ADDENDUM #1
RFP# 25-01

Web Redesign & Development Services
January 14, 2025
QUESTIONS AND ANSWERS

This addendum contains Forty Four (44) pages.

1) Are you open to bids from agencies outside of MA?
>   **a) Yes, any bidder can respond with a proposal as long as they meet the requirements of the RFP, and are available for onsite meetings.**

2) Budget - In order to better evaluate scope requirements, please provide approved budget or budget range for this project (new CMS, Hosting, Web Redesign, Content Migration, etc.). This will give us a better idea of what we can do to meet your needs, and help us determine the timeline we can complete it in.
>   a) **This is a design proposal only, not cms, hosting, etc. We are interested in how you would meet our needs and the associated costs.**

3) Timeline – What is your anticipated timeline for the project? Do you have a hard deadline for launching the new site?
>   a) **We hope to launch the new site by early 2026.**

4) CMS – Your current cms is Ingeniux. Why are you considering a change?
>   a) **Ingeniux doesn't meet our needs or flexibility requirements.**

5) CMS - Have you demoed any CMS solutions over the last 12 months? If so, which ones.
>   a) **We have reviewed TerminalFour and WordPress.**

6) CMS – You mention that you are looking at WordPress or something equivalent. Do you have a preference for open source or proprietary CMS solutions?
>   a) **Yes, we are looking at open source but are considering all options as long as they are flexible enough to meet our needs.**

7) Are you interested in completing qualitative or quantitative analysis to inform the designs and user experience as a part of the Website Redesign Project? Analysis items may include user focus groups, surveys, heatmaps, engagement review of the current site, audience-based navigation, and content review, and/or online user experience recordings.
>   a) **We are doing this internally.**

8) Content Strategy - 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, organization of content, what content needs to be edited, etc?
>   a) **We are doing this internally.**

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9) Content Development - Will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, in order to provide an accurate quote, how many pages of content should the chosen vendor plan to:
i. Copywrite (provide new content)
ii. Copy edit existing content
   a) **We are doing this internally.**

10) Has Holyoke created any audience personas? Is persona development part of the scope of this response?
   a) **Yes.**

11) Content migration – Who will be responsible for migrating existing content from existing site to the new site?
a. HCC?
b. Vendor?
c. Or a combination of both?
d. Please provide estimated number of pages to be migrated
   a) **A combination of both, 5,000**

12) Design - Which websites (both inside and outside of higher education) do you look to for inspiration?
   a) **mass maritime/hero image=video, Will be provided others if selected**

13) What types of templates do you anticipate requiring for the redesign? Our standard offering generally consists of templates for homepage, landing page, standard/interior page, and degree/program listing & detail page.
   a) **All of these plus a news and events page/detail template.**

14) Do you need to have any of the following templates as part of your main scope of work:
a. News listing page and news detail page?
b. Faculty/Staff Directory?
c. Calendar?
d. Other Templates?
   a) **All of the above.**

15) How are you managing your current faculty/staff directory? With the redesign, will the directory stay as-is? Or, will it be managed within the CMS?
   a) **The directory is managed via a csv upload from the Banner system within the CMS.**

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16) 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 CMS?
   a) **There are numerous calendars on our current site and we are considering all options to deliver the best product.**

17) Would you please elaborate on the legacy databases being used and any 3rd party services that will need to be integrated into the site? Please note if these are external links to 3rd party sites or if they will need to be integrated into the new website.
   a) **Banner, Acalog, Ellucian, ChatNow, Concept3D are integrated.**

18) Online Forms – What form builder do you currently use? Do you have a preference for the new site?
   a) **We don't have one and rely on Google. We would like an integrated form system that handles conditional logic.**

19) What are your expectations for Google Analytics in terms of consulting and migration to the new site?
a. Have you implemented GA4? **YES**
b. Do you need vendor to setup GA or will vendor be using existing setup?
   a) **We will be using an existing set up.**

20) Can you describe the SEO efforts taken on your site so far? What is your current SEO strategy?
   a) **This is not related to the RFP for design.**

21) SSO Integration – Is the SSO integration related to the CMS only or are there specific parts of the site which require SSO?
   a) **CMS ONLY**

22) Hosting – Who is your current hosting provider or do you maintain it on premise?
   a) **Ingeniux.**

23) Hosting - Is hosting of the production web server part of this project scope? Who currently hosts your website or do you maintain it on premise?
   a) **No. Ingeniux.**

24) Hosting – If hosting is part of the scope for this response, please provide the following for the web server:
a. Current CPUs

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b. RAM GB
c. Disk GB
d. Data Transfer / Bandwidth GB
e. Operating System – Windows or Linux
  a) **It is not part of the scope of this project.**

25) Are international bidder welcome to participate in this RFP?
  a) **Yes, any bidder can respond with a proposal as long as they meet the requirements of the RFP, and are available for onsite meetings.**

26) Does HCC have any websites you look to for inspiration?
  a) **Will be provided if selected**

27) Would you be open to proposals including a brand refresh/ brand strategy and style guide?
  a) **No.**

28) Upon launch, would you like the selected agency to take on full responsibility 24x7 for website monitoring and maintenance or be on stand-by 24x7 under the direction of an in-house team?
  o How many hours of maintenance do you anticipate per week/month?
  o To clarify, as there is a mention of requesting a cost for maintenance over three years and a request for a minimum of five years of support, how long does HCC anticipate requiring 24x7 maintenance from the selected agency? On a rolling basis, year-to-year, or for a set amount of years?
  a) Once the design is done, any additional work will be considered a new project on a quoted basis.

29) What type of marketing materials would HCC like to see? I.e., graphic design for brand materials, event promotional materials, logos and copy, and various re-useable templates.
  o Would HCC like a brand strategy created and implemented by the selected agency, specific to virtual or extended to offline marketing? **No.**
  o Would the selected agency be responsible for creating and sending the newsletters? **No.**
  o How many subscribers does HCC currently have, and how much growth in subscriptions does HCC anticipate from year to year? **N/A.**
  a) No.

30) How many stakeholders are anticipated to be involved in the project?
  a) **10-20**

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31) Is there anticipation of creating video or photograph materials, or will video, audio, SVG, and photography materials be provided?

   a) **Materials will be provided.**

32) Would HCC be interested in copywriting services for the site?

   a) **No.**

33) Is there an anticipated budget or budget range HCC is willing to disclose?

   a) **No.**

34) Required Forms: As an India-based company, we do not possess some Massachusetts-specific forms listed under "Required Forms." Would our bid still be considered if we comply with all other criteria?

   a) **All the required forms must be complete to the best of your company's ability.**

35) Budget and Timeline: Could you share the estimated budget range and confirm whether the proposed timeline is flexible?

   a) **No.**

36) Azure SSO Integration: Regarding the integration of Azure SSO with Banner Portal and Award Spring/Razor's Edge fundraising systems:
   - Could you clarify whether this is primarily for front-end users (e.g., student/faculty login) or administrative functions? **front-end users**
   - Are there existing APIs or middleware currently in use?

   a) **SSO, Banner, Acalog, Ellucian, ChatNow, Concept3D are integrated.**

37) Third-Party Software: Could you elaborate on how these systems currently interact with your website and any challenges that need addressing?

   a) **Integration of the directory and course catalog via Banner, Acalog, Ellucian, ChatNow, Concept3D are integrated.**

38) Data Migration: Can you provide details on the volume and type of data, especially multimedia assets, that need to be migrated?

   a) **Mainly text and images and PDFs. Videos are typically embedded.**

39) Collaboration Expectations: Could you outline the anticipated level of collaboration between HCC's internal teams and the vendor?

   a) **That will be determined based upon vendor expertise on chosen CMS and content migration.**

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40) Training and Support: What are your expectations for user training and technical support post-launch?

      a) Training will be for 1 or 2 individual that will be responsible for training campus staff

41) 3 years of maintenance, what are their current hosting & maintenance costs?
- Addendum A for the RFQ for Hosting, not seeing this form?
  - **a) LINK TO RFQ**

42) For the clean up of information accuracy, what percentage of the current content is obsolete and won't be migrated to the new site? **10%**
- Is there an internal plan on who would be a point person for the content audit & redirection planning exercises? Would that fall to the College Web Redesign Committee Chairs?
- We use WP All Import, https://www.wpallimport.com/, to bulk import content and assets.
- Do you expect copywriting or editing services as part of engagement? **NO**
- Do you expect SEO Keyword Support and On-Page SEO Support? **NO, but recommendations for the best SEO plugin solution (RankMath, AIO, …)**
  - **a) There will be a point person internally who will liaison with the internal committee.**

43) Are there advanced accessibility requirements beyond WCAG compliance?
- **a) All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

44) Is there an established brand guideline available?
- How important is it for the design to reflect specific cultural elements relevant to HCC's service areas?
  - **a) Yes a brand guide can be found here**

45) RE: The CMS should facilitate the delivery of marketing material, including newsletters, email, etc., with the appropriate plugins.
- Could you expand on the mention of email in this list? Are you referring to form notification emails or something more robust?
  - **a) We use Constant Contact for email newsletters and would like a form tool that will integrate with that**

46) Are there any internal team members that have been involved in exporting the content from Ingeniux before or would be involved in that migration?
- What file formats are available for that export?

