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ADDENDUM NO. 2

for

College of the Desert Website Redesign RFP #2023-06

July 6, 2023

The following changes, additions, deletions, clarifications, or corrections shall become part of the RFP Documents for Desert Community College District Website Redesign RFP (#2023-06) published on June 21, 2023. All other terms, specifications, and conditions remain the same.

**Questions for College of the Desert – Website
Redesign – RFP #2023-06**

1. 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?

Answer: No, we currently already have a multi-year agreement with Modern Campus. There will be a cost for implementation of any designs into workable templates for the CMS. Vendors should include the cost of this implementation in their final proposals so the college can see the final estimated costs of the project.

2. Can you share a sense of the total budget range available for the project? This budget information will help agencies develop a solution that best aligns with your expectations and help determine the timeline for the project.

Answer: The budget for the total cost of the project should not exceed \$200,000 to rebuild our website and meet the needs of students today.

3. On page 9, under 1.8 Content Needed, you mention “New Images and Photography”. Our firm does not provide photography services. We typically recommend working with a local photographer to provide those services. Can you please confirm that you are ok with vendors NOT including the cost of new photography services in the scope of the RFP response?

Answer: Yes

4. For quoting purposes, do you have an idea of the number of new content pages you would like for the chosen vendor to write?

Answer: The number of new content pages will vary, but less than 25 would be directly built by the vendor, most would be done internally with direction by the vendor.

5. How are you managing the calendar? Are you using a 3rd party tool or the Omni CMS calendar module? Are there any plans to change the calendar with the redesign?

Answer: We have purchased the Omni CMS calendar module.

6. How are you currently managing the Employee Directory? Are you using the Omni CMS module?

Answer: We have purchased the Omni CMS module.

7. 1.4- Can you provide the District Org chart as noted in section 1.4 for reference?

Answer: Yes

8. 1.4- Is it the intent of COD to continue to host website on Omni CMS or does scope of this RFP include replacing that system?

Answer: It will remain with Omni CMS at this time as we have a multi-year agreement in place.

9. 1.5- Once the final design files are delivered and handed off to COD, is there any expectation for ongoing or continuing services, specifically post-launch?

Answer: Not specifically, but there may be smaller projects that would have their own scope of work if department needs arise.

10. 1.5- Section 1.5 doesn't include mention of content as a deliverable yet content needed is defined in section 1.8. Is development of new content part of the deliverables?

Answer: Yes, we will need new components to meet the Guided Pathway and accessibility requirements of today. While we have some, there may be a need for new web parts or even new add on components to Omni that we are not aware of.

11. 1.6- Is section 1.6 a comprehensive list of all templates that are needed and is the expectation that each of these templates must be different? Also, please clarify and provide examples from the existing website of what "inside pages" refers to.

Answer: Ideally, we would want a shared look and feel so that each page has some commonality with the main pages of our website. Inside pages refer to our Intranet and can be excluded from the scope as they are on SharePoint Online. However, there could be some review of "inside" content to manage who has access based on target audiences. We will need to review all public facing and internal pages to migrate internal information to the Intranet, Public facing to the website and Current student information inside the Student Portal pages. Internal pages are considered any subpages of a sub site in the CMS. All subsites should have a landing page that has a specific look and feel and then internal pages that share the branding of the entire site.

12. 1.8- Would the awarded vendor be rewriting all content? Please describe in more detail the extent of the content that is needed both written and visual. For example, is it a complete replacement of all content on the existing website or only part of it, or will COD give direction or provide a specific list of content to be written, or will the vendor need to make recommendations about what content should be replaced and then develop that content?

Answer: The vendor will make recommendations based on best practice. In most cases, it would be on the department impacted to make the necessary changes. This could require some support or if the department cannot make the changes, it could be added to vendor tasks if applicable.

13. 1.8- Is COD expecting every single page to be implemented in Omni CMS by awarded vendor, or is COD looking for templated pages that the COD IT team will implement on their own?

Answer: All public facing pages will be within Omni CMS, current student information will be moved to the student portal if applicable. All staff and employee information will be migrated to the Intranet. Most of the content updates will be handled by the campus, however we will need direction and best practices. If by implementation, you mean the conversion of the final design into a workable template and CMS code, then the awarded vendor would need to work with Modern Campus to translate the final design to work in our current CMS.

14. 1.8- Can you further detail what is meant by “training to maintain website content”?

Answer: Train staff from different departments on the processes of maintaining content and altering pages. This can be collaborative with the web administrator that College of the Desert currently has.

