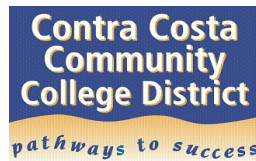


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# Contra Costa Community College District Bid No. 4CD-94 Marketing Website Redesign RFP ADDENDUM NO. 1

## Procurement

- 1. Is it mandatory to submit the proposal via mail and flash drive? Or is there any way we can only submit the proposal electronically over email?**
  - a. Electronic submittal is not allowed, per California state public procurement codes.
- 2. The RFP indicates the insurance requirements include Errors & Omissions Insurance (if applicable) on an occurrence basis covering work done or to be done by or on behalf of the Service Provider in the amount of \$1 Million. Is 'Claims Based' acceptable?**
  - a. The District does not accept claims-based insurance coverage.
- 3. Since the District requires one original hardcopy of the proposal, does that mean that wet signatures are required? Or are electronic signatures acceptable?**
  - a. Hard copies of electronic signature(s) is acceptable.
- 4. Please explain this sentence from the PENALTIES section of the EFP: The Contractor shall be responsible for reimbursing the District for the full cost of any advertisement that is placed by the District but fails to be published or published incorrectly.**
  - a. This is not applicable to the bid. It is part of our standard bid language.
- 5. Is Exhibit A to be included with the proposal submission, or will you request it from the selected agency upon final award of the contract?**
  - a. Per bid packet instructions, Exhibit A is to be included with the proposal.
- 6. Will the selected agency be allowed to include suggested edits to the Standard Agreement (Exhibit B) at the time of proposal submission?**
  - a. Yes, but the District can ultimately reject any changes.

## Existing Branding Requirements/Desirables

- 1. For the new website do you wish to use the existing brand style guide or you would require our support in creating a new brand style guide?**
  - a. We will maintain our logo and colors from our [existing guide](#), but are open to new concepts for fonts, photography, graphic elements, etc.
- 2. Are there current documents or messaging guidelines for the District's brand?**

- a. DVC does not have a formal brand platform or messaging guides. The district's brand will not be incorporated in this project.
- 3. Are there statewide branding and/or other requirements that would impact this work?**
  - a. No, only DVC's brand will be used for this project.
- 4. Do you have a governance plan for the current website content and workflow? If yes, will that same flow be used for the new site or are you looking for governance counsel/guidance with the redesign?**
  - a. Yes, however, we are open to making any changes that need to be made to the governance plan based on this project. We are also open to recommendations for improving the governance plan, contributor access and approval workflows.
- 5. We read that the college has engaged in recent optimization projects, like new page templates, an SEO audit, and an upcoming temporary homepage. Would you like the agency to incorporate these updates into the redesign, or are they intended to be interim optimizations until the comprehensive website project is completed?**
  - a. The projects were intended to be interim, but upon evaluation with the selected vendor, a decision may be made to maintain some of these components.
- 6. Do you have any reference websites you would like us to refer to?**
  - a. Sites that are well regarded by the marketing team will be provided during the discovery phase. Examples may include sites from community colleges, four-year universities, EdTechs, and consumer brands.
- 7. What, if any, personalized content approaches do you currently employ?**
  - a. We do not currently personalize content for users.

## **Data Availability**

- 1. Will we get access to GA/GTM and other analytic tools?**
  - a. Access will be provided as needed.
- 2. Has the college implemented GTM (Google Tag Manager)?**
  - a. No, GTM isn't currently used.
- 3. What is the demographic makeup of the current target audiences and prospective student segments?**
  - a. Per the RFP, student demographics can be found here via our [Finger Tip Facts](#). Demographics for the service area outlined in the RFP may be obtained from <https://www.census.gov/quickfacts/contracostacountycalifornia>.
- 4. Have you recently conducted any user needs/usability research? If so, will research findings be provided?**

- a. No recent research has been performed beyond the SEO audit referenced in the RFP. A copy can be provided during the discovery phase of the project.
- 5. Have you established a set of user personas?**
  - a. A few sets of personas are available to draw upon for this project.
- 6. Does the District survey its various audiences? If so, how, and how often?**
  - a. Yes, student surveys are conducted at least once per term. Survey topics include class schedule and student services preferences, likeliness to enroll, why classes were dropped, etc.
- 7. What are the District's current marketing, PR and advertising activities, if any? If the District is employing any of these activities, do you have data about impact?**
  - a. DVC runs digital, broadcast TV and streaming radio ads. Campaign metrics can be provided to the selected vendor during the discovery process.