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       a) XML format and the exact process is TBD

47) Out of all of the Ingeniux features, are there any that they cannot live without?
    a) Import for directory

48) RE: Does your theme or plugin support templates that allow content to be dynamically queried from the RunTime server? Explain in detail how this is accomplished and how non-technical users can create these queries on their pages.
- Can you share more about the capabilities that are available to users in the current CMS? Within WordPress there are built in capabilities to query "post types" via a block called "The Query Loop Block" additionally there are multiple plugins that can extend this functionality such as the "Advanced Query Loop". However there are also custom solutions available as well.
  - **a) This would be an advanced feature only available for admin users. Typical users will just be allowed to manage static content and pre determined queries (Pulling users fron directory)**

49) Re: These external sites, in most cases, will need to be re-integrated back into the main HCC website via section/department "mini sites" or multisite installation.
- Should the project scope include the design, build, and support for more than just hcc.ed? If so, can a list of the "mini sites" be shared for reference?
  - **a) Departments have google sites that will be integrated back into the main site.**

50) There is mention of the target audiences & users of the website, is there an interest for a formal Persona development exercise as a part of the project scope and timeline to dig deeper into those audience's behaviors?
    a) Yes Personas will be developed as part of this project

51) Are we happy with continuing to use the Google Translate service?
    a) Yes and are open to other implementations

52) Looks like Google Tag Manager is connected to the site, can you confirm that there are existing GTM & GA4 accounts in action?
    a) Yes that is correct

53) Is there a need for a Resource hub or document library?
    a) Possibly depending on cost

54) Are you using anything for CDN or WAF currently?
    a) Not Currently

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55) Can you provide examples of sites that are good models for what you want?
   a) **Will be provided if selected**

56) Is there a project budget, not including hosting & support, in mind?
   a) **No**

57) Banner Portal, https://ban.hcc.edu/prodssb/twbkwbis.P_WWWLogin - Is this the correct location to reference?
   a) **Yes**

58) Award Spring/Razor's Edge fundraising - Where is this integrated?
   a) **Currently using embed codes for forms**

59) Newsletter, is that Mailchimp or Constant Contact or other?
   a) **Constant Contact**

60) Azure SSO, Are there any other integrations that we'd need to factor into our project scope discovery? A CRM?
   a) **SSO, Banner, Acalog, Ellucian, ChatNow, Concept3D are integrated**

61) Does Holyoke have a designated budget for the redesign and development piece of this project?
   a) **NO**

62) Are there any budgetary constraints or limitations on resources that should be considered in the proposal?
   a) **NO**

63) 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.
   a) **NO**

64) Will the incumbent be eligible to bid on this project?
   a) **NO**

65) Are there any CMS preferences? Are you open to CMS such as Drupal?
   a) **WordPress or similarly flexible option**

66) Are there any pain points with the existing CMS?

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a) **Many**

67) Can the work be performed remotely?
   a) **Mostly yes but we will require in person meetings**

68) If remote work is allowed, can a part of the work be done from outside the US such as in India?
   a) **NO**

69) Is there any specific pricing format required for submission? Can we submit pricing in Excel?
   a) **Please submit pricing and information in the best format you determine to be suitable.**

70) Is there a budget range or cap that we should be aware of while preparing our proposal?
   a) **NO**

71) Is extensive experience with higher education mandatory?
   a) **Highly Recommended**

72) Will the Community College accept our proposal if we propose Drupal as the content management system (CMS) instead of WordPress or another equivalent CMS? If not, please provide more details on why WordPress or another CMS is preferred.
   a) **WordPress is preferred for flexibility. If the proposal demonstrates the same functionality with another solution it will be considered.**

73) Will the Community College accept our proposal if we suggest using Acquia as the hosting platform for the redesigned website? If not, could you clarify your expectations or preferences for the hosting environment?
   a) **WordPress is preferred for flexibility. If the proposal demonstrates the same functionality with another solution it will be considered.**

74) If a vendor provides federal and commercial references of similar size and scope instead of higher education experience, will these references be accepted for evaluation, and will the vendor be treated the same as others with higher education experience in the evaluation process?
   a) **HiEd is Highly Recommended but will consider the breadth of experience**

75) How many external hosting arrangements are currently active, and what kind of integration do you anticipate between these external sites and the new HCC website? Could you elaborate on the types of content or services hosted externally that need reintegration?
   a) **Google Sites will need to be re-integrated into the main site.**

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76) How do you envision the "clean and integrated appearance" described in the RFP? Do you have examples of other college or institutional websites that you consider benchmarks for your project?
   a) **Will be provided if selected**

77) Are you open to suggestions for new features or functionality beyond what is listed in the RFP (e.g., advanced analytics, AI-driven recommendations)?
   a) **Yes**

78) Given the large volume of existing pages (over 5000), how would you prefer the migration process to unfold? Are there any specific criteria for determining which content needs to be migrated or archived?
   a) **We are currently evaluating content internally for review.**

79) Would you like automated content auditing tools to assist with the migration, or would you prefer to focus on manual review and cleanup?
   a) **A bit of both. We are currently evaluating content internally for review.**

80) Can you provide more specifics on the types of accessibility features you prioritize, particularly for users with disabilities? Are there particular compliance standards or tools (e.g., WCAG 2.1, accessibility plugins) that must be incorporated?
   a) **Looking for recommendations**

81) Could you clarify the type of technical support you require post-launch? Are you looking for ongoing training for HCC staff or more specific troubleshooting and system updates over time?
   a) **Case per case basis. We do have internal staff that will handle training and minor edits.**

82) The RFP specifies that the vendor should offer 24x7 technical support. Will you accept our proposal if we recommend an alternative support model, such as offering 24x7 support during business hours with an escalation process for after-hours issues? If not, could you clarify your expectations for 24x7 support?
   a) **Yes**

83) The RFP states that the vendor should offer 24x7 technical support. Can this support be provided outside of the United States, for example, from India, or is onshore support a mandatory requirement for this project?
   a) **Preferably onshore**

84) What's the budget for this project?
   a) **TBD**

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85) What's the timeline? We saw the anticipated award date but what is the desired launch date?
   a) **Early 2026**

86) RE: external sites - Can you give a sense for how many additional sites you've got that would need to be moved into the new website.
   a) **Google sites - 15-20 Content only**

87) RE: external sites - Are there (additional) or different stakeholders for those sites?
   a) **Google sites - 15-20 Content only**

88) RE: external sites - Is access available to the backend or databases for each of those sites (to help facilitate auditing and migrating the content?)
   a) **Google sites - 15-20 Content only**

89) Newsletter - Are you using a platform like Mailchimp to handle your newsletter?
   ● Is there list segmentation we will need to be aware of? Will whomever manages the newsletter be available during the redesign project (for questions, etc.)?
      a) **Constant Contact and yes managers will be available**

90) RE: Homepage Images - Do you already have photos that communicate the diverse segments of the community served by HCC and the resources available?
   a) **Yes**

91) For website accessibility, we noticed on page 5 it says Section 508/WAI accessibility compliant. No problem with providing that service, but the only question one level deeper is to confirm if Section 508 is the minimum requirement. Or, if a company were to provide more website compliance and accessibility, would that be something your college would be open to? Or is the goal essentially to just provide only 508-level compliance?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

92) For when website forms are submitted now, we understand you have a custom CMS, but in the future, with your new site, would you like it for when forms are submitted to flow directly into your admissions software?
   a) **Forms would need to be submitted to the appropriate division or Software if possible**

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93) We didn't see a budget range set and are just inquiring to see if a range or max/min has been set?
   a) **NO**

