

**San Diego Community College District
WEBSITE REDESIGN– DISTRICT**

RFP #23-09



**ADDENDUM NO. 1
MAY 2, 2023**

CERTIFICATION OF RECEIPT OF ADDENDUM

I certify that I have received this addendum on behalf of the company listed below.

Signed: _____ **Dated:** _____

Name and Title: _____

Company: _____

**ADDENDUM NO. 1
TO RFP #23-09**

- 1.0 This addendum is considered to be a part of the RFP. All other terms of the RFP remain unchanged and in effect. This addendum is intended to provide additional information and/or to change requirements in the above referenced RFP. Any information contained herein will be considered part of the RFP and as such will be used in the evaluation of the responses. Attention all potential bidders, if you have already submitted your proposal prior to the bid closing date, please review this addendum and re-submit your response, should this addendum modify your initial response.
- 2.0 To verify that all Vendors have received a copy of this addendum, please sign the cover page of this addendum and return it with your proposal to:

**San Diego Community College District
Purchasing and Contract Services
Attention: Kellie Silva, RFP# 23-09
3375 Camino del Rio South, Suite #270
San Diego, CA 92108-3883**

- 3.0 The information in this addendum is as follows:
- A result of Question and Answer period that closed on April 24, 2023.

508 Compliance and Responsive Design are Top Priorities

- 4.0 The current sitemap shows nearly 5000 PDF files. Is there any expectation to address the accessibility of these existing files, or ones uploaded after the redesign, as part of this project?

PDFs are not part of the project. Compliance is the responsibility of the department that posted the PDF.

- 4.1 For shortlisted firms, beyond screen reader and related keyboard control demonstrations, what other types of accessible features would you be interested in seeing demonstrated?

Underlined links for people who are colorblind (built-in format for the CSS). No flashing or fast-moving graphics that could adversely affect someone with epilepsy. Links that are too close together for people with dexterity issues. Embedded video from YouTube needs to retain the CC feature. Images and subheads should be used to break up text for people with ADD. Alt text on ALL images. We currently have some feature photos and slideshows that don't have proper Alt text.

- 4.2 Do the demonstrations need to be done by "members of disabled communities," and if so, is it expected that the firm or SDCCD provides those demonstrators?

The company should check the website using a screen reader to ensure all is working properly. The company and our IT department should run the website through an online 508 compliance checker. The company should provide an overview of the accessibility features. DSPS could

help with the site check. I don't think the testing has to be done with members of the disabled community. It would be preferred.

Technical

- 5.0 Does the scope include only design of the web pages or does it include testing and reporting?

Company should be testing and making fixes, followed by testing from SDCCD. If you build anything you would test it before making it public.

- 5.1 Is the scope of this RFP just 6 areas: Homepage for sdccd.edu, Department landing page, Inside page, Homepage for sdccd.edu/newscenter, Photo galleries, Refresh presentation of Video display?

Yes.

- 5.2 Will there be a different RFP for other pages other than the above mentioned 6?

No.

- 5.3 Page 6 of the RFP refers objectives, are these objectives meant only for the 6 pages or entire website?

The style sheets (CSS) used to build these 6 pages will affect the whole website.

- 5.4 Is the current sdccd.edu website in OU CMS already?

Yes.

- 5.5 What are the training and support requirements for SDCCD staff, including the format and frequency of training sessions and ongoing support?

Initial overview training should be provided to approximately 5-10 key content producers or IT staff. Company should provide a window of tech support following the handoff of the project. Minimum of 60 days, 90 days would be preferred.

- 5.6 Do we need to include a cost proposal from Modern Campus for the Omni CMS implementation portion of the project? Or do you plan to secure the CMS implementation quote directly from Modern Campus outside of this RFP?

Please include two total costs in your proposals. One total cost with the Omni CMS implementation portion of the project and one without the Omni CMS implementation portion of the project.

- 5.7 Is the \$129,000 budget allocated just for the upfront strategy, design & HTML portion of the project (which means that you will have a separate budget for the CMS implementation)? Or does the \$129,000 budget include the scope of the CMS implementation into Omni CMS plus the upfront strategy, design & HTML?

The budget includes the scope of implementation into Omni CMS layouts.

- 5.8 Please list all integrations with other websites or applications.