## **CMS & Hosting**

- 1. Do you have any preference for the CMS of the new website or do you want the CMS of the new website as Modern Campus?**
  - a. Per the RFP, we currently use Modern Campus. The selected vendor should perform an evaluation of our requirements following the discovery process and make a recommendation for a CMS. We are open to a proprietary or open-source solution such as WordPress or Drupal. We are interested in having a site built with a relational database so that should be a primary determinant in the selection process.
- 2. Do you have an estimated go-live date in mind for the CMS implementation?**
  - a. Per the RFP, site launch date is to be June or December 2024. The CMS should be implemented on a timeline to support that launch date.
- 3. Have you received any CMS demonstrations as part of your pre-RFP process?**
  - a. There has been no pre-RFP process and no CMS demos.
- 4. How many developers do you have to maintain the new CMS?**
  - a. DVC currently has one full-time front-end developer.
- 5. How many individuals at your institution will need to use the CMS?**
  - a. Per the RFP, DVC has 85+ web contributors.
- 6. Can you please let us know how many concurrent users you expect to have logged into the web CMS at one time?**
  - a. We cannot say how many users would be logged in at a time. Since we have 85+ web contributors, it is estimated that if every user was logged in, it would be fewer than 100 individuals.

- 7. Please advise how many end-users require CMS training. Are you interested in a train-the-trainer approach?**
  - a. After an initial cohort training, a train the trainer approach is preferred. Per the RFP, DVC has 85+ web contributors.
- 8. Do you currently pay any annual fees such as License, Support, or Hosting (application/web)?**
  - a. Per the RFP, DVC's website is externally hosted by Rackspace and the Modern Campus CMS is used. Both vendors require contracts and annual fees.
- 9. Is your current web environment hosted in-house or externally? If externally, who is the provider? What is your current setup?**
  - a. Per the RFP, the DVC site is hosted externally by Rackspace.
- 10. Do you plan to continue hosting the site with Rackspace, or are you open to more modern hosting platforms such as WP VIP, WPEngine, Kinsta or Pantheon?**
  - a. We are open to a different host based on recommendations from the selected vendor.

## **Integrations**

- 1. What "integrated systems" will need to be custom built into the site and what will be link out or iFrames within the site?**
  - a. Currently, there are no technical integrations on our site. All third-party systems are connected via either URL or iFrame. However, we hope to implement request for information (RFI) forms in 2023 on our existing website. It is likely that those will be coded in and connected via API or webhook to our new CRM. As the new site is built, we will look to the selected vendor to help determine the best way to incorporate the forms.
- 2. Do you have any active payment gateway integrated into your website for receiving donations from Alumni? If yes then what is the payment gateway? And do you wish to continue using it on your new website?**
  - a. There are several systems linked to the website via URLs or iFrames, including a few payment systems. Unless alternate solutions are recommended these will be used on the new site.
- 3. Can you elaborate on the features that come under 'Student Portal' and 'Employee Portal'?**
  - a. The portal serves as an intranet – class registration, form submissions, requests off, etc. occur here. The portal is maintained by the district office and will not be a part of this project beyond linking throughout the site. No technical integrations will be required for the portal.

## Content/Content Migration

4. **If there is content that will be migrated directly, will that content be provided in a machine-readable format such as database export or API, or should the selected vendor expect to retrieve the content from the public website?**
  - a. We *might* be able to move the content we're keeping to a new migration folder and then create an RSS feed for that folder, which would produce an XML file that could be imported. It is possible that there is better solution from Modern Campus customer support, but that needs to be determined.
5. **In regards to migration, how many different page layouts do you have on your current site?**
  - a. The majority of the site is on one template with options for 1, 2 or 3 column layouts. The number of templates needed for the new site will need to be determined in partnership with the selected vendor.
6. **Of the approximately 3,300 pages of existing content, approximately how much of this content will be migrated to the new website? If a significant portion of this content will be migrated, is the existing content stored in a database today? What is that database?**
  - a. Support with migration is desired. Once new IA and U/X is determined, an evaluation will take place of existing content to determine what needs to be brought over, what needs to be redone or created, and what can be done away with. We would like to reduce the number of pages on our site significantly.
  - b. Our current CMS, Modern Campus, does not utilize a database.
7. **In Section II of the RFP, under the Content Strategy bullet, the college notes (*including possible integration of content from a few department microsities*). Can you expand on the type of integration you hope to have as it relates to content from a different department microsite (e.g. linking to the content or having it populate directly to the page and what CMS are the microsities in)?**
  - a. This simply refers to the evaluation of the content to determine its value for transitioning to the new site, and sunsetting the microsities. No technical integrations are required.
8. **Please describe the college's visual assets. Are you in need of new photography and/or videography to effectively reach your target audiences/segments? If new assets are needed, what assistance would you seek from your selected partner?**
  - a. We would appreciate seeing cost estimates for any creative the vendor may be able to produce (photos, copy, graphics, videos, etc). The internal team will have limited capacity to support development of new creative because they will be attending to the ongoing, regular marcom needs of the college.