94) In this new website build, when there was mention of native video/media, do you have a rough count of how many videos your current website has? If there was a low-cost or free solution for video hosting to load from an external source to protect website speed/performance, would you be open to that? Or is it a hard requirement to host them within the native website server/host?
   a) **Videos are embedded with YouTube in most cases. An external solution is the preferred method**

95) For the mini-sites, is there an approx. number of the current external hosted private vendors and other college functional areas that will make up the new set of mini-sites?
   a) **Google sites - 15-20 Content only**

96) Do you consider the post-launch web hosting phase to include not just web hosting and plugins/framework core updates work, but on-demand new work per month, IE: design & develop X new pages?
   a) **Case per Case basis. We do have internal staff that will handle training and minor edits Including new pages and sections.**

97) Do you need/would like photography and or video production services? Or does your internal team/committee already have possibly a media folder of images/video to leverage for your new website?
   a) **NO we have media**

98) Is there a WP preference for CMS or would another open source CMS (Drupal as an example) be acceptable?
   a) **WordPress is preferred for flexibility. If the proposal demonstrates the same functionality with another solution it will be considered.**

99) Is this open to Canadian vendors?
   a) **Yes, any bidder can respond with a proposal as long as they meet the requirements of the RFP**

100) Centralized Content Governance - Could you elaborate on your plan for a "centralized management" approach—will there be a dedicated content governance board, or a single point of approval for large-scale content changes?
   a) **The Marcom department will be responsible and will have a single point of contact**

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101) Technical Integrations & Data Migration - For your Banner, AwardSpring, and Razor's Edge integrations, can you describe the type and frequency of data exchange (e.g., real-time API calls vs. nightly batch imports)? And do you foresee a need for a content audit or data cleanup before migrating 5,000+ pages?

    a) **Banner and Acalog would be more frequent exchange (weekly) data clean up is currently happening.**

102) Accessibility & Inclusivity - Beyond Section 508 compliance, do you have internal accessibility champions or committees that will guide inclusive design/testing (e.g., students/staff with disabilities), and are there unique accessibility tools that must be integrated?

    a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

103) Hosting & Scalability - Do you have specific performance benchmarks or uptime SLAs your new managed hosting solution must meet, and how do you anticipate scaling for significant traffic spikes (e.g., during enrollment peaks)?

    a) **This will be part of quotes for Hosting**

104) Post-Launch Support & Future Enhancements - Once the redesign is live, do you have a plan for iterative improvements and ongoing user feedback (e.g., quarterly "UX Council" meetings, student surveys), or would you prefer periodic scheduled refreshes?

    a) **Case per Case basis. We do have internal staff that will handle training and minor edits Including new pages and sections.**

105) Content Strategy - Have you identified any specific WordPress theme or equivalent CMS solutions, or would you like assistance in selecting the best one for your needs?

    a) **Assistance would be needed**

106) Content Strategy - Are there specific types of content (e.g., videos, blogs, infographics) other than text and images that you feel resonate most with your target audiences (students, faculty, external community)?

    a) **We have media archives and can create as needed**

107) Content Strategy - Do you need training for your staff on the new CMS, and if so, what level of training (basic, intermediate, advanced) and type(on-site, remote, or hybrid) training would be required?

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a) **Case per Case basis. We do have internal staff that will handle training and minor edits Including new pages and sections.**

108) Technology Stack - Could you share documentation about your current technology stack, including the existing Ingeniux CMS setup and its integrations with external systems like Banner, Award Spring, and Razor's Edge?
   a) **This is not relevant to this RFP.**

109) Technology Stack - What specific APIs or middleware solutions will be required to ensure integration with existing systems (e.g., Azure SSO, Banner)?
   a) **N/A**

110) Technology Stack - What level of automation (e.g., CI/CD pipelines, automated testing) is desirable for content publishing and system updates?
   a) **N/A**

111) Solution Architecture - What are the key functional and non-functional requirements for the hosting environment? For example:
   ● Scalability for peak traffic periods
   ● Disaster recovery or backup needs
        a) **This will be part of quotes for Hosting Uptime of 99.9% and failover backups**

112) Solution Architecture - Are there any existing workflows or approval processes in the current CMS that must be replicated or enhanced in the new system?
   a) **This will be redeveloped in the new system. An approval process is needed**

113) Solution Architecture - Can you clarify whether all 12,000 URLs need to be migrated, or only specific pages and sections?
   a) **Content is under review currently Links will need to be tested for viability.**

114) Solution Architecture - What is the current structure of your data in Ingeniux, and will automated migration tools be viable?
   a) **XML flat files migration is TBD**

115) Security and Compliance - How does HCC currently ensure compliance with HIPAA, Section 508, and WAI accessibility standards? Are there additional compliance requirements for the redesigned site?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text**

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descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.

116) Security and Compliance - What are the specific security measures you require for managing user roles and permissions (e.g., granular access for faculty, staff, and students)?
   a) **Role based access will need to be provided to Staff with an approval process.**

117) Security and Compliance - Do you require multi-factor authentication or other advanced security features for CMS access?
   a) **SSO**

118) Monitoring and Logging - What real-time monitoring tools or systems do you use (if any), and would you like these integrated into the new system for site performance and security tracking?
   a) **TBD**

119) Accessibility and User Experience - Are there specific accessibility requirements or standards that the site must meet to ensure usability for people with disabilities?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

120) SEO and Marketing - Do you have defined SEO goals (e.g., increasing traffic from specific regions or audiences, improving rankings for specific keywords)?
   a) **This role will be handled by the Marketing dept. We only look for recommendations of plugins or process.**

121) SEO and Marketing - What tools do you currently use for SEO tracking and analysis (e.g., Google Analytics, SEMrush)?
   a) **This role will be handled by the Marketing dept. We only look for recommendations of plugins or processes.**

122) Design Preferences - Are there examples of other college websites or industry designs you admire that can inform the redesign?
   a) **Will be provided if selected**

123) Design Preferences - Are there branding elements (e.g., logos, color schemes) that must remain consistent across all pages and features?
   a) **Yes a brand guide can be found here**

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124) We were not able to locate Addendum A, can you summarize your needs for a new managed hosting environment for the website?
   a) **LINK TO RFQ**

125) What is the state of your photo assets? Do you have a photographer on staff? Are you looking for your agency partner to provide photography services?
   a) **We have media assets and do not need photography**

126) Do you have writers on staff who could produce new or significantly rewritten content for this project? Are you looking for your agency partner to provide copywriting services?
   a) **We are not looking for photography or content writing services.**

127) Do you have staff who could be made available to help with content migration and page population? How much of this work are you looking for your agency partner to provide?
   a) **Yes and timeframe is TBD**

128) What software are you currently using for Events Calendar? Are you looking for a new system as part of this project?
   a) **Proprietary and Google and we are looking for better solutions**

129) Did you use an outside agency for your recently completed needs analysis?
   a) **NO**

130) When would you like to start the project? Late March / Early April?
   a) **Yes projected launch is early 2026**

131) When would you like the new website to go live? What are the primary business drivers for the target launch date?
   a) **Early 2026 (Migration of current content)**

132) Do you have a defined budget for the project? Are you able to share it?
   a) **NO**

133) Could you confirm if we meet the qualifications for this RFP? We specialize in Drupal, accessibility-compliant designs, and providing end-to-end maintenance and hosting solutions.
   a) **If you can demonstrate a flexible solution you would qualify however we are not looking for a Drupal solution.**

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134) You mentioned being open to CMS options beyond WordPress. Could you describe the key features you're hoping to achieve with the CMS?
   a) **Flexibility and common CMS features as well as integration with our external solutions.**

135) Are there specific CMS functionalities or integrations that are non-negotiable for you, such as the ability to manage multimedia, workflows, or SSO integration?
   a) **Role based editing and flexibility to add additional page templates and modules.**

136) Have you performed a full content audit of the 5000 unique webpages to determine which content will remain on the redesigned site, or is this a service you'd like included in our proposal?
   a) **We are currently evaluating content internally.**

137) Since the site is expected to serve a large number of users and departments (including internal, external, and academic needs), what long-term growth plans do you foresee for the website? Would you require scalability for future expansion of user roles or functionality?
   a) **Yes the solution should be easily scalable.**

138) What is your estimated budget for the redesign and development of the website?
   a) **N/A**

139) Are there specific budget constraints for each phase (design, development, hosting, and maintenance)?
   a) **N/A**

140) What is your target timeline for launching the redesigned site?
   a) **Launch in early 2026**

