
ADDENDUM 1
Date of Addendum: March 8, 2022

NOTICE TO ALL VENDORS

The Contract Documents for the above-referenced Project are modified as set forth in this Addendum. The original Contract Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the Contract Documents. Vendor shall take this Addendum into consideration when preparing and submitting a proposal, and shall acknowledge receipt of this Addendum in the space provided on the Proposal Form.

BID SUBMITTAL DEADLINE

The proposal submittal deadline remains the same and is not changed by this Addendum.

1.0 – QUESTIONS AND ANSWERS

The following questions and answers are provided as a matter of information to clarify issues raised about the Contract Documents.

Item	Questions and Answers
1.1	<p><u>Question:</u> Whether companies from Outside USA can apply for this?(like, from India or Canada)</p> <p><u>Answer:</u> A collaborative relationship will be required for success of the Web Redesign and Maintenance project. Agency must understand the dynamics of college's service area and the unique needs of the college and its student population. Agency will be required to understand the main campus and sites and its unique needs and requirements of each. Agency will be required to meet with the marketing team in person at the beginning of the contract to understand marketing needs. Agency will be required to conduct on-campus focus groups with various college constituencies to prepare for the web redesign project and must be available to meet in person, as necessary. Additionally, agency will be required to meet with marketing team on a monthly basis during 8 a.m. to 5 p.m. regular work hours and periodically will be required to come to campus.</p>
1.2	<p><u>Question:</u> Whether we need to come over there for meetings?</p> <p><u>Answer:</u> Yes</p>
1.3	<p><u>Question:</u> Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p> <p><u>Answer:</u> 3.1 answer references in person meetings once a month.</p>
1.4	<p><u>Question:</u> Can we submit the proposals via email?</p> <p><u>Answer:</u> No, as indicated in the RFP specifications, proposals are to be mailed in a sealed envelope. (One paper copy & a thumb drive of proposal)</p>
1.5	<p><u>Question:</u> What is the approximate budget for this project?</p> <p><u>Answer:</u> \$80-100,000</p>
1.6	<p><u>Question:</u> Budget – Please provide a budget or budget range for this project. Alternatively, what is the anticipated not-to-exceed amount and/or budget range? Please let us know if your budget includes the CMS Costs?</p> <p><u>Answer:</u> \$80,000 to \$100,000 approximately. Please include any applicable additional licensing</p>

	fees, which would not be included in the design part of the project.
1.7	<p><u>Question:</u> Since you prefer to change your CMS, do you prefer a proprietary CMS or open source CMS? Have you demo'd any other CMS platforms? If so, which ones?</p> <p><u>Answer:</u> Open source, but proprietary is not off the table. No we have not demo'd another CMS.</p>
1.8	<p><u>Question:</u> One of your requirements is that you want CMS implementation and ongoing web developer support, in addition to design expertise. Do you expect the Design vendor to implement the designs into your CMS or are you ok with the design vendor handing off html for the CMS provider to implement?</p> <p><u>Answer:</u> Handing it off to the CMS provider.</p>
1.9	<p><u>Question:</u> Are you interested in completing any 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.</p> <p><u>Answer:</u> Yes, that is part of the discovery process.</p>
1.10	<p><u>Question:</u> You indicate that there are 500-600 pages on the current website? How many pages do you expect will be migrated to the new site?</p> <p><u>Answer:</u> 300-400</p>
1.11	<p><u>Question:</u> You mention that you want the new vendor to provide guidance re: SEO. What are the expectations surrounding content optimizations for SEO?</p> <p>Will the chosen vendor optimize existing content or is the expectation that we create new content?</p> <p>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)?</p> <p>Or, are you just looking for the chosen vendor to provide guidance only for SEO best practices?</p> <p><u>Answer:</u> Optimizing roughly 20 to 30 tier 1 pages that may also need new content.</p>
1.12	<p><u>Question:</u> As a part of the Website Redesign Project, will the chosen vendor be responsible for writing new content or copyediting existing website content? You mention 25-50 pages of new content would be provided by the chosen vendor. In order to provide an accurate quote, how many pages of content should the chosen vendor plan to:</p> <p>Copywrite (provide new content)</p> <p>Copy edit existing content</p> <p><u>Answer:</u> Both @20</p>
1.13	<p><u>Question:</u> 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.? Or will this effort be conducted internally by Lehigh?</p> <p><u>Answer:</u> Vendor will do this.</p>