9. **What are your expectations for improving existing pages? Do you seek assistance from the selected agency to optimize (either heavily or lightly) existing content pages? If you require content optimization services, approximately how many pages of existing content would the selected agency be expected to edit?**
- b. We would appreciate seeing cost estimates for any content optimization the vendor may be able to support. It is currently unknown how many pages would require optimization.
10. **Can you provide your definition for the term Content Strategy, as outlined in your list of scope items? Will the selected vendor be responsible for developing content?**
- c. Content strategy refers to the efficacy of content in achieving site goals. We expect the selected vendor to provide recommendations on copy, videos, infographic, etc. We would appreciate seeing cost estimates for any content development the vendor may be able to support. The internal team will have limited capacity to support development of new creative because they will be attending to the ongoing, regular marcom needs of the college.
11. **Do you expect to use content like Blogposts, videos, interviews with students, etc. to help drive traffic and interest?**
- d. Yes, we currently use these types of content and plan to continue doing so.
12. **Is the college currently removing outdated content in preparation for the redesign?**
- e. No, content is not being removed for the redesign, however some content is being sunset as part of ongoing optimization work. We would like to reduce the number of pages on our site significantly during the rebuild process.

## Scope of Work & Budget

1. **There are four main sites under Contra Costa District – 4cd.edu, contracosta.edu, dvc.edu, losmedanos.edu. Is this a website redesign for all four? Only dvc.edu seems to be mentioned. Can you share what sites we would be doing a redesign of?**
- a. Per the RFP, this project is for DVC and its satellite campus.
2. **We have questions if this is for one site or all four or some other list... can you ensure we get a list of the sites that are needing a redesign?**
- a. Per the RFP, the site to be rebuilt is [www.dvc.edu](http://www.dvc.edu).
3. **Are there additional domains that need to be migrated?**
- a. We currently have one sub domain hosted by Rackspace along with our main site that would need to be moved if a new host is selected.
4. **Does the identified budget (\$400,000) cover the new CMS implementation, any configurations, and annual licensing costs?**

- a. The budget should include implementation, configuration and initial licensing costs for a new CMS if a change is made from the current system.
- 5. Will there be a separate RFP for the CMS or is the successful agency expected to recommend and migrate the DVC sites to a new CMS as part of this project?**
- a. There will be no separate RFP. Per the website rebuild RFP, the selected vendor should perform an evaluation of our requirements and make a recommendation for a CMS, support configuration and migration.
- 6. Are you looking for website maintenance as part of the proposal?**
- a. Depending on proposed project costs, initial maintenance may be included in the scope of the \$400,000 budget. After that, ongoing maintenance costs will be covered by the department's annual budget.
- 7. It is our experience that 40 hours per month of development maintenance and support is adequate for a site of this size. Do you have any preferences?**
- a. We are open to considering the recommendations of the selected vendor.
- 8. You share a 400,000 budget range... is that for first year costs? Is that all four sites?**
- a. The total budget for the duration of the project is \$400,000.
- 9. Does the scope include a media advertising buy?**
- a. No, it does not.
- 10. Does the scope include development of a Marketing and Communications Plan and marketing activities in support of the rollout of the website?**
- a. No, it does not.
- 11. Would you like respondents to include options for cloud hosting of the new website? (a) If so, is the hosting fee anticipated to be included in the stated budget? (b) If so, can you kindly provide the number of page views and user sessions for an average month and the high-water month during the last 12 months so that we can appropriately size the cloud hosting options?**
- a. Hosting recommendations are not required but may be considered if provided. Hosting is currently paid for from a separate budget and that will continue to be the case. As such, user data can be obtained during the discovery process.
- 12. Is there additional budget available for primary research?**
- a. No additional budget is available.
- 13. Can you expand on the type of user research and analysis the College is interested in as part of the Discovery and Strategy process?**
- a. We expect the vendor to perform user research to determine the needs and behaviors of audience segments, and to rebuild our website according to the findings. As such, the vendor will need to design a process (interviews, surveys, focus groups, etc) to ensure the site is designed and built for optimal usability and actionability.

**14. Can you expand on the type of information included and format you'd like to have in the quarterly project status reports that will be required for distribution to the college community?**

- a. The reports should provide a summary update on where the project stands to date, including activities, deliverables and milestones completed, links to documentation of those (research results, wireframes, etc) as well as a projection of what's to come in the next quarter.