141) Can you provide more details about the external sites for college functional areas that need to be re-integrated? Will this involve significant redesign or only back-end integration (e.g., linking mini-sites to the main site)?
   a) **Google sites - 15-20 Content only**

142) Do you have a list of these sites and an indication of which will need to be redesigned vs. just linked to?
   a) **Google sites - 15-20 Content only**

143) Can you elaborate on the top priorities for user experience among the different audiences (prospective students, current students, faculty, alumni, etc.)? Are there any specific user personas or journeys that should be prioritized in the design?
   a) **Will be developed**

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144) Beyond Section 508 and WAI compliance, are there any additional accessibility features or tools you'd like to see implemented (e.g., text resizing, high-contrast modes)?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

145) Are there any other interactive features or calls to action (e.g., application submission forms, live chat) that should be prioritized to engage visitors and encourage deeper site exploration?
   a) **Yes**

146) Will any of the site's functionality require third-party integrations (e.g., for application submissions, CRMs, etc.)? Do you anticipate requiring any login or user-account functionality? Can you provide more information about Banner, Award Spring, Razor's Edge, and Azure SSO?
   a) **Azure SSO for backend editing, Banner for directory, and Acalog for the course catalog.**

147) How do you envision synchronizing content across different systems (e.g., Banner portal, Razor's Edge)? Are there any current challenges with integrating data that we should be aware of in the redesign process?
   a) **Plugins or custom solutions**

148) Who will be the primary owner of the website's content (in terms of updates and approvals)? How do you envision managing content updates across various departments or units within the college?
   a) **This role will be handled by the Marketing dept.**

149) How flexible do you need the workflow system to be? Are there specific roles or permissions you want to define for different departments or content types (e.g., news, events, academic programs)?
   a) **Yes this needs to be maintainable by the Marketing dept**

150) What level of support are you anticipating post-launch? Will your IT department be responsible for website upkeep and maintenance, or would you like to explore an ongoing services/support plan with your chosen vendor?
   a) **All Content and updates will be handled by the Marketing Dept. and technical support plan with chosen hosting vendor**

151) What is your expectation regarding future software updates, security patches, and feature additions? Would you prefer a support contract with a set number of service hours, or a more ad-hoc maintenance agreement?

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a) All Content and updates will be handled by the Marketing Dept. and technical support plan with chosen hosting vendor

152) What are the specific training needs for your content management staff? Would you require on-site training or is remote/online training acceptable? What level of training do you envision for different user roles (e.g., content contributors, admins, IT support)?
a) Web manager will be trained and take care of all training for staff

153) Are there specific SEO goals you wish to achieve, such as higher rankings for particular keywords or improved visibility for academic programs, events, or departments?
a) Plugin recommendations

154) How critical is content reuse across the site? Would you prefer a content tagging system that allows for easier management of events, news, or academic offerings across different sections of the site?
a) Yes this would be useful

155) Could you elaborate on the types of marketing tools or platforms you'd like to integrate into the site (e.g., email newsletters, campaign tracking, analytics)? How do you envision the CMS facilitating your marketing efforts?
a) Integration of forms with Constant Contact and other marketing tools for facilitating donations

156) Can you clarify the full scope of work, especially what unique features need to implemented within the first phase of the project?
a) The main goal of phase 1 is to facilitate an easier more flexible development environment for future growth

157) What are the main pain points with the current Ingeniux CMS?
a) Flexibility to do updated internally

158) Can you elaborate on the integration requirements with existing systems like Banner portal system and Award Spring/Razor's Edge fundraising system?
a) Azure SSO for backend editing, Banner for directory, and Acalog for the course catalog.

159) Are there specific branding guidelines HCC follows that must be reflected in the design?
a) Yes

160) What is the current system database?

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a) **xml flat files**

161) How many mini sites are expected to be integrated into the main website?
a) **Google sites - 15-20 Content only**

162) Do we need rebuild these mini sites or just need to link them in the main site?
a) **No - Google sites - 15-20 Content only needs to be imported**

163) Are the mini sites currently hosted externally or internally, and what platforms are they using?
a) **Google sites - 15-20 Content only**

164) Do mini sites require unique login systems, or will they share single sign-on (SSO) credentials with the main website?
a) **NO they need to be integrated back to main site**

165) What are the different third party integration do we need to considered under the scope of this project?
a) **SSO, Banner, Acalog, Ellucian, ChatNow, Concept3D are integrated**

166) What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range? Please separate expected budget allocation by redesign efforts vs. CMS initial procurement and ongoing costs.
a) **N/A**

167) What is your anticipated/desired launch date?
a) **Early 2026**

168) What role would the vendor have in integrating Banner and Razor's Edge? Will an API be provided for the content integration?
a) **Plugins or custom development and API may be provided**

169) Do you have any internal policies regarding plug-ins and approval processes that should be taken into consideration?
a) **NO but all plugins will need to be approved by Marketing/IT**

170) Do you feel a majority of the content is current and just needs reshaping? Or does content need a much deeper dive?
a) **90% of content is updated**

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171) Goal & Design Inspiration - What is the primary goal of the website redesign? > 1) Attract more students? 2) Improve navigation and usability? 3) Showcase campus life?
   a) **Yes those are some objectives**

172) Goal & Design Inspiration - Are there websites you admire? What do you like about them?
   a) **Will be provided if selected**

173) Goal & Design Inspiration - What tone or style should the design convey? > Professional? Modern? Student Specific?
   a) **Will be provided if selected**
   b) **brand guide can be found here**

174) Goal & Design Inspiration - Should the design prioritize simplicity or include dynamic elements like animations?
   a) **Yes further guidance Will be provided if selected**

175) Goal & Design Inspiration - To redesign this website, content and design material should be same? or you will provide new fresh content with images and other stuff?
   a) **Yes and agitional resources will be provided**

176) Brand & Visual Identity - Do you have updated branding guidelines to follow?
   a) **brand guide can be found here**

177) Brand & Visual Identity - Should the redesign strictly follow your current branding, or is there flexibility for innovation?
   a) **Yes brand guide can be found here but we are flexible on innovation**

178) Brand & Visual Identity - Do you want a consistent look across all pages or unique layouts for specific sections?
   a) **Yes**

179) Features & Functionality - What new features are required (e.g., virtual tours, course catalog, event calendar)?
   a) **Flexibility to control these and other features internally.**

180) Accessibility & Inclusivity - What level of accessibility is required (e.g., WCAG standards)?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text**

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descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.

181) Accessibility & Inclusivity - Do you require multilingual support or specific accessibility standards?
   a) **All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

182) Visual Design Preferences - Do you prefer stock images, stock videos or any stock animations ? or you provide us that material?
   a) **We will provide material**

183) Mobile and Performance - Should the design prioritize a mobile-first approach?
   a) **Yes**

184) Prototypes - Should wireframes focus on overall layout or dive into detailed interactions for specific pages?
   a) **Both. Initial wireframes can focus on overall layout. Additional interactive wireframes may be needed to illustrate specific user paths**

185) Prototypes - We are using Figma tool(software) for wireframing – prototyping designing the website. Do you recommend any other tool or should we use Figma only?
   a) **Figma as OK**

186) Prototypes - Should the prototype include end-to-end navigation for key user tasks (e.g., planning a trip)?
   a) **Initial wireframes can focus on overall layout. Additional interactive wireframes may be needed to illustrate specific user paths**

187) Prototypes - Are there specific transitions or animations to include in the prototype?
   a) **Initial wireframes can focus on overall layout. Additional interactive wireframes may be needed to illustrate specific user paths**

188) Feedback - Have you collected feedback from current website users about pain points or improvements they'd like to see?
   a) **Yes and ongoing feedback**

189) Feedback - Any other pain points in the current site should we address?

