assigned to complete Consultant Services shall be: (i) experienced, skilled and knowledgeable to complete the tasks assigned; and (ii) capable of timely completing assigned tasks. Project management and executive management personnel of the successful Proposer shall be readily available during the District's business days and business hours for telephone, video conference, text/instant messaging and email communications with the District.

4.10. Are you able to share exactly how many bidders there are working on this RFP?

4.10.1. A list of prospective bidders is currently not available at this time. Once all bids have been received, a formal bid tabulation will be posted on our website at:

<http://www.taftcollege.edu/financial-reports-and-other-required-disclosures/>