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May 19, 2014

**To The Vendors Who Plan on Providing a Proposal Response to the
College's RFP 03-13-14 for Information Architecture, Web Content
Management and Responsive Design Services**

Request for Proposal # 03-13-14

ADDENDUM #1

This is to advise that the following questions were asked during allotted time period per the RFP document which expired as of Thursday May 15th 2014 at 3:00pm EDT. Here are questions and the answers relating to the College's Request for Proposal # SPC 03-13-14.

- 1. Is the College open to using the Ektron CMS for the new site? Or, have you already determined that a different CMS is needed?**

Answer: The college is open to suggestions on the content management system (herein CMS) platform, including but not limited to keeping and upgrading Ektron (from version 8.02 to 9.x), or is open to a new CMS that costs no more than \$25,000 (see page 12) and offers similar or better features and functionality to Ektron 9.0. The college will defer to the respondents on the CMS recommendation.

- 2. Is it your expectation that vendors will submit proposals with one recommended CMS for use by the College? Or are you interested in working with the partner on a CMS evaluation and selection phase?**

Answer: While we know it would be advantageous to conduct a CMS evaluation and selection phase, the timeline for this project may not allow for that activity. We will defer to the respondents and prefer that each respondent makes a CMS recommendation if they are proposing a change in CMS.

- 3. The RFP references a desire for "personalization" on the new site. Are you open to a range of recommendations on how best to accomplish personalization?**

Answer: The College is open to a range of recommendations on how best to accomplish personalization.

- 4. You indicate that the CMS cost should not exceed \$25,000. Are you referring to the commercial licensing fee or the implementation costs?**

Answer: The College is referring to the commercial licensing costs on page 12.

- 5. Can you share a budget for this project, or at least a range?**

Answer: The lower the total cost of the project, the better – as is reflected in the evaluating criteria – 20 points out of the possible 100. This cost should be all-inclusive and include the purchase of the new content management system if such a recommendation is part of the respondent's proposal.

- 6. How important is it that your chosen partner have previous experience working with higher education clients?**

Answer: While the choice of Vendor will not be solely based on this criterion, respondents that have worked with education clients, community colleges specifically may be given preference over firms with no education experience and an equally effective proposal.

- 7. We assume that online classrooms module will remain same for the new website and there will not be any changes into it. Please confirm.**

Answer: SPC uses a Learning Management System (LMS) to manage online classes. SPC is currently transitioning from ANGEL to a new LMS called Desire2Learn. Online classes or classrooms are not part of the proposal's scope.

- 8. We assume that, the existing shopping store (spcollege.bncollege.com/webapp/wcs/stores/servlet/TBWizardView?catalogId=10001&langId=-1&storeId=65206) will remain as it is and we will redirect users to this from new website. We are not developing new shopping store. Please confirm.**

Answer: The interface to the Barnes and Noble College bookstore will remain as it is and is not part of the scope of the proposal.

- 9. Do you want to integrate any shopping module with this CMS or you want to go for custom integration?**

Answer: There are no shopping cart requirements for this proposal. The only custom integration the College needs to maintain in this scope is compatibility with the College's course catalog database, currently implemented as a .NET (C#) user control in Ektron. An example of this functionality can be found on this

page: <http://www.spcollege.edu/BusinessAdminAS/#tab=3> in the 'Curriculum' tab. Note: An ASP.NET-based solution may reap the benefit of reusing this user control (with some minor modifications).

10. Can you please provide the login information of current website so that we can check the other functionality which can be accessed after login only?

Answer: At this time, most of the public website (www.spcollege.edu) does not require authentication as it is not personalized, so no credentials are necessary to see the bulk of the public website. SPC's Student Information System (my.spcollege.edu) is out of the scope of these proposals as is the College's learning management system (LMS).

11. Can you please provide more details on the "gamification"

Answer: On page 15 we state, "The solution may offer a loyalty component or 'gamification.' This feature is nice to have but not necessary. The College provide this information as a consideration to the CMS choice, if applicable, as many commercial, enterprise CMS systems expand their feature sets.

12. It is mentioned that "Responsive design or a combination of server-side redirection and responsive design"(page no.- 14). Can you please elaborate this? Does it mean that, you require the website administrator to be responsive as well?