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a) **Will be part of the process**

190) Feedback - What's the process for design feedback and approval?
a) **Web Committee**

191) Final Mock-ups - What level of detail is expected in the final designs? (e.g., pixel-perfect mock-ups with interactions?)
a) **This will be determined by Committee and will be iterative**

192) Final Mock-ups - Should there be separate mock-ups for mobile, tablet, and desktop views?
a) **Yes**

193) Workflow Design and Complexity - Can you provide detailed examples of workflows for different content types (e.g., press releases, academic program pages)?
a) **Yes this will be developed as part of this project**

194) Workflow Design and Complexity - How many approval levels are required for the most complex workflows?
a) **Max of 2 but in most case it will be 1 level of approval**

195) Workflow Design and Complexity - Should the system provide reminders for pending approvals after a certain time?
a) **Yes that would be helpful**

196) Workflow Design and Complexity - Do you require a dashboard or report to track workflow progress and bottlenecks in real-time?
a) **Yes that would be helpful**

197) Workflow Design and Complexity - Should the workflow system integrate with external tools (e.g., project management software, email systems)?
a) **Yes that would be helpful we are using Monday.com**

198) Workflow Design and Complexity - Should the system allow simultaneous approvals by multiple users, or should approvals be sequential only?
a) **Open to discussing complexity of both**

199) Infrastructure and Technical Setup - What are the current server and hosting specifications for the Ingeniux CMS?
a) **N/A**

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200) Infrastructure and Technical Setup - Are there known performance issues (e.g., load time, uptime) with the existing setup?
   a) **NO**

201) Infrastructure and Technical Setup - Are there existing integrations or APIs connected to the Ingeniux CMS that must be replicated in the new system?
   a) **Banner integration with Directory and possibly Course Catalog with acalog**

202) Data Migration - Is the migration of all 5000+ web pages and 12,000 URLs in scope, or are there exclusions?
   a) **Migration of content will be handled jointly with vendor and HCC**

203) Data Migration - Are database-driven components (e.g., faculty directory, event calendars, SEO tags, alt texts) included in the migration scope?
   a) **Migration of content will be handled jointly with vendor and HCC**

204) Data Migration - Will archived or historical content need to be migrated, or will the focus be on current and active content only?
   a) **Yes archives of certain content. Migration of content will be handled jointly with vendor and HCC**

205) Data Migration - Should the current URL structure be retained exactly as is, or is there flexibility for changes?
   a) **Flexible for change**

206) Security - Should we implement granular audit logs for user activity?
   a) **Not a Necessity**

207) Security - Do you require role-based encryption for sensitive content or data?
   a) **NO**

208) "mini sites" or multisite installation - Can you define what is meant by "mini sites" or a "multisite installation"? Are these separate, self-contained sites under the same CMS installation, or distinct sections with unique branding within the main site?
   a) **Google sites - 15-20 Content only**

209) "mini sites" or multisite installation - How many external sites need to be reintegrated, and what types of content or functionality do they currently provide?

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  a) **Google sites - 15-20 Content only**

210) "mini sites" or multisite installation - Should the reintegration include migrating all content and functionality from these external sites, or only certain elements (e.g., content, navigation)?
  a) **Google sites - 15-20 Content only**

211) Hosting and Deployment - Are there specific hosting environments or providers you prefer (e.g., AWS, Azure)?
  a) **Looking for recommendations**

212) Hosting and Deployment - Should the deployment pipeline support CI/CD workflows?
  a) **Open to recommendations. Need offsite backup and staging abilities**

213) Integration with Banner Portal System and Award Spring/Razor's Edge Fundraising - What specific data needs to be integrated between the CMS and these systems? (e.g., student information, donor records, event data, financial aid information)
  a) **Mainly Staff and Faculty Directory and possible Course Catalog**

214) Integration with Banner Portal System and Award Spring/Razor's Edge Fundraising - Is the integration intended to be one-way (CMS pulling or pushing data) or two-way (bidirectional data synchronization)?
  a) **Two way would be optimal but pulling from Banner or Acalog is how it is currently set up**

215) Integration with Banner Portal System and Award Spring/Razor's Edge Fundraising - Should the CMS provide real-time data from these systems, or is periodic syncing sufficient?
  a) **Two way would be optimal but pulling from Banner or Acalog is how it is currently set up**

216) Subdomains - How many subdomains are currently in use, and what is their primary purpose (e.g., departments, events, specific programs)?
  a) **This will be for hcc.edu and not subdomains.**

217) Sub-domains - Should all existing subdomains be consolidated into the main website or maintain their independence with a consistent style?
  a) **maintain their independence with a consistent style**

218) Sub-domains - Are there any subdomains that require unique design elements or functionalities compared to the main site?
  a) **maintain their independence with a consistent style**

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219) What are the major pain points for the university with its existing custom Ingenuix CMS?
   a) **Flexibility**

220) What are the primary goals of this project?
   a) **Refreshed design and flexibility for future development**

221) Can you provide us with a budget range for the project?
   a) **NO**

222) Are there any existing APIs/integrations/ third-party tools we should be aware of?
   a) **Not currently but will be part of this project. Two way would be optimal but pulling from Banner or Acalog is how it is currently set up**

223) Is there a preference given to local vendors, or do you encourage participation from out-of-state vendors?
   a) **We would prefer a local vendor but are open to out-of-state vendors as long as they can meet our needs and be available for in-person meetings.**

224) For Supplier diversity program plan form, if we do not currently have an MWBE partner, can we commit to finding one after the contract is awarded?
   a)**Yes, however it is not needed. Please completed the required forms as possible, if any need to be completed N/A please do so.**

225) If we do not currently have an SDP certified MWBE partner, will our bid be disqualified, or can a future commitment suffice? How will lack of MWBE effect our submission scoring?
   a)**It will not be a disqualifying factor.**

226) Is there a minimum percentage of the contract value that must be allocated to the SDP certified MWBE partner business?
   a)**No**

227) Can you clarify if Affirmative Market Program (AMP) form is mandatory for all bidders or is to be filled by only those working with MWBE partners?
   a)**Please complete the form only if applicable.**

228) The RFP states that with this project, HCC will be moving from a decentralized to centralized management of the site. Will HCC be expecting the Vendor to assist in developing a Governance process within the scope of this project?
   a) **NO**

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229) The RFP states: "Additionally, some college functional areas have external hosting arrangements with private vendors, which may or may not link to the college website. These external sites, in most cases, will need to be re-integrated back into the main HCC website via section/department "mini sites" or multisite installation."
- Are these external sites within the scope of this project?
- If these external sites are within the scope of this project, how many are there, what is their size, and what CMS platforms are they built in?
    - a) **Google sites - 15-20 Content only**

230) Workflow system: HCC indicates that it will want workflows in the CMS as part of their new website. Will HCC be setting up these workflows within the CMS? Or does HCC need the Vendor to include a line item in the proposal to cover the time needed to design the workflows and then set them up in the CMS?
- a) **HCC can set them up as long as the functionality is there.**

231) The RFP states "Complete design and coding for the design of a template to be used on interior pages of the site." Can HCC clarify how many templates/page designs they want? The language in the RFP seems to indicate only two templates are in scope: the template for the interior pages (Project Goal #5) and the template for the Homepage (Project Goal #6).
- a) **Additional templates will be at the discretion of the team and the vendor. Wether it can be solved with modules or additional templates.**

232) Earlier in the RFP (5. Current Situation) HCC states that WordPress has been chosen as the CMS for this project. We would also recommend WordPress for this project. However, the questions in Section 9. Site Implementation appear to be intended for a software company to answer regarding the capabilities of their software product. Since we would be an agency building a website with that product, and WordPress is not our product, it would be difficult for us to answer these questions. In other words, the questions are designed for a software company not an agency that would build a website.
- Would Vendors be required to answer these questions if they would just be using WordPress to implement the website?
    - a) **No But best practices and recommended plugins would be appreciated**

233) The performance of content migration is not mentioned in RFP, other than asking if the "theme or plugin" allows "the bulk import of existing web pages and assets into the CMS." Does HCC intend the vendor to perform all migration of content, both automated and manual, or does HCC plan to use internal resources to perform any manual migration of content that may be needed?

