



NP-22-0017 - Website Development

Clarification Compilation

(Updated May 5, 2022)

1. Is the College open to the work being done fully remotely, including discovery interviews, usability testing, and meetings/presentations?
 - Yes
2. In our experience, Modern Campus typically handles content migration. Should we assume that MC will be handling content migration as part of their engagement or should we estimate up to 750 pages of content to be migrated?
 - We expect the selected vendor to work with Modern Campus to accomplish this task.
3. Is the expectation that site administrators will have a single sign-on for the CMS and all associated backend applications (with appropriate permissions)?
 - The CMS is not currently connected to our SSO system, but this would be managed internally by our IT team.
4. Is it possible to provide a budget or an approximate budget range for this project?
 - \$150,000 is our max budget for research, design and development. We have additional funds set aside for purchasing employee and student portal solutions.
5. For activities such as user testing, audience interviews, etc., will the College be able to recruit subjects or should we budget for recruitment?
 - We can provide subjects.
6. Has the College conducted any audience research since the end of Fall 2021? If so, would that research be available to the selected vendor?
 - Only data gathered in site analytics
7. In terms of strategic enrollment priorities, is the College mainly focused on prospective degree-seeking students? What proportion of revenue comes from degree-seeking students vs. students enrolled in non-credit/certification/adult-education programs? Yes, very minimal revenue comes from non-credit avenues.
 - Our primary focus will be degree-seeking students, but we do have to address non-credit program needed.
8. Is the Athletics website (<https://np.edu/student-services/athletics/>) part of this redesign project?
 - Yes, everything under np.edu will be part of this project.
9. What is driving this redesign project at this time?
 - We need to better serve prospective students by removing internal content that is irrelevant to the public and move it to portals for employees and currently enrolled students. Another important priority is conducting a navigation study to facilitate a better user experience.

10. Can the College provide a prioritized list of audiences for the website? Is attracting prospective students the priority for the redesign?
 - Prospective students are the priority, we will also need to provide content for parents, community, alumni, donors.
11. Will the College be able to provide photo and possibly video assets that can be used in the redesign?
 - Yes, we have an extensive cloud based photo library. We use Canto.
12. Has the College considered a faculty/staff intranet or a separate website for internal academic and administrative staff or is the intention to keep those resources as part of the main public-facing website?
 - Yes, that is part of our plan. We are currently researching potential solutions.
13. Can you provide more details on "improving organic SEO" does this mean technical SEO inclusive of optimized code?
 - Yes, our goal is high placement (or ranking) in search engine results.
14. Should we assume we would be responsible to do all content migration or provide a migration strategy? Should we price at the assumption of the full 1000 pages?
 - Not completely. Help with strategy will be needed, Modern Campus will provide some support and many of our pages are news feed items, etc. that will migrate easily. We anticipate approximately 700 pages that will need to be addressed, but we are hopeful the majority will not need migration if the main content structure can remain similar. We currently use an XSL template that should handle content migration for many pages.
15. Is the list in section 2.4 just for knowledge or do we need integrations to all those platforms?
 - This is a list of needed integrations. Canto is the only one that isn't necessarily an integration. It is just a photo library.
16. Do you have a calendar platform you desire to use? Would you be contracting directly with a vendor if it is a priority platform? Would we likely be asked to either hand off the design or embed calendar code into our design?
 - We currently use Dude Solutions and are looking to change vendors. We need to select a vendor that will work with our needs. We are hopeful Modern Campus' calendar may be a solution. We will need whatever calendar is selected to work within our new design. If a third-party calendar solution is selected, a design will be needed for hand off.
17. Can you provide detail on the desired integration for Slate? Embeds of lead forms, or a more specific deeper integration? Any details would be great.
 - We are just beginning to implement Slate. Once we have a more complete idea of the capabilities, we can provide a better answer to this. Lead forms will be necessary, but we also want to be able to track site visitors using UTM codes that feed back to Slate. There may also be integrations regarding the application.

18. Seeing as redesign would change page structure is it your intent to redeploy Funnelback to deal with any changes in search results?

- We don't anticipate this will be necessary. Funnelback crawls our site daily.

19. Will you be leveraging Modern Campus social media modules or assume we will leverage another platform? Above and beyond basic snippet integration are there other needs?

- Yes, this is likely the approach we will take. No other needs at this time.

20. In the collaboration with the portal vendor should we assume we will hand over front-end files? Would we need to do any custom development or additional templates?

- Yes, and possibly, but hopefully not. Most portal solutions only need a header and footer.

21. Could you detail the numbers and any details as far as the number of forms or calculators that need to be migrated?

- Most of our forms are Microsoft forms which will not require migration. There may be a handful, but we don't have an exact count.

22. In section D 4 are there particular Analytics deliverables or scope or just that we would have the ability? Please provide any details as to the expectations for [vendor].

- We need to be able to integrate the most current version of Google Analytics.

23. In section D2 would Squiz staff be involved in implementing their platform? Please provide any details as to the expectations for [vendor].

- We need to utilize SQUIZ to develop a robust degree and program finder, and incorporate search into our design to help site visitors find relevant content. SQUIZ is already implemented. If support is necessary, staff will be available.

24. Does NPC have a set or not-to-exceed budget for this project?

- \$150,000 is our max budget for research, design and development. We have additional funds set aside for purchasing employee and student portal solutions.