Answer: The College does not require the administrative backend of the content management system to be responsive; we realize that many are not. We are referring specifically to the front-end employing responsive design or a combination of server-side redirection and responsive design.

13. "Responsive design or a combination of server-side redirection and responsive design" by this we assume that you will require the backend access on the mobile devices and also it should be responsive. If it is not like that than provide your inputs on that.

Answer: The College does not require the administrative backend of the content management system to be responsive; we realize that many are not. We are referring specifically to the front-end employing responsive design or a combination of server-side redirection and responsive design.

14. There are some micro sites (having sub domain) within the site. Do we need to consider all of them in the scope?

Answer: No, microsites are not part of the proposal and can be excluded from the scope of all proposals. The only exception to that are areas of study blogs that SPC will help 'port' to the new solution.

15. Apart from this main URL <http://www.sopcollege.com>, if you want to include other sub domains then please provide information on that?

Answer: St. Petersburg College does not own [sopcollege.com](http://www.sopcollege.com). Our root domain is [spcollege.edu](http://www.spcollege.edu).

16. (Listed by the Vendor as an ‘Assumption’) We will use Ektron 8.2 or advance version and we will provide the functions which is feasible with the Ektron.

Answer: If we are to stay with Ektron as the content management system, the new solution will need to be installed on the latest version of the CMS, currently 9.x. Additionally, if the College stays with Ektron, we may be interested in adding the CMP (Content Marketing Platform) to the solution.

17. (Listed by the Vendor as an ‘Assumption’) We assume that all the required web services provided by client.

Answer: We would need a definition of ‘all required web services’ but if this assumption refers to web hosting, the College can provide a web server and database server depending upon the configuration.

18. (Listed by the Vendor as an ‘Assumption’) For new development of features as you provided some of the module names so we will include only basic functionalities for those modules. If you want to implement any specific functionality then please let us know specific features.

Answer: For any content management product chosen, the College would like the full feature suite installed. That is, if the content management solution includes features like ‘widgets,’ marketing automation or experience management and is included with the package, we would like it all installed.

19. On the top of page of 11, carried over from page 10, the contract is expected to last no later than December 31. Is that your projected launch date? Is there any flexibility with that date?

Answer: If the project is showing sufficient progress, there may be flexibility with College leadership on the launch date or the project may be phased-in. The prospective student portal or microsite is the immediate priority.

20. How large is the website page-wise? And, will all of that content be migrated over?

Answer: The website is approximately 6,000 live pages, currently. (Please note: On the conference call, that number was incorrectly reported as 8,000 live pages.) The goal of this project and companion projects that will happen concurrently is

to move from one very large website to three more strategic and audience-specific websites (or portals within the same parent website) using techniques like persona-development:

- 1.) Prospective student website (within the scope of this project)
- 2.) Current student website – a hybrid of CMS (within the scope of this project) and a portal or hub (out of proposal scope, maybe handled by internal SharePoint team)
- 3.) Faculty and staff portal or hub (out of proposal scope, maybe handled by internal SharePoint team).

The focus of the proposal is on the platform and the information architecture specifically. The College would not be opposed though to a CMS system that supports, ‘go live first’ functionality and can move the existing content into a new CMS. At a minimum, enough content will need to be moved in by the Vendor with some assistance from SPC sufficient to test and validate the information architecture. Moving all of the content is out of scope of this project.

21. How many content contributors do you have today; and do you plan to increase that number?

Answer: The College has three full-time content editors in the Marketing department that either create or approve the bulk of the current prospective and current student-facing content. There are sixty (60) calendar contributors in a special security group (managed by Ektron, but connected to Active Directory) that access a delivered Ektron calendar that is displayed on the front page of spcollege.edu as well as on interior pages – and filtered by the event taxonomy – using the delivered Ektron EventList widget on interior (PageBuilder) pages.

We have very few content contributors into Ektron workflow due to the complexity of setting up this workflow with the current implementation and structure of the pages/templates. Ideally, we want/need to be able to make it faster and easier to train and enable new content contributors while enabling the proper editorial (typically 2-3 step) workflows for content approval. For set up purposes the workflow solution should be easy to implement and will be part of training for content editors.