There is a section on our current home page with embedded social media feed (hard-coded into the layout using CSS to style a div with a list, not editable by users). Some pages have embedded YouTube links. The news section uses an RSS feed that was provided by Modern Campus and uses C# for parsing/rendering.

- 5.9 Please elaborate on each of the in-scope systems that the chosen vendor would integrate to so that we can confirm how this will impact upon our scope of work?

The newscenter feed, that is already part of the RFP. Our social media feed should be included as part of the home page design. Embedded YouTube videos that could be part of content from users.

- 5.10 Are there any preferred languages or technology stacks that are preferred on the back-end, if the need arises? (e.g. LAMP stack, IIS and .NET, etc.)

We use Modern Campus Omni CMS to manage content via layout files (XSL transformations). Our web server is IIS with ASP.NET (C#).

- 5.11 Are there any defined security standards that you need to meet with this redesign, or are you okay going with our recommendations? (e.g. Content-Security-Policy standards, intensive code-review processes, etc.)

There are no defined security standards as part of the project – we are okay going with vendor recommendations.

- 5.12 Will this scope include any subdomains of the main site? or other URLs?

There are no subdomains included in the scope of the RFP. All CMS-hosted content will be on our main www.sdccd.edu domain.

- 5.13 Has the School utilized any additional external APIs or data feeds (courses, faculty profiles, events, research publications, etc.) since the initial launch of the website?

***Subscribe to our newsletter from Constant Contact
Share this story – Email and social media
Social media feed on the homepage
YouTube embedding***

- 5.14 Please itemize any customizations added since the last active development.

Class Search page has added JavaScript and CSS to handle integrating an internal API. This is not in the scope of the RFP, as Student Services would be expected to maintain this page.

- 5.15 Have any major modules been added to the site's functionality since the last active Development?

<https://www.sdccd.edu/students/class-search/search.html> - Class Search
<https://mysdccd.atlassian.net/servicedesk/customer/portals> - Support Desk
Class Search is simple Javascript/CSS and Atlassian is just a link to external site.

- 5.16 What is the average level of traffic to the site on a day-to-day or monthly basis?

Approximately 400,000 – 500,000 page views per month; Approximately 100,000 users per month, 40% of traffic is mobile. Approximately 40-50% of traffic comes from search engines and social media. About 15% of traffic comes from our college websites, linking to the district's website sdccd.edu.

- 5.17 How many users currently access the SDCCD website today - non-enrollment times: daily, monthly, during enrollment times: daily and monthly?

Usually about 80,000 per month during non-enrollment times
About 125,000 users per month during enrollment.

- 5.18 Who is responsible for hosting OU CMS today?

SDCCD self-hosts the Omni CMS along with the website. They are two distinct systems: Omni CMS is a static page generator. There is a possibility that the hosting location for either system may change in the future, but that change is not in the scope of the RFP.

- 5.19 Is vendor expected to fix any issues in current HTML/CSS that are outside the scope of the current RFP 6 area mentioned in #2?

No.

- 5.20 What is the existing CMS?

OmniUpdate owned by Modern Campus <https://moderncampus.com/>

- 5.21 Does the school have a preference for a particular CMS platform? Is there a preference for open source (e.g. Drupal or WordPress) or proprietary (e.g. Cascade or Modern Campus) CMS?

The CMS platform being used is Modern Campus' OmniUpdate.

- 5.22 Approved design should be provided as HTML and CSS instead of PDF/images.

Does that mean that all design reviews are intended to be interactive HTML, or just that the design, once approved, will be implemented and delivered as HTML?

Design reviews can be any format that makes sense for the vendor. However, once the designs have been approved the district expects functional HTML/CSS to be converted to layout specific to the Omni CMS (XSL files using the OU namespace for transformation).

- 5.23 Website should be optimized for video.
Are you looking to incorporate video as a design element of the site (like a background), or just to feature more videos as content on the site?

Both.

- 5.24 More enrollment focused.
Is the desire to just feature enrollment content more prominently on the homepage, persistently on all pages (like in a sidebar or footer), or are you looking for more of an overall enrollment focused marketing strategy?

We believe the District website needs to be redesigned with students and prospective students in mind. Enrollment is the District's business and we would like to see the website better connect prospective students with educational opportunities/resources at the District's four colleges. We are looking for a consultant who can make recommendations in this area, including content, navigation, and other technical aspects.