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a) **A bit of both. We are currently evaluating content internally for review and may need additional assistance with migration or a plugin that can handle the bulk**

234) Earlier in the RFP (5. Current Situation) HCC states that WordPress has been chosen as the CMS for this project. We would also recommend WordPress for this project. However, the questions in Section 10. Product Support and Training appear to be intended for a software company to answer regarding their support and training for their product.
- Does HCC intend the website Vendor to answer these questions assuming the questions are about the website, and not the CMS software product?
   a) **No But best practices and recommended plugins would be appreciated**

235) Vendor Information - Budget:
- Has a budget been allocated for this project? Or are you waiting for proposals to establish a budget?
- Will this be funded out of the college's annual operating budget, or as a capital expenditure?
- Can you provide us with any budget guidance?
- Are you able to tell us what the college spent for the last website redesign?
   a) **NO**

236) The vendor requirement suggests that, in order to bid, a vendor must have performed similar work at a higher education institution. Could you please confirm if this is a mandatory requirement? Additionally, would vendors with similar work experience in other sectors be eligible to bid for this project?
   a) **Yes HighEd experience is recommended but we will consider relative experience if provided**

237) The RFP specifies the need to "Provide at least three (3) site references (provide URLs) showcasing the use of your product." Could you clarify whether these URLs should reflect projects we have worked on or showcase the actual products?
   a) **Projects that you have worked on and the role in this project**

238) Do we need to provide three separate references for web development and another three for CMS, or can they be combined?
   a) **They can be combined**

239) The required form checklist includes a "Contractor Authorized Signatory Listing." Does this indicate that only contractors from Massachusetts are eligible to bid, or are we required to have a local office in Holyoke to proceed with the bid?
   a) **No it is open to any qualifying vendor**

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240) Is the 24/7 support meant to have developers or more system admin level support? Would this be more in a situation that a site is down, not that we need to edit the site?

    a) **Correct. Most design level edits will be handled internally.**

241) Our typical delivery process for WordPress sites is that we have a WordPress specific development partner. By that we VisionPoint focuses on strategy, information architecture and UX design. Then we have a WordPress partner that specializes in WordPress implementation. That is an established WordPress shop not an individual WordPress freelancer. Would this type of relationship work or would it not work based on the "no subcontractor" clause?

    a) **It will not work.**

242) What are the primary challenges or limitations with the current CMS (Ingeniux)
that have led to the decision to transition to a new CMS?

    a) **Flexibility**

243) Are there specific audience groups, such as students, faculty, or community members, for which the redesigned website should prioritize or tailor its features?

    a) **Yes and user personas will be developed**

244) What types of content should be migrated first, and are there areas of the website you plan to leave out of the new design?

    a) **90% of the current site is updated and will move. There are additional items that may be left out.**

245) Could you explain how you'd like the new website to work with systems like Banner, Razor's Edge, and Azure SSO? What specific functions should these connections support?

    a) **The backend would be managed with the SSO currently in place. The directory is managed via a csv upload from the Banner system within the CMS.**

246) Are there any other third-party tools or systems that need integration but are not mentioned in the RFP?

    a) **Acalog for course catalog**

247) Could you provide the Addendum A document, as referenced in the RFP? This document was not included in the proposal package.

    a) **LINK TO RFQ**

248) Can you share more about the current hosting environment and any issues?

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a) **N/A**

249) Are you open to cloud hosting or prefer keeping everything on-premises?
a) **Cloud hosting is preferred**

250) What kind of ongoing support and maintenance do you expect from the vendor?
a) **Design wise would be on a case by case basis. Hosting (LINK TO RFQ) we would need assurances of update and maintenance**

251) Are there specific accessibility or compliance tools you expect the vendor to use?
a) **No as long as it meets the state standards: All Commonwealth websites must meet WCAG 2.1 A and AA standards. This includes providing captions for videos, text transcripts for audio, and synchronized audio and text descriptions for multimedia presentations. Websites must also be monitored for accessibility barriers and remediated.**

252) Are there fixed deadlines, such as academic or marketing events, that the project needs to meet?
a) **No but ideally in between semesters**

253) How will the Web Redesign Committee and other stakeholders be involved in the project?
a) **Committee will be decision makers for the selected vendor and will have input on modules and templates**

254) What level of training do you want for staff after the new website is live?
a) **Web manager will be trained and in turn train staff**

255) Are there specific performance goals for the website, such as page load speed or uptime?
a) **Yes will need to be WCAG 2.1 A and uptime of 99.9 will be based on selected hosting vendor**

256) Are there any additional features or functionalities not listed in the RFP that you expect from the vendor?
a) **Possibly based on feedback user personas**

257) Who is currently in charge of the website management and support? Is there an incumbent vendor currently managing the website or providing related services?
a) **HCC's Web and Digital Content Manager and Ingeniux**

258) Could you provide details regarding the budget allocated for the project?
a) **NO**

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259) Strategy - What internal resources and capabilities is HCC bringing to the authorship of new content for the website?
   a) HCC is responsible for all content on the site

260) Strategy - Does HCC have an existing digital style guide, or component library to guide the redesign? If not, can you indicate that?
   a) Brand guidelines are supplied on the site and can be found here

261) Strategy - Does HCC have internal manual translation capabilities for its content?
   a) Yes

262) Strategy - Are there specific pain points or challenges with the current website beyond the limitations of the current CMS?
   a) Yes, New user paths and personas will be developed

263) Consideration - Has a version of this RFP been issued before?
   a) NO

264) Consideration - Is there an incumbent vendor authorized to bid on this program? If so:
   o   Have you invited them?
   o   How satisfied is HCC with the incumbent's past performance?
   o   How many times has the incumbent won public RFPs issued by HCC?
       a) NO

265) Consideration - What is the composition of the Selection Committee? What roles in your organization are represented?
   a) Various

266) Consideration - Can you clarify the point system used in your selection criteria? How much does cost matter relative to other factors like technical approach and experience?
   a) Cost is a major factor in determining the vendor selection. A Rubric will be developed and shared

267) Consideration - What does your evaluation process look like?
   a) A Rubric will be developed and shared

268) Consideration - Does your reference to in-person finalist presentations indicate a preference for local firms to your area?
   a) Yes. However we are open to non-local firms as long as we can meet in person at least once

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269) Consideration - Are vendors outside of Massachusetts eligible to bid?
   a) Yes. However we are open to non-local firms as long as we can meet in person at least once

270) Consideration - If answers to questions take longer than Jan. 14 to post, can the proposal submission deadline be extended to ensure there is still two weeks to put together a relevant, thoughtful response?
   a) Yes

271) Budget - Is there an estimated budget for this project (e.g., $50K, $100K, or $400K)?
   a) NO

272) Budget - Which line item in your budget does this project get tracked to?
   a) It is funded through "special projects" line.

273) Budget - Does this project draw from operational funding, is it capitalized, or is it a mix of both?
   a) Operational Funding

274) Budget - Should contingency funds be built into the budget, or does HCC maintain separate contingency funds?
   a) The vendor's quote could include a contingency line item that is clearly indicated.

275) Budget - How much did HCC spend on its last website redesign, and how is this budgeted differently?
   a) N/A

276) Budget - Are you open to a pricing model that considers scope variability rather than a fixed-fee structure, given the project's complexity?
   a) Yes

277) Operational - Re: "The new website, design, images, products, and information must be original and shall become the property of the college, including development tools, programming code, and implementation materials." Can you elaborate on what is meant by "development tools" and what the assumption of rights is by HCC to their ownership?
   a) Development Code or apps

278) Governance - Who are the key stakeholders influencing this project's direction?
   a) Web Committee

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279) Governance - Who will be the primary, day-to-day contact on your end, and what is their role in your organization?
   a) **Marketing / Web and Digital Content Manager**

280) Governance - Who has the authority to extend or cancel the engagement once underway?
   a) **Administration and Finance office as well as Marketing Department**

281) Governance - What is the expected start date for the engagement?
   a) **March**

282) Governance - Is there a target launch date for the new site? If so, what is driving that date?
   a) **Early 2026**

283) Governance - Do you have a defined approval process for this work, or can the vendor collaborate with you to create one?
   a) **Yes this will be a collaborative process based on realized complexity**

284) Technology/Scope - Are there any critical third-party integrations (e.g., CRM, LMS, donation platforms, forms/surveys, course management systems) required for the new CMS? Please specify.
   a) **Banner integration for Directory and possibly Acalog for Course Catalog**

285) Technology/Scope - Are there any API integrations powering specific site functions that the vendor should address?
   a) **Banner integration for Directory and possibly Acalog for Course Catalog**

286) Technology/Scope - Is cloud hosting an option? If so, is HCC open to recommendations for CMS-optimized platforms like Acquia or Pantheon, offering disaster recovery, automated backups, and uptime SLAs?
   a) **Yes**

287) Technology/Scope - Does HCC prefer specific technologies for features like Two-factor Authentication?
   a) **We use DUO**

288) Technology/Scope - Are you looking to stay with Google Translate to support your multilingual needs?
   a) **Yes but are open to recommendations**

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289) Technology/Scope - Has HCC considered personalization strategies like targeted messaging for different user groups (e.g., in-state vs. out-of-state applicants, students vs. parents)?
   a) Yes

290) Technology/Scope - Can you elaborate on what is expected with regard to "Integrate content within the Banner portal system and Award Spring/Razor's Edge fundraising system."
   a) Banner integration for Directory and possibly Acalog for Course Catalog Currently Directory is uploaded via CSV from Banner and the Course Catalog is separated from the main site