1.14	<p><u>Question:</u> Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the redesign discovery process?</p> <p><u>Answer:</u> We have our user/audience defined.</p>
1.15	<p><u>Question:</u> You mention that you currently use Google Analytics to measure website engagement? Do you currently manage the GA yourself or do you use a 3rd-party?</p> <p><u>Answer:</u> Shared management with our current agency.</p>
1.16	<p><u>Question:</u> Are you expecting the vendor to create a new GA setup or simply install the existing GA within the new site?</p> <p><u>Answer:</u> Install existing</p>
1.17	<p><u>Question:</u> Please clarify the requirements for the microsites that you listed? Are these intended to be stand-alone sites that will be linked via the main site or will they require their own design templates?</p> <p><u>Answer:</u> The microsites were additions to the website post launch. We would like to pull these into the overall site design and structure by using a homepage template that can be easily customized.</p>
1.18	<p><u>Question:</u> What types of templates do you anticipate requiring for the re-design? Our standard offering generally consists of templates for homepage, landing page, standard/interior page, news listing page, news detail page, program listing page, and program detail page. Are there additional templates needed?</p> <p><u>Answer:</u> Emergency/Alerts and Aspire (online magazine) need their own templates. College Voice requires an e-newsletter template.</p>
1.19	<p><u>Question:</u> Please expand on your SSO integration requirements. Do you expect that as part of the CMS only? Any additional information would be appreciated on the integration requirements.</p> <p><u>Answer:</u> Yes, SSO is expected for the CMS only. SAML or API integration with Okta identity management system preferred.</p>
1.20	<p><u>Question:</u> Will you need to have a template for your faculty/Staff directory?</p> <p><u>Answer:</u> Yes, it is included in question 1.18 answer.</p>
1.21	<p><u>Question:</u> What calendar are you currently using? Are you anticipating that an Event Calendar page/module be included as part of the scope?</p> <p><u>Answer:</u> The college uses 25 Live for room bookings, but it has the capability to be displayed as a public calendar. Please include as part of the scope.</p>
1.22	<p><u>Question:</u> Would you please elaborate on the legacy databases being used and any 3rd party services that will need to be integrated into the site? Are these basic links or other database integrations?</p> <p><u>Answer:</u> AudioEye and Google Analytics are integrated platforms on the CMS, but we currently do not integrate with another data source. An external company manages our CDL program and they have a form on the site that is connects to their CRM through an integration bus. We would ultimately like to see the site integrated with Banner to create a dynamic course</p>

	search, but we are not ready to pursue that project at this time.
1.23	<p><u>Question:</u> What are your timeline expectations for the website redesign/CMS implementation Project?</p> <p><u>Answer:</u> 12-18 months</p>
1.24	<p><u>Question:</u> What calendar and form plugins are currently being used at LCCC?</p> <p><u>Answer:</u> Plugins are not being used on the site. We use the form and calendar functions included with the CMS along with embedding CRM forms.</p>
1.25	<p><u>Question:</u> Can you please elaborate on the 75% of files in the media library that are not visible. Will those documents need to be migrated as part of this scope?</p> <p><u>Answer:</u> No, we will not need the entire media library migrated, mostly the visible images and documents.</p>
1.26	<p><u>Question:</u> Are the focus groups to be completed before the redesign begins? Are we to be responsible for any part of the focus groups in this scope?</p> <p><u>Answer:</u> Agency would be involved in the focus groups and they would be held before the redesign.</p>
1.27	<p><u>Question:</u> Are the current microsities listed intended to be included in the redesign/scope, or will they remain as-is? Please confirm from your list on page 7, aside from the noted newsletter, which properties are part of the scope.</p> <p>Current Microsites</p> <ul style="list-style-type: none"> • Emergency and Alerts • Foundation and Giving • Workforce • LCCC Online • Library <p>News and Magazines</p> <ul style="list-style-type: none"> • Site includes Aspire online magazine, and → • College Voice staff newsletter (re-designs are not in the scope of this RFP) <p><u>Answer:</u> The microsities were additions to the website post launch. We would like to pull these into the overall site design and structure by using a homepage template that is easily customizable. Emergency/Alerts and Aspire need their own templates. College Voice requires an e-newsletter template.</p>
1.28	<p><u>Question:</u> Should multi-lingual support be able to handle manual translations of pages using one-to-one patterns or are you looking to using an automated translation tool? Should we include any translation services in this scope or are we just prepping the site for localized site versions at a later date?</p> <p><u>Answer:</u> This is no longer a requirement.</p>
1.29	<p><u>Question:</u> “Provide architectural and logical documentation outlining the operations of the website along with any integration services.” Can you please expand on the level of</p>