15. Have you contracted directory with Modern Campus to develop the HTML into the OMNICMS, or do you need the vendors to provide the estimate? I would assume it's the same estimate for everyone, which is why I was asking if you have already spoken to them about this?

Answer: We are already under the Omni CMS platform. The exceptions are our Foundation and Athletics pages, which are standalone, but need to be linked to our main pages. There will be a cost for implementation of any designs into workable templates for the CMS. Vendors should include the cost of this implementation in their final proposals, so the college can see the final estimated costs of the project.

16. Should we include the development of OMNICMS into our pricing?

Answer: There will be a cost for implementation of any designs into workable templates for the CMS. Vendors should include the cost of this implementation in their final proposals so the college can see the final estimated costs of the project.

17. How many pages of content do you need written, or should it just give you blocks of pages, like 10, 15, 20, etc.?

Answer: Blocks of 25, with training and best practice training.

18. Can you share a schedule that you want to have the site launched by?

Answer: We are expecting a website redesign to take 10-12 months to fully complete, so we would like the new site showcased in Fall of 2024.

19. Is the foundation site included?

Answer: <https://codfoundation.org/>. While it is not included in the scope of this redesign, we do want to make sure the pages are linked and showcased in such a way that Foundation is clearly part of College of the Desert.

20. Should we assume, your sports site will remain on Prestosports?

Answer: While it is not included in the scope of this redesign, we do want to make sure the pages are linked and showcased in such a way that our Athletics are clearly part of College of the Desert.

21. In 1.4 Objectives, point #1 and #2 are focused on accessibility of the new site; since this site is at least a year (or more) away, is there any need or requirement to audit the current site for WCAG compliance and to remediate the current site? A quick scan shows 9 critical errors on the current homepage, is there a plan to fix those?

Answer: We would need to focus on current issues of the site that will remain as part of the redesign. We are aware of current issues, but we also know that much of the content on the website may be pulled or refreshed as part of this project, so it may be resolved via that process.

22. Per the RFP, you have engaged with the OmniCMS for the following modules – Alerts, Calendar and Directory. Do you expect to add others, such as the blog module?

Answer: We are open to other modules if there is a specific need for them. However, given our current design we have no use for other modules.

23. I see this is a deliverable: "Converting design into OmniUpdate templates". If we supply the templates, I assume the College will be implementing them into the CMS?

Answer: Correct. There will be a cost for implementation of any designs into workable templates for the CMS. Vendors should include the cost of this implementation in their final proposals, so the college can see the final estimated costs of the project.

24. For photography, do you have a separate budget for this? We'd recommend hiring a photographer to get actual images rather than using stock images if possible.

Answer: We currently do not have a photographer but can hire one for images if necessary.

25. How many stakeholders will there be from the client-side, and will a project lead be appointed.

Answer: The project lead will be appointed by the Vice President of Student Services. Stakeholder count is unknown at this time, but will likely have a core stakeholder group and several smaller working groups as the need arises for site updates.

26. How much content will need to be migrated from old main site to new CMS?

Answer: This is an unknown at this time, we need to review the content, pull down all

dated materials and review remaining content for accessibility. We are beginning that review soon.

27. How much of the current content is to be rewritten vs moved over vs. new content created from scratch?

Answer: This is an unknown at this time, we need to review the content, pull down all dated materials and review remaining content for accessibility. We are beginning that review soon.

28. How many web administrators does the College expect to have at launch?

Answer: One

29. Are you open to working with a Canadian vendor?

Answer: Yes

30. Please describe some main pain points to your current platform.

Answer: The main pain points are not based on the current platform, but the outdated look and feel of the current site and how it is not student centric. The new design should be something that assists the College in recruiting and supporting students first and meeting all federal and state directives second.

31. Why are you staying with the OmniUpdate platform – is it because of its ecosystem? Are you open to a hybrid model CMS – decoupled from the Modern Campus?

Answer: Not at this time, we already host our Foundation and Athletics on other page given their needs and our Intranet is hosted on SharePoint Online.

32. Is Design implementation on the platform required or will it be a shared responsibility model?

Answer: Shared responsibility model. There will be a cost for implementation of any designs into workable templates for the CMS. Vendors should include the cost of this implementation in their final proposals so the college can see the final estimated costs of the project.

33. Why are you not issuing a direct RFP invitation to your approved partners?

Answer: The RFP is open to all and we have not worked with vendor partners on our website outside of Modern Campus.