- 5.25 Redesign will reorganize the taxonomy of the website to optimize the User Experience.
Are you looking to cull any of the existing pages as part of the reorganization?

We would like to streamline the user experience through a more efficient taxonomy. Hopefully this would reduce any redundancies. Also, would like to archive old articles in NewsCenter to optimize SEO.

- 5.26 Pages Needed.
The current sitemap shows more than 2000 pages. Is the scope of this project limited to just the design and implementation of the 5 specified templates, and not the porting and QA of 2000+ pages?

Any archived content should have basic presentation (headers, body, links, photos) from the CSS. Customizations would not be needed on archived content.

- 5.27 Refresh presentation of Video display.
What is it that you are looking to refresh... the visual presentation of video pages, a different design for the video player and controls, using a custom or alternate player other than YouTube, or something else?

Still using YouTube and standard functionality (especially the cc feature). The primary issue is that the presentation is too large (too tall) to view on a laptop. Display should be about 20% smaller. Also freshen up the visual presentation.

- 5.28 What are the expectations surrounding content optimizations for SEO?

Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.) or “tier” of pages (e.g. tier 1)? Or, are you just looking for the chosen vendor to provide guidance for SEO best practices?

Yes, to both SEO questions.

- 5.29 On page 6, under Project Scope, you include: Rename/Reorganize pages to accommodate department changes and make content easier to find/optimize SEO. **(SDCCD IT Dept. will provide updated site map to vendor).**

As a part of the Strategy Phase, are you planning for the chosen vendor to provide recommendations for the new information architecture/website navigation? Or will SDCCD provide the final information architecture for the chosen vendor to implement?

The company should provide recommended taxonomy changes based on current site map. Those changes should be geared toward improving user experience and SEO.

Content

- 6.0 Is content creation in any form expected to be in scope for this project? (e.g. copywriting, videography, photography). If yes, please specify.

No.

- 6.1 Is content strategy in scope for this project (e.g. SEO, meta descriptions, heading structures, on-page content strategy). If yes, please define expectation.

Yes. We are looking for your expertise and recommendations to ensure the new website is as effective as possible.

- 6.2 Who on the client team will ultimately be responsible for the creation of new content and the consolidation/editing of existing content?

The Digital Communications Specialist manages the website content on a districtwide level, although there are individual editors for each division.

- 6.3 Is the School currently using any automated tools (Siteimprove, etc.) to scan the website for accessibility compliance and issues?

Yes, we use Siteimprove.

- 6.4 How large is the CMS user base (i.e. number of users)?

There are currently 136 users.

- 6.5 Has the School created additional CMS user roles since the initial group of roles created when the site was initially launched?

No. There are standard levels of permissions. From Administrator, Editor, lower level editors requiring a supervisor to approve. Level of permissions is from 1-10, 10 being an administrator. Content can be organized by group for permissions (folders in a directory structure). This is used heavily to manage who can update what pages. We occasionally add/update groups as changes are made at the district. Managing groups is not in the scope of the RFP.

6.6 How large is the current site (total number of pages and files)?

There are about 6,000 files in our current sitemap file that is generated from a website crawl. 5,000 of those are PDF documents, 600 are apsx pages, and 400 others (CSS, JS, images, Word documents).

6.7 Is content migration in scope for this project?

If yes, approximately how many levels or pages are anticipated to be in scope for the migration (e.g. only top-level pages, all first and second level pages, top level plus department pages, the 500 most used pages, all existing web pages, etc.)

No, once the redesigned taxonomy of the site is approved the content should fit the 6 pages (or layouts) that are approved. Most department subpages use the "interior" layout.

6.8 What level of content editing or content creation would you expect the selected vendor to provide, or will SDCCD be handling that in-house?

Content creation would be handled in-house.

6.9 Would you be looking for the selected vendor to handle migration?

Selected vendor should handle Omni CMS layout creation based on design, or work with Modern Campus if they have no prior Omni CMS experience.

6.10 In the Information and Scope section, under Objectives, the RFP mentions custom snippets. Can you provide examples of what the District expects?

Snippets are specific to Omni CMS and help users easily drop pre-approved sections into a page. Some examples of snippets in use today are: Float Image Left, Photo with Caption – Right Aligned, Pagination, Breakout Box, and Photo Gallery. These snippets are typically HTML that uses CSS classes defined in our main stylesheet.