25. Section 2.1 Introduction

- Question: If you could only solve three pain points on your current website, what would they be?
 - Separation of internal content for current students and employees to internal portals
 - Improved navigation based on research and testing
 - Overall UI improvements
- Question: Do you have a governance plan for the current website content and workflow? If yes, will that same flow be used for the new site or are you looking for governance counsel/guidance with the redesign?
 - We currently use and will continue to use Modern Campus tools for governance, but assignment of redesigned pages will need to be addressed.

- General Question: What roles/positions/skills are represented by your on-staff web team? Please describe the services provided by any external professionals, consultants, programmers, agencies, etc. that NPC currently taps into for assistance.
 - Melony – Editing, content and design
 - Melissa – Content, design, and accessibility
 - Jaymes – Functionality, backend-programming

26. Section 2.3 Scope

Q. Content Migration: The site currently has over 1,000 pages, however, many of these pages shall not be on the new site. The vendor shall be expected to migrate content and collaborate with NPC to determine which pages shall be moved over to the new site.

- Although it is noted that no new content is needed from the vendor, what are your expectations for improving existing pages prior to migration? Do you seek assistance from the selected agency to optimize (either heavily or lightly) existing content pages? If you require content optimization services, approximately how many pages of existing content would the selected agency be expected to edit?
 - It is not possible to project the exact number before analyzing the pages. This should be considered part of the project. We don't anticipate "heavy" optimization needs, but the design may dictate that as well. Our team will be heavily involved with any editing of content.

R. Predictive Analytics: As much as possible, the site should generate the content of pages based on user preferences and previous visits. The site should also collect information based on user's social media and other web sites activities to build a user profile that generates content delivery based on ever-growing user profile.

- What, if any, personalized content approaches do you currently employ?
 - Modern Campus has a tool that we don't currently use, but will be implementing, Insights. We also use personalization tools in SQUIZ to refine search term and results for site visitors.

27. Section 2.5 Deliverables

E. Design collaboration with portal vendor for internal portal for enrolled students and employees.

- Is the noted "internal portal" the same as the college's intranet? At what stage of development for the portal are you?
 - We currently have an outdated "intranet" that will be phased out. We are currently researching portal vendors to provide a portal behind a log in that displays content to the users based on their role.

G. Graphic design templates for homepage and all subsequent subpages including icons, color palettes, images, logos, and other design elements.

- Are your institutional brand assets and guidelines (visual and verbal/messaging) current, or in the process of being updated?
 - They are current.

28. Section 3.1

- Just to confirm, no pricing information is required for this proposal submission?
 - Correct. Pricing shall not be submitted until Phase 3.
- For scoping reference, what is the anticipated budget for the redesign project (alternatively, what is the not-to-exceed amount or budget range)?
 - \$150,000 is our max budget for research, design and development. We have additional funds set aside for purchasing employee and student portal solutions.

29. Section 2.8

- Assuming the contract award date of August 1, what is the desired website launch date?
 - The site should be launched when the project is completed. We are not prescribing a specific deadline because we want the job done right. We can't predict how long that will take. The selected vendor will need to be able to tell us that.

30. Could you provide clarification regarding the CMS implementation? Who will complete the implementation into Omni CMS? NPC's internal team or Modern Campus?

- If Modern Campus will complete the implementation, do we need to include their cost proposal for CMS implementation and content migration along with our proposal for the Website Redesign?
- Or do you plan to secure the CMS implementation and content migration work directly with Modern Campus outside of this RFP?
 - The CMS with Modern Campus is already implemented, we are a current customer. We will be updating our templates to match the designs given by the awarded vendor, which we don't believe should incur any additional cost. However, whatever transitions are needed for the new site will need to be part of this project and included in the cost proposal. We expect the selected vendor to be familiar with Modern Campus and be able to work closely with the Modern Campus team to transition any assets necessary.

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

a) Or has this effort been conducted internally by NPC?

- Yes, this is something the selected vendor will need to assist with in partnership with our team. The vendor will need to conduct, or at very least utilize, a navigation study to help decide the top and secondary level navigation for the website. NPC's internal team will participate heavily in the content migration. A large portion of content being moved/edited will be going to a password protected portal to remove clutter from the current website. This is a website redesign to transition our website to better serve prospective students.

32. How are you currently managing the Employee Directory (<https://np.edu/directory/default.aspx>)? Will the directory stay as-is with the redesign?

- It is currently a home grown solution. We would like to improve it. It is custom built and pulls from a database, utilizing datatables.js, the design of the directory table will need to be updated match the new CSS. It currently uses Semantic UI for the CSS, but part of the need for the redesign is to move to a single CSS, so we do not have to deal with several on the website.

33. What Omni CMS modules do you currently use on the website?

- Blogs are used for News stories and Faculty profiles
- Pathways – set up but not in use

34. Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?

- We will consider adding the personalization module and the calendar. We don't have plans to discontinue any modules, but we are open to whatever best serves our audiences. We would like to find a better way to manage the news stories and faculty bios and remove the blog as it creates an entire page and a file each time we create a new one.

35. Please specify if the \$150,000 budget includes the cost of the Omni CMS implementation and content migration.

- Yes, the max budget is \$150,000. Content migration should be minimal as changing the templates should work for most pages. The CMS is already implemented.

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

- b) Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.), or "tier" of pages (e.g. tier 1)?
- c) Or, are you just looking for the chosen vendor to provide guidance for SEO best practices?
 - Likely a little of both. We need guidance here. Tier 1 would be a priority.