Additionally, the current implementation lacks the template support to give content contributors a simple way to create and manage pages. There are only two templates presently, one ‘dynamic’ that assembles pages with metadata and content blocks stored in Ektron and two (one branded, one un-branded) WYSIWYG Ektron ‘PageBuilder’ templates which, due to its complexity and some stability issues, is only managed by content editors in the Marketing department.

An additional limitation of the current implementation is that it often requires HTML markup within content blocks to groom the presentation. Once these

limitations are removed and replaced by better functionality, the College will certainly add more content contributors.

- 22. On page 12 of the R.F.P., it states, “The Vendor will provide the College with an information ready, turnkey content management platform.” Do respondents need to provide a content migration strategy as part of the proposal? If the respondents can provide a content management system recommendation that offers a cleaner (and programmatic) migration path for the current content is that a benefit to the College – or would it not matter in the scoring of proposals?**

Answer: Please see the answer to question 20. Additionally, if the respondent or responding firm desires, they may submit a follow up recommendation for content migration that may be considered by the College in a separate agreement, but is out-of-scope for this proposal.

- 23. Could you speak a little bit to the College’s experience with Ektron and other CMSs with which your team has experience? Are you open to considering any of the open source solutions like Drupal or Expression Engine?**

Answer: The current Ektron installation is version 8.02. The current implementation has only been upgraded once and was installed with mostly baseline functionality (only select widgets were installed and the Ektron Marketing Automation suite was never added).

Some members of our team have experience with .NET-based CMS systems like Ektron, Kentico, SiteCore, Umbraco, etc. as well as WordPress. Our current hosting platform is Windows with both Microsoft SQL Server and MySQL database support available.

Regarding an open source solution, the College is not opposed to such a solution if it is solid, stable, safe and secure. Recent events like the Drupal iframe bug and the ‘Heart Bleed’ OpenSSL issue may be of concern to the College – and it would be good to know that any solution recommended is supported and able to be patched rather quickly if such events occur.

The CMS solution should work primarily to convert visitors and browsers to convert – the main goal of the site – and offer more personalization and offering a better user experience. Please see this video as an example of what we hope to accomplish <https://www.youtube.com/watch?v=xOh710-9pmk>.

- 24. Is the College seeking a single-product solution for its digital platform or is it open to a ‘best-of-breed’ solution?**

Answer: The College is open to both holistic and composite solutions if the whole of the parts is stable, patchable, safe and secure. The College seeks the best solution with a reasonable budget that offers enterprise-level content management

(required), digital asset management (nice-to-have), customer experience management, search engine optimization and marketing abilities from either a single or composite system. The College is open to recommendations.

25. Do the five composite page layouts or wireframes on page 14, section d, item iii meet the needs of the proposal? Do the five composites meet all of the content needs across the whole website?

Answer: It depends upon the CMS recommendations from the respondents. We are looking for a combination of fluid grid (or ‘responsive’) and fixed width templates that will meet our content needs. If the CMS solution offers more pages templates (or ‘out-of-the-box’ functionality) and thus flexibility, we would be more inclined to value such a solution over one with fewer delivered templates. Flexibility in presentation is the ultimate goal to empower content editors to mill pages faster. The ideal solution is that content authors and editors can create and edit pages in a WYSIWYG environment without having to know how to write HTML code, with the most flexibility in layout possible using page templates or other techniques.

26. One page 15, section H, iii, there is a reference to compatibility with Marketo, Salesforce.com, Google Analytics and other systems/platforms. Is the college looking for compatibility of for the Vendor to integrate these systems?

Answer: The more compatible the solution or system is with mainline enterprise systems like those mentioned – or the more interfaces (widgets, etc.) the solutions ships with – the higher the College will be able to rate the proposal. As an example, the College makes extensive use of Microsoft SharePoint. A content management system with a SharePoint connector/widget would rate higher than one without SharePoint connectivity.

27. Is there any identical numerical range the College can identify with the budget?

Answer: Please see the answer to question 5. The College has provided an idea of the maximum cost of a replacement content management solution, if needed, and is open to respondent’s proposals to learn what is possible.

28. Regarding personalization, can the College furnish example of sites in higher education that offer the desired level of personalization?

Answer: The College considers websites like Amazon as offering some of the best personalization on the web today. SPC hopes to become a leader in the higher education space, as higher education websites that offer this level of personalization are rare today. The College would like to a.) improve the

targeting, conversion and remarketing of prospects, b.) create targeted content for the selected group or groups using personas or other techniques, c.) engage prospective students with a more personalized website experience that includes academic content as well as student activities, clubs, athletics and other offerings based upon a student's profile or browsing habits.