	<p>documentation that is expected?</p> <p><u>Answer:</u> Documentation is not needed at this time.</p>
1.30	<p><u>Question:</u> Are there additional details about the integrations with secondary data sources?</p> <p><u>Answer:</u> AudioEye and Google Analytics are integrated platforms on the CMS, but we currently do not integrate with another data source. An external company manages our CDL program and they have a form on the site that connects to their CRM through an integration bus. We would ultimately like to see the site integrated with Banner to create a dynamic course search, but we aren't ready to pursue that project at this time.</p>
1.31	<p><u>Question:</u> "Provide a central asset repository that can be accessed by web publishers for content creation. The repository will be used as a central store for the College's digital assets and allow them to be reused across College websites (e.g. images, metadata, documents, forms, etc.) Repository should support a wide range of common content types (e.g. code, images, documents, rich media, etc.) "Can you please expand on this requirement? Would this repository be part of the main website/CMS or is this an additional system? How would another college website access or display the digital assets? As an example, how do you envision a web form being shared across several web properties from a main repository?"</p> <p><u>Answer:</u> No longer applicable</p>
1.32	<p><u>Question:</u> Is a current calendar system available to integrate or will the CMS will be the source of truth for the calendar, or a blend of both?</p> <p><u>Answer:</u> Currently we are using the CMS calendar as our public calendar. The college uses 25 Live for room bookings, but it has the capability to be a public facing calendar. It is not clear how we are going to use it moving forward. Please include integration as part of the scope.</p>
1.33	<p><u>Question:</u> Can you provide any more details on the level of migration assistance that you will provide? Do you need some assistance with content creation? Do you need help with the creation of visual assets?</p> <p><u>Answer:</u> 50% would be a fair estimate on how much assistance we could provide at this point. If we secure a student worker that would increase. Yes, assistance with content creation. Visual assets will most likely come from our creative agency or already exist in our collection.</p>
1.34	<p><u>Question:</u> Do you need the completed HECVAT and VPAT completed as part of the proposal or can these be provided after the project is awarded?</p> <p><u>Answer:</u> Submit as part of the proposal.</p>
1.35	<p><u>Question:</u> Last year (March 2021), LCCC issued an rfp for "Creative Services, Marketing and Web Redesign and Maintenance". It was outlined as a 3-year award to expire June 2024. Outside of the advertising components, it included many of the same components as the current RFP. Can you please advise the outcome of that rfp – who it was awarded to, for what services, etc.</p> <p><u>Answer:</u> A contract was awarded to a vendor on July 1, 2021. Unfortunately, LCCC terminated the contract September of 2021.</p>
1.36	<p><u>Question:</u> Will the current advertising vendor be bidding on this RFP?</p> <p><u>Answer:</u> Unknown</p>

1.37	<p><u>Question:</u> What calendar and form plugins are currently being used at LCCC?</p> <p><u>Answer:</u> Plugins are not being used on the site. We use the form and calendar functions included with the CMS along with embedding CRM forms.</p>
1.38	<p><u>Question:</u> Looking at the pandemic situation, can the vendor submit the proposal via email only.</p> <p><u>Answer:</u> See 1.4</p>
1.39	<p><u>Question:</u> What was the last spent on the contract?</p> <p><u>Answer:</u> \$80,000-\$100,000</p>
1.40	<p><u>Question:</u> Are you looking for in-state bidders, or are you also open to bidders from other states?</p> <p><u>Answer:</u> LCCC accepts proposals from other states.</p>
1.41	<p><u>Question:</u> Do you have any development or programming capabilities in-house?</p> <p><u>Answer:</u> See RFP</p>
1.42	<p><u>Question:</u> Are you seeking to develop a new site with open-source CMS like WordPress or Drupal?</p> <p><u>Answer:</u> See RFP</p>
1.43	<p><u>Question:</u> What strategic priorities and pain points do you expect the vendor to address in the newly designed website?</p> <p><u>Answer:</u> This will be addressed during the discovery process.</p>
1.44	<p><u>Question:</u> Do you expect the vendor to create the content for the new site as a part of the project?</p> <p><u>Answer:</u> Yes, 20-30 pages</p>
1.45	<p><u>Question:</u> How many and what types of templates do you anticipate requiring for the new site design?</p> <p><u>Answer:</u> 10 to 15 templates. Homepage, landing page, parent, child, program, news, calendar, alert, e-newsletter, digital magazine.</p>
1.46	<p><u>Question:</u> Video - Do you want to link videos from YouTube and/or other platforms, or would you like to self-host the media content?</p> <p><u>Answer:</u> Link to other platforms.</p>
1.47	<p><u>Question:</u> How many hours of "ongoing maintenance" have you been averaging over the last year or two?</p> <p><u>Answer:</u> <10hr/month</p>
1.48	<p><u>Question:</u> How many staff members require training?</p> <p><u>Answer:</u> 25</p>
1.49	<p><u>Question:</u> We are an AWS Public Sector Partner for cloud hosting. Are you open to hosting the</p>

	new website on AWS Cloud?
	<u>Answer:</u> Yes

END OF ADDENDUM