291) Design/Scope - Does HCC have preferred methods for conducting user testing?
   a) NO

292) Design/Scope - Can HCC assist in recruiting representative users for testing?
   a) YES

293) Design/Scope - Are there specific elements or features of the existing website that should be retained or avoided?
   a) Directory import or API will need to be included and Acalog for Course Catalog would like to have integrated

294) Design/Scope - A Google site:www.hcc.edu search indicated the following totals:
   o   All-time: About 4,220 results
   o   In the past 3 years: About 318 results
   o   Do those numbers sound accurate?
   o   How many pages do you envision needing to be moved over to the new site?
      a) Roughly 5000

295) Design/Scope - Can you confirm that only www.hcc.edu is in scope for design and web development in this initial engagement and that none of these external domains or subdomains (or others) are considered in scope, beyond links out to them? They include:
   o   https://careertraining.hcc.edu
   o   https://map.hcc.edu
   o   https://events.hcc.edu/
   o   https://theconnection.hcc.edu/
   o   https://catalog.hcc.edu/
   o   http://mail.hcc.edu
   o   https://canvas.hcc.edu
   o   https://ban.hcc.edu
   o   https://hcc.navigate.eab.com/

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- o https://www.getrave.com/
- o https://hccnet.hcc.edu/
- o https://hcc-edu.zoom.us
- o https://www.givecampus.com
  a) **Correct however some of these externals may be integrated via API. Design will be handled internally for these subdomains based on new templates.**

296) Does your team have experience managing WordPress sites?
   a) **Yes**

297) Does your team have experience using Drupal or other open source frameworks?
   a) **Yes but more limited**

298) From what offices/departments do your 10 current website editors/authors hail?
   a) **Various**

299) What is your current feeling regarding the 2017 HCC brand guidelines? Do you anticipate any imminent changes/revisions to those guidelines?
   a) **No these are the current guidelines**

300) To the best of your knowledge, what are the top reasons that prospective students who visit your website do not end up enrolling at HCC?
   a) **Options**

301) What are your KPIs for the website and how would you rank them in terms of relative priority?
   a) **N/A**

302) What is the geographic breakdown of your current student population? Do you hope to attract students from a wider/narrower/different area?
   a) **N/A**

303) Are you happy with the Modern Campus "Catalog" product? Do you plan to continue using it indefinitely?
   a) **Yes we plan on continuing**

304) What other Modern Campus products are you currently (a) using or (b) considering? What is your current Modern Campus expenditure?
   a) **Acalog and we would consider CMS if it meets our flexibility needs**

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305) Are you using Ellucian CRM and/or other Ellucian products? Do you have plans to increase/decrease your usage thereof?
   a) **Yes our Intranet is Ellucian**

306) What is your current (monthly or annual) expenditure for web hosting for hcc.edu?
   a) **N/A**

307) What is your current annual expenditure for website maintenance/support/upgrades (if separate from hosting cost)?
   a) **N/A**

308) Can you list the URLs of the other sites you may wish to consolidate/reintegrate with hcc.edu? If you can categorize them between (1) "definitely hope to consolidate," (2) "do not expect to consolidate," or (3) "TBD," that would be helpful.
   a) **Google sites - 15-20 Content only**

309) What are your current expenditures for (a) web hosting and (b) services/maintenance/etc. for those other sites?
   a) **N/A**

310) RFP/Proposal/Bid Process
   ● We noticed that you are not requesting sealed price and non-price proposals. Is this RFP exempt from MGL Chapter 30B requirements?
   ● If not, can you clarify which solicitation process you are using? (RFP/IFB, lowest-price responsible bid vs. qualitative evaluation, etc.)
   ● Is the award value estimated to be less than or greater than $50,000? (this has implications for the solicitation process as well as the applicability of various required forms)
   ● Similarly, is the award value estimated to be less than or greater than $100,000?
   a) **a)The pricing was estimated that bids would come in greater than $50,000. This RFP will be based on qualitative evaluation. Please submit pricing as a separately marked document.**

311) Is there a budget set for this project?
   b) **N/A**

312) Do you have a set due date for the completion of this project?
   a) **N/A**

313) Do you have current brand guidelines that you would like the design to align with or would creation of these be part of the scope?

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a) Yes we have a current Brand Guideline here

314) What is the duration of this contract and how long with the chosen partner be expected to provide 24/7 technical support?
   a) Anticipated "Go Live" would be early 2026 and would be case per case after that.

315) To clarify, RFP submission can be done solely by email, or is a postal submission also required?
   a) Email

316) On page 2 of the RFP, you mention Addendum A as the RFP for Hosting. We cannot find this document, if you could please supply it to us.
   a) LINK TO RFQ

317) In the main RFP document, please clarify that we should only answer questions/statements numbered from 8. Design Requirements through 11. Vendor Information (inclusive) as part of our response?
   a) Vendors are requested to respond to all requests for information throughout the RFP document, including the questions numbers 8-11.

318) You state on Page 9 under Confidentiality that external persons may look at our RFP submission. Who would these external persons be?
   a) There is no one external that would be viewing on behalf of the College for selection purposes. An example would be anyone submitting a public records request.

319) Are the integrations listed in the RFP - Banner, Award Spring/Razor's Edge, Azure SSO - the only systems you currently use? If there are more, please list them and the use case for each.
   a. Can you please explain the use case for the integration with Banner e.g. is it to pull course information from Banner onto the website?
      i. Do you currently integrate with Banner in this way?
   a) Currently Banner is just a CSV import and the Course Catalog is separate (Acalog) we would like to integrate these via API

320) Is there a content audit underway at HCC or is this to be conducted by the vendor? We see you have mentioned "eliminating inaccurate and redundant content" on Page 4 of the RFP.
   a) Currently happening internally

321) While the requirements for the CMS are clearly defined, the services required by the vendor have not been described. In order to provide estimated pricing for the implementation services, please outline what services you expect from the vendor as part of the CMS implementation. For example, will

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the vendor be responsible for redesigning the website; will the vendor be responsible for any content copywriting; will the vendor be responsible for migrating the content into the CMS?
   a) This is a Redesign proposal the vendor is expected to provide Design and templates

322) Do you have an estimated go-live date in mind for the CMS implementation? This will help greatly with the Timeline Estimate you have asked for.
   a) Early 2026

323) For the presentation/demonstration, what is your desired/preferred agenda for the presentations?
         a. How will the semi-final and final presentations differ?
   a) The initial presentation will be a general introduction to you. If you are then selected as a finalist, the final will be your hcc.edu design presentation (e.g. creative boards/template sample/ideas/recommendations specific to our project).

324) Do you have a year-one development budget?
   a) N/A

325) Can you please advise how the cost is to be evaluated, for example, is it year one development and license & support costs or the total cost over your expected 3 years?
   a) Year 1 and additional years on case by case

326) Do you have a preference for an open-source or a commercial solution? You have mentioned WordPress in your RFP document.
   a) WordPress Open Source but we are considering other flexible solutions

327) There is no mention of security or how you want the new vendor to protect your site from potential threats and security risks online, especially if using WordPress. Have you considered this, and can we include our security information in our RFP response as an appendix?
   a) [LINK TO RFQ](#)

328) Will the vendor be responsible for any content copywriting? If so, for the purposes of comparing pricing for different vendors, are you able to estimate the quantity of copywriting required?
   a) NO

329) You have not mentioned if content migration is part of this project. If content migration services and costs should be included, please indicate:
         a. What sites/domains are being migrated?
         b. Are sub-domains included in the migration?
         c. Approximately how many pages/assets of content are to be migrated?

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d. What format can/will the content be provided?
e. If we are migrating from the existing website, please estimate the approximate number of templates that are used by this content on the current website.
f. Are there any portions of the website being migrated that are not publicly accessible (e.g. behind authentication)? If so, please elaborate on the type of authentication and the nature of the content/tools/pages that are behind authentication.
a) **HCC.edu roughly 5000 pages will be migrated by HCC or jointly with Vendor**

330) What are your principal pain points with your current Ingeniux system?
a) **Flexability**

331) Do you currently pay any annual fees such as License, Support, or Hosting (application/web)?
a) **Yes**

332) Are you open to an annual license fee for the proposed CMS?
a) **Yes**

333) Could you please confirm how many content editors you anticipate will be logged into the web CMS?
a) **Concurrently? Maybe 3-5. Total 20-25**

334) Please advise how many end-users require training? Are you interested in a train the trainer approach?
a) **Yes 1**

335) What websites do you aspire to, design-wise?
a) **N/A**

336) Your requirements include features, functionality, modules, and tools that must be a part of the CMS. Are all items listed expected to be delivered in the initial project implementation, or is this something you wish to achieve over time?
a) **A standard Set would be developed and other may be developed over time**

337) Ingeniux is your current web environment. Is this hosted in-house or externally? What is your current setup?
a) **Externally**

338) What is the content approval workflow in place currently? How do you handle publishing, archiving, versioning, etc.? Please elaborate.