6.11 Can you clarify and provide examples of what is expected to meet the "add custom snippets" objective?

Accordions, Sortable Tables (e.g. data tables), Call to Action, emergency alert banner, photo gallery w/ captions and alt text, portrait photo (e.g. mug shot) with caption and text wrap around, larger photo with caption and text wrap around.

6.12 Does the organization have a CMS preference? Open source? Drupal/WordPress?

Omni Update owned by Modern Campus.

- 6.13 Do you have any preferences regarding hosting Shared Server Vs Dedicated Servers on cloud platforms like AWS or Azure / GCP?

Currently self-hosted using IIS and ASP.NET/C#. Prefer to stay with that technology stack. Changes to host location (cloud, external data center, etc) are not in scope of the RFP.

- 6.14 The RFP notes that the District is currently using the Omni CMS; is the District open to proposals for the implementation of a different CMS or is Omni CMS the District's choice for this project?

No, the CMS to be used should be OU.

- 6.15 Can the District provide documentation on the OU Template format and requirements?

Yes, the OU namespaced XSL documentation can be provided.

- 6.16 Can the District clarify what is required to meet the "optimized for video" objective?

Still using YouTube and standard functionality (especially the cc feature). The primary issue is that the presentation is too large (too tall) to view on a laptop. Display should be about 20% smaller. Also freshen up the visual presentation.

- 6.17 Can the District clarify if an integrated Course Calendar is required or if this can link off to a Course Calendar tool that you will obtain, manage and maintain on your end?

There is an integrated class search that uses an internal API. It is just another page of content as far as the RFP goes. Student Services and IT manage that page.

- 6.18 Are you interested in having the chosen vendor provide a Content Strategy that would include a content audit of your high-level pages to help determine what pages to move to the new website, what content is missing, what content needs to be edited, etc.?

Yes.

Design

- 7.0 How many templates does the School anticipate to be in scope for this project?

There are six specific layouts/pages. Homepage for sdccd.edu, Department landing page, Inside page, Homepage for sdccd.edu/newscenter, Photo galleries, Refresh presentation of Video display.

- 7.1 Standard template examples include the homepage template, course listing page template, course detail page template, landing page template, and one or two flexible general interior page templates.

Is the school open to a modular design system and pattern library?

Yes. Omni CMS can use snippets (HTML and CSS that can be easily reused) that could help with modularity. Other suggestions are welcome.

- 7.2 If the design of a new campus map is required by this scope then can the school please clarify the specific expectations for said deliverables? Further, please specify if any underlying assets (e.g. photography, illustrations, etc.) will be provided to the chosen vendor.

No campus map is needed.

- 7.3 How will events be managed? Has an event calendar module been selected? If so, will the vendor be responsible for integrating this into the new site?

No events calendar is needed. There is an RSS on the homepage and in NewsCenter that pulls in all articles with the keyword #event.

- 7.4 Are there any other anticipated modules or integrations that the School wants to implement? (this can influence the design approach)

No.

- 7.5 Should vendors include pricing for videography, photography in the production costs of their bid?

No.

- 7.6 Does the School have branding guidelines that the vendor will be following throughout the process? Additionally, are any branding or marketing campaigns underway that the vendor should be made aware of? If yes, can a timeline of this campaign be shared? This will impact upon our design timeline.

The District is in the process of hiring a branding consultant. We would like the new website to reflect the new branding.

- 7.7 Does SDCCD has any design guidelines for User Experience?

There is no document for design guidelines for UX.

General

- 8.0 What is the desired timeline for this project?

6 to 12 months.

- 8.1 What is the expected timeline for the development, implementation, and launch of the software?

6-12 months.

- 8.2 What is the desired format for the respondent's proposal? Are we correct in saying that a responsive proposal is simply formatted responses to Proposals A-H and Appendix A-C?

Yes. Use the forms that are provided. Any extra pages that we asked for need to stick to the page count. Page count information is listed in the header of the forms.

- 8.3 The budget for this project is stated as \$129,000. Is this the absolute maximum that vendors may bid while still being responsive? Note, it may be difficult to accommodate a customized website redesign initiative for this price point.

That is the total budget for the consultant.