**15. How often do you expect to meet in person?**

- a. This will be dependent on the project as proposed by the vendor. Meetings may take place virtually, but the vendor's research design will likely determine any in-person engagement.

**16. Approximately how long will the Director of Marketing/advisory task force need for review cycles at each critical juncture of design and development? For final approvals and sign-off?**

- a. This depends on the level of decision needed. Small decisions can be turned around in a few days, whereas larger decisions may need 1-2 weeks depending on time of year, vacation schedules, etc.

## **Primary Challenges**

**1. What are the biggest pain points with the current site?**

- a. The site is dated, bloated, difficult to use, and lacks strategic focus for converting users. A governance plan was only introduced to the college in the last year when a new marketing director was hired. Accessibility is spotty at best due to the number of PDFs posted to the site.

**2. What are your principal pain points with Modern Campus? Could you please outline the limitations or constraints you've experienced with Modern Campus, if any?**

- a. Lack of a database and associated problems that go with that. Too numerous to list. Examples include extreme complexity in building a blog; extreme complexity in building a staff directory.
- b. Too much complexity building/customizing templates.
- c. Inconsistent editing experience for non-technical users for various types of content between regular pages and assets, snippets, components.
- d. Difficulty working with their developers to create the site functionality we need.
- e. Very clunky navigation functionality (sidenav)

**3. Are there primary challenges the District is facing right now (or in the near future) that bidders should take into consideration while developing our responses?**



- a. As is the case with many higher education institutions, we are experiencing an enrollment decline driven by a host of factors including: changing perceptions of the value of higher education, the pandemic and shift to remote learning and back to a more hybrid environment, ongoing and resulting impacts of the pandemic including the economy, jobs outlook, childcare challenges, increased competition from primary and secondary competitors (e.g. EdTechs) as the world has shifted online.
- 4. Are you aware of any major risks to this project or workflow? Are there any known risks an agency partner should be mindful of?**
- a. Currently, there are no known risks. The college has supportive leadership and a strong marketing team prepared to usher this project through.

## **Internal Project Team**

- 1. How many stakeholders will be involved for the District?**
- a. This project is specific to Diablo Valley College. There will be an advisory task force of 15-20 members, but other stakeholders may be engaged over the course of the project.
- 2. How large is the marketing team that reports to the Director of Marketing? Is the website currently maintained by this team, or is maintenance shared with a separate IT office?**
- a. The marketing team currently has 6, soon to be 7, full-time employees including the director. The IT department is not involved in website maintenance.
- 3. Which team currently handles training and maintenance for the 80+ content contributors outside of the marketing team?**
- a. The marketing team is responsible for training contributors.
- 4. Can you share the titles of the representatives who serve on the advisory task force?**
- a. The group is not finalized but it will include several team members from the marketing and outreach teams, student services representatives, faculty members, and students.
- 5. Do you currently have an agency of record? If so, what role will that relationship play in this RFP?**
- a. No, we do not have an agency of record.

## **Vendor Specifications**

- 1. Will preference be given to a California-based company?**

- a. We prefer vendors in the US whose work schedules are on US time zones, Pacific Time zone is preferred but not required. Onsite work may be required based on the firm's user research design, e.g. focus groups.
- 2. We have a leadership and client servicing team based in the USA and a development team based globally. Will this impact our evaluation score?**
  - a. We are open to this scenario.
- 3. Are you interested in partnering with two agencies for this project (e.g. an agency who will manage the strategy and design of your new site and a second agency who will implement your CMS)**
  - a. We are open to this scenario.
- 4. Along the same lines as #3, are you willing to have one contract for the strategy and design work with a separate contract for CMS implementation?**
  - a. We are open to this scenario.
- 5. Depending on when the redesign project will kick-off, resource availability at our agency may vary. Will you allow responses to include information around a sample team for the project?**
  - a. Yes, but ideally, we'd like to know who our team will be during the initial phases of the project.
- 6. What are the most important qualities you seek in a website redesign partner?**
  - a. We desire a partner who:
    - i. Provides excellent client services, owns project management and provides timely and effective communication with the internal project team.
    - ii. Is skilled with stakeholder engagement, supports the internal project team with methods to create and keep buy-in for the project.
    - iii. Is grounded in user/universal design and is innovative in their approach. We don't want to look like every other college/university out there. We want to look **better** than all the colleges/universities out there.
    - iv. Is humble and respectful of higher ed stakeholders and the college's website users who may not be familiar with technical or strategic aspects of web design.
    - v. Understands DEI and how it relates to the user experience.
    - vi. Excels at research design, implementation, analysis, and its application in product development.
    - vii. Has a track record of success with similar scale projects.