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a) Handled by Ingeniux but not implemented

339) What solution does the college currently utilize for site search?
    a. While a site search is not part of this project, could it be in the future?
    b. What is your monthly site search volume on your website?
    a) Site search is handled by the CMS and we would like this included as a line item in proposal

340) Does the college currently utilize a CRM to deliver marketing emails and newsletters or are you seeking a solution for this purpose?
    a. How many emails do you estimate you will send on a monthly basis?
    a) We use Constant Contact

341) For the two notarized forms with submission, do you accept electronic notarization services?
    a. Can these forms be notarized outside of MA?
    a)Yes

342) Can you share a budget?
    a) N/A

343) Can you tell us what are there things about our current CMS that you don't like?
    a) Flexibility

344) You note that the site should 'Include programming of actual functionality on the site.' Can you clarify what that means? Is there a specific functionality beyond what is noted in the RFP that you are looking for?
    a) Just interactive html templates with programmed modules. Dispensing on CMS we can code the templates into the CMS.

345) Section 10 implies that you are looking for an off-the-shelf theme or product. Are you interested in a custom WordPress installation and custom theme?
    a) Custom themes are fine.

346) There seem to be two strands of the content theme in the RFP 1) There is a lot of duplicate content that needs to be found and cleaned up, 2) You mention an interest in the agency's approach to content - can you discuss any content strategy work you have done to date? Are you interested in creating content for you?
    a) We are cleaning the site now and will just possibly need help migrating content

347) How much of the existing content will be migrated to the new website?

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   a) 90%

348) Does HCC have a preference for local vendors?
   a) We do prefer local vendors for ease of meeting in person, but this is not required as long as we can meet in person.

349) Can we use our India offshore team for development and support?
   a) No

350) Has HCC conducted an audit of the existing website?
   a) Preliminary audit has been done to determine content viability.

351) Has HCC conducted user research to understand the user experience and their expectations on the current website?
   a) This will be done as part of this project

352) How much is the HCC currently spending on the current CMS?
   a) N/A

353) Has HCC defined any budget for this project?
   a) N/A

354) For the external sites that will need to be re-integrated into the main HCC site, could you provide more details on the expectations for how they will be integrated? Additionally, could you clarify how many sites will need to be integrated and whether all of them are within the project scope?
   a) Google sites - 15-20 Content only

355) To ensure we provide the most appropriate recommendations and align with your expectations, could HCC share the anticipated or approximate budget for the project?
   a) N/A

356) Is it expected that the selected vendor will migrate all existing content? If so, does HCC have an approximate number of pages that will need to be migrated?
   a) 5000 pages and this would be a joint effort heavily dependent on HCC

357) Could HCC provide more details on the requirement for content to be dynamically queried from the RunTime server? Is the server hosted on-premises or in the cloud, and how will the selected solution be granted access?
   a) This refers to any real time integration to Banner or Acalog.

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358) Budget: Could you share a budget or range of acceptable costs for the project? (e.g. $50k-100k, $100-250k, $250k+). Knowing your budget or at least a range of potential costs helps determine if we're a good fit for the project, how we should approach it, and a sense of your expectations as well.
   a) **N/A**

359) Timeline: Do you have a set, or hoped-for, timeline for completing the project? Or are you open to discussing options with your chosen partner?
   a) **Timeline is TBD but we would like to launch in early 2026**

360) Data Integrations: The RFP references integrating content with Banner and Razor's Edge. Are these integrations active on the current site, and if so, can you provide a description of the current functionality? If not, can you describe both integrations in more detail? (e.g. are you embedding content from these systems into the site? Are you pushing data from the site into these systems?)
   a) **Currently these integrations are CSV imports and embedded content. We would like to make a real time integration.**

361) Data integrations: The RFP also mentions that the logins for these systems integrate with Azure SSO using SAML. Can you describe how these logins interact with the current website and how they would impact the overall project? Is the main website also using Azure SSO or just the logins for these two external systems?
   a) **Currently SSO is not integrated into our CMS. It was just finalized last year. We would like to integrate it into the CMS moving forward**

362) Data integrations: Are there any other integrations with third-party systems or databases that are more complex than a simple iFrame embed or link? If so, please describe.
   a) **Yes Banner for the directory and Possibly Acalog for the course catalog**

363) RunTime server: Can you provide more details on supporting plugins or templates that allow content to be dynamically queried from the RunTime server? We are assuming you mean the ability to insert blocks of content onto a page (such as a list of news items or events) that will display content from other areas of the site – is that correct?
   a) **That is correct**

364) Mini Websites: Would each of these need unique URLs, or could some simply be sections within the overall website? Can we assume these would all be managed under one CMS installation? Given the unknown number of external sites, how would you recommend we budget for accommodating them?
   a) **Google sites - 15-20 Content only**

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365) Remote work: Can we assume that most of the work may be conducted remotely, without a need for in-person meetings? We are open to travel as needed and/or required.
   a) Yes.

366) 24/7 Support: Could this requirement be met between our own support team (which is more 9 to 5) and the support team available to you via the web host (which does offer 24 hr support)? We have found this arrangement to work for past clients, and can provide references.
   a) Yes 24/7 is more on the hardware side for the CMS

367) Existing content: Do you wish to keep or migrate all existing content to the new site build "as is", or do you plan to review, edit and/or cut any unused or outdated content beforehand?
   a) We are reviewing now and the site is 90% ready to migrate all content.

368) SEO and Social Media: What are your expectations for the selected vendor to provide, in terms of SEO and social media? Is it more about providing tools to facilitate SEO and integration with social media, or are you looking for search engine marketing and social media creation?
   a) Just looking for recommendations on tools

369) Test account: Is it possible to get a test user account on your staging or development server so that we could further evaluate your site build? This will go a long way towards a more accurate estimate.
   a) N/A

370) Hosting platform: Where is the website currently hosted? Are you open to a third-party cloud hosting platform?
   a) Ingeniux and Yes

371) Content editors: Approximately how many different editors interact with the current site and how many editorial roles do you require?
   a) About 20 and and I would anticipate 3 main roles (Admin, Editor, Contributor) with the ability to custom modify the Editor and Contributor role to different parts of the site.

372) Editorial access: Is there a need for regulated editorial access sections where an editor in one section or department would not be able to edit work in another section?
   a) Yes I would anticipate 3 main roles (Admin, Editor, Contributor) with the ability to custom modify the Editor and Contributor role to different parts of the site.

373) Site complexity: In your experience are there certain areas or sections of the site that you perceive as complex or otherwise difficult to work with? Are there any known problem areas on the current site?
   a) N/A

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374) Your team: Who will be involved in the project from your team? Who would be the project lead? Do you have technical staff versed in your current system available to help as needed?

    a) Yes Sean Sullivan the Web and Digital Content Manager will assist

375) [Beyond a new CMS environment for easier management and a more future forward scalability] what are the top one or two wishlist items for the new site?

    a) Design and User Experience

376) Can you clarify how visual assets (photos and videos) will be handled for this project—whether they'll be managed internally, sourced from an existing asset library, or require a separate budget and strategy, including considerations for video?

    a) We have a media library that will be shared

377) Can you share any .edu websites with us that meet your expectations as far as the design and experience?

    a) N/A

378) We saw you're using Raiser's Edge for Advancement, however did not see what tool is being used for Admission – are you currently using one centralized CRM?

    a) Navigate360

379) Has a target budget range been identified for this project?

    a) N/A

380) Has any thought been given to content strategy? Are you looking for guidance in this area?

    a) Not needed. We are all set in this area.

381) In addition to key takeaways from the recently conducted Needs Analysis, do you have any pre-existing strategy or guiding docs that could help inform one aspect of our discovery? These could include (as an example): strategic planning docs, pre-existing research or brand studies, brand audits, etc.

    a) N/A

382) What measures or tools are currently being used to ensure competitive keyword rankings?

    a) N/A