- 8.4 Are vendors permitted to submit redlines to the Sample Professional Agreement?

No. Vendors are not permitted to redline the agreement.

- 8.5 What are the most important qualities you seek in a website redesign partner? Please prioritize.

- 1. Experience with other higher education websites of similar size/scope.***
- 2. Working with multi-campus college districts.***
- 3. Qualifications of individual team members, including project manager.***
- 4. Creative approach/ideas.***
- 5. Demonstrated strong project management (including budget).***
- 6. Technical capabilities including experience working with OmniUpdate CMS.***

- 8.6 Is there an incumbent for this work? If so, who?

No.

- 8.7 Will preference be given to a California-based company?

No.

- 8.8 Will local or in-state agencies be given preference?

No.

- 8.9 SDCCD open for overseas presence of some of the project team members

Yes.

- 8.10 How often do you expect to meet in person?

There is no expectation.

- 8.11 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?

No.

- 8.12 Since the District requires one original hardcopy of the proposal, does that mean that wet signatures are required? Or are electronic signatures acceptable?

The signatures can be wet or electronic.

- 8.13 Does the District survey its various audiences? If so, how, and how often?

Not with regard to our website.

- 8.14 When was the last User Research and Analysis done for the site? Will research findings be provided?

There has not been any.

- 8.15 What are the biggest pain points with the current site?

Lack of responsive design?

- 8.16 Is there an expected or desired duration of the contract?

6 to 12 months.

- 8.17 What is the invoicing frequency/schedule for the awardee once the contract is underway?

This is not relevant at this time. The districts terms are net30.

- 8.18 Do you have any references of the websites that served as the inspiration you find compelling for this project? What specifically do you like about those sites?

We have not looked at any.

- 8.19 Can you provide an approx. budget? Does the budget include tech support and hosting?

The budget is \$129,000. We will host and support.

- 8.20 You have a desired launch date? Is there a specific event driving the launch date?

There is no event driving the date.

- 8.21 Does SDCCD receive any funding from federal grants for this project?

This project is not being funded with federal funds.

- 8.22 Any specific compliance required by the vendor with respect to federal grants if any received?

Vendors that provide goods or services under federal grant monies are required to be fully compliant with SAM.gov and cannot be on any debarred lists in the United States.

- 8.23 Does SDCCD require vendors to have CMAS or any similar approval from the state for executing this project?

This project does not require a CMAS contract.

- 8.24 Is there any opportunity for vendors to sign a Master service agreement with SDCCD for future work?

This project does not allow for a Master service agreement to be signed for future work.

- 8.25 Any other criteria required for vendor to participate in the SDCCD RFP and win other than what is specified in the RFP? Like prior relationship with SDCCD, past work experience with other EDU, etc.?

This RFP is open and competitive to all vendors. No preference is being given for past work experience. Please refer to the RFP document in regards to experience with other EDU's.

- 8.26 Is there any change in due date?

No. The due date for proposals is Wednesday, May 10, 2023 by 4:00pm, local time.

- 8.27 Can the work be done remotely? Can we do work from our global delivery centers? Are you releasing any addendum for this RFP? If not, then can you please share the responses provided by you to the questions asked by other potential bidders. This will help us to provide a more complete response.

Yes, work can be done remotely. Please refer to the RFP 23-09 on our website. This has instructions as to how and when the addendum will be posted.

- 8.28 Do you see any part of this RFP process or project requiring in-person meetings, or will online meeting tools (Microsoft Teams, Zoom, etc.) be sufficient?

Online will probably be sufficient.

Process Requirements

- 9.0 Has a set of user personas been established?

No.

- 9.1 Who are the stakeholders for this project? Approximately how many individuals and/or groups will be responsible for final approvals and sign-off of each key deliverable?

Stakeholders are PIO office and IT, along with representatives from departments (Student Services, Police, DSPS, etc).

9.2 Approximately how long will each stakeholder group need for review cycles at each critical juncture of design and development? For final approvals and sign-off?

Unsure at this time. Hopefully the vendor could provide project timeline with key phases identified.

9.3 Is the college currently removing outdated content in preparation for the redesign?

Yes.

9.4 Please describe the college's visual assets. Does the scope include development of assets including photographs, video, podcasts, or other media?

We have photos and videos for your use.

9.5 Are you looking for website maintenance as part of the proposal?

No.