34. Is the College open to selecting a CMS platform during planning vs. just a direct recommendation during the RFP process? (This would allow the College to review more than one platform through both demos and trial accounts to ensure fit, along with clear visibility into each platform's total cost of ownership.)

Answer: No

35. Is it your preference for an Open-Source CMS solution? i.e., Word Press, Drupal?

Answer: We will be staying with Omni CMS

36. Is there any organizational predisposition to a specific CMS platform or technology stack, i.e., NET or PHP?

Answer: We will be staying with Omni CMS

37. Are their specific Service Level requirements around uptime and resolution response times?

Answer: As to website uptime, that is covered under the Omni CMS SaaS agreement we have in place.

38. Do you have any websites of other organizations that the College admires and would deem best in class, even if from a different sector or industry, that you could share?

Answer: The team is still reviewing websites at this time.

39. Are there any social media integrations of Twitter, YouTube, Instagram, Facebook etc.

Answer: Yes, all of the above.

40. Can you please share with us all of the business platforms/ tools (CRM) that you currently use which would require integration?

Answer: We do not currently have a CRM solution. At most the tools we currently use would be linked via web links as a button or label if needed. Our main ERP is Ellucian Colleague so there will be links to Self Service for students and faculty. Within our Student Portal are links relevant to students such as online orientations and others, but they are just a pass-through link to an external site, usually with authentication protocols.

41. How many firms are responding?

Answer: Unknown at this time.

42. Is your current provider submitting as part of this RFP?

Answer: Our current provider is Modern Campus; all website work is currently handled by our one web administrator that we have for College of the Desert. The current provider, Modern Campus, has the option to submit for the RFP as well and will be their decision if they provide a bid.

43. Will Q&A addendums be made available to all registered vendors?

Answer: Yes

44. How long has the college been using Omni CMS? Is COD already on Modern Campus' implementation schedule once HTML/CSS is handed off?

Answer: College of the Desert has been using Omni CMS for just over 3 years. Implementation of HTML/CSS into workable templates will need to be included in the cost as the implementation services will depend on the design.

45. Are you currently using any accessibility tools for regular testing/upkeep of the site? Is there someone on your team responsible for ongoing accessibility of the website?

Answer: We are currently using the built-in accessibility tool in Omni CMS and the content editors are responsible for verifying that their content meets accessibility requirements. We are also open to alternatives that offer better end user feedback and support.

46. What are your goals for enrollment in the next few years? (You mentioned that increasing enrollment is an objective)?

Answer: The new design should be something that assists the College in recruiting, retaining, engaging and supporting students first and meeting all federal and state directives second.

47. How much new content (written and visual) would you like included in proposal responses scopes? Approximate number of pages?

Answer: a group of 20-25 pages to begin with.

48. What is the state of your current analytics setup? Have you moved to GA4? Are you using analytics to its fullest potential? Do you need any help with analytics?

Answer: We have updated to using GA4, but do not use the platform to its fullest potential at this time.

49. Do you have a target launch date for this project?

Answer: Fall 2024

50. Regarding website should be optimized for video. All videos must have accurate and compliant (closed or open) captions. Is the vendor producing images? If not, is the vendor responsible for video editing and adding captions? If yes to either, what is the scope or number of videos desired?

Answer: If the vendor can produce images or videos, please let us know. If not, we will likely work with a third party for that development or do it in-house. The number of videos is unknown currently.

51. Which service does the college use to store and play videos?

Answer: We use Ocelotbot.com for Financial Aid Videos and playlists and YouTube for other videos.

52. Which accessibility checker does the college currently use?

Answer: We are currently using the built-in accessibility tool in Omni CMS. We are also open to alternatives that offer better end user feedback and support.

53. Providing the accessibility evaluation product is the results of our accessibility testing?

Answer: We require a minimum of AA and would like to work towards a AAA rating if possible.

54. Regarding showing how a blind or low vision user would access using a screen reader, we use a contrast tool. Please provide details if there is a different expectation.

Answer: Contrast is one aspect of accessibility but we would want to also focus on alt text for images and captions for photos or videos.

55. Can you share any sites, locally or nationally, within or outside of higher education, that you find inspirational?

Answer:

[Home \(rcc.edu\)](http://rcc.edu) – Riverside Community College

[Fisk University - The Cornerstone of Excellence and Education](http://fisk.edu)

[Homepage - Santa Barbara City College \(sbcc.edu\)](http://sbcc.edu)

[Southwestern College : Chula Vista, California \(swccd.edu\)](http://swccd.edu)

[Coastline College](http://coastline.edu)