29. Has the core members of the College's internal team been through a redesign of this scale? What is there experience with a full redesign? Did the college use an external design firm in 2011?

Answer: The College began the conversion of static pages to CMS (using Ektron) in 2011 and continues to archive and remove outdated content, or move it to a content managed environment. Some members of the team have technology backgrounds and have worked on large-scale web redesigns with partner firms, as well as with internal teams; and others have newsroom and editorial experience.

Presently, our platform is a mix of content managed pages and static pages. The ideal platform for the College is information-architecture rich and offers content contributors and editors the ability to tag content and assets so collections of content and assets can be quickly repurposed into 'pop-up websites' or collections of content that can be assembled on demand. Ideally, this functionality will be available to contributor and editor within the system as well as web visitors who want to build personalized experiences.

The College did not use an external design firm in 2011; it was handle by a small internal team. Many of the members of this team are no longer with the College.

30. Can you speak to the skinning or styling of the deliverables in the request for proposal? Will there be collaboration between the Vendor and the College for ultimate deliverables to implement the final design?

Answer: The College has a very capable creative department to handle imaging and branding. We are open to best practices for our web graphics (e.g. "Should we be using scalable vector graphics, etc.) and seek guidance from the Vendor, but are self-sufficient in that we can produce all of our own graphics.

The scope of this proposal is aimed at getting flexible CSS3, responsive design and 'clean code' HTML that can be easily customized (using page templates or other methods) and offer web contributors and editors reasonable (role-based, group-based or otherwise controlled) template and style choices. It would also be good to have certain items – such as call-to-action buttons – 'classed' in CSS or available to content contributors and editors in the editing interface. The goal is to give them enough flexibility in presentation with still preserving brand continuity, accessibility and a consistent user experience.

The College's creative department will work with the Vendor and can create graphics to match the specifications of the platform or vendor's design.

31. What is the College's web traffic like? Can you provide average monthly page views and unique visitors? How many authenticated users does the College have?

Answer: A 'top 50' page sample is provided below this answer. The sample represents the top 50 pages and associated traffic from April 15, 2013 – April 15, 2014. Please note that items denoted with *** are announcements iframes that are included in the College's learning management system (LMS) and student information system (SIS). It is important to note that those iframes are loaded by the LMS and the SIS each time a student session is loaded in these portals. The College has included the traffic for them as a guide, but it should be noted that counting these items will greatly skew the 'actual' traffic amounts.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
ANGEL LMS iframe (angel.spcollege.edu - out of scope) ***	10472572	7801975	293.00	5274127	73.95%	67.69%
HOME PAGE	8239230	6117517	99.59	5678526	21.43%	22.19%
Student Information System iframe (my.spcollege.edu - out of scope) ***	3702025	2953350	330.62	859448	65.28%	60.00%
Contact Directory	603706	201508	143.53	60729	19.27%	20.55%
Career Programs	349661	109095	42.57	18954	39.28%	7.49%
Job Application Home	322118	195134	16.39	60760	5.26%	5.26%
Bachelor Degrees page	249169	98389	32.33	21935	29.33%	8.19%
Academic Calendar	225548	196351	205.68	52093	67.66%	46.82%
College Application (in SIS - out of scope)	189879	57772	40.67	104	17.31%	1.56%
Academics Homepage	162736	113809	30.50	46414	8.94%	7.41%
Associate Degrees	151295	109973	17.78	9616	11.39%	2.58%
Admissions Homepage	129982	93244	50.51	24659	17.32%	10.78%
Contact Us	127311	98118	130.51	21202	51.02%	32.75%
"Get Started"	124699	82114	77.53	17663	33.27%	16.14%
MySPC Information Page	117110	98534	48.32	84565	11.98%	13.07%
HR Application - Administrative & Professional Jobs (PHP application - out of scope)	117042	95629	115.33	5908	61.61%	28.78%
Work for SPC	114061	94488	30.07	12946	6.97%	5.31%
HR Application - Applicant Dashboard (PHP application - out of scope)	97029	51288	71.49	1076	15.89%	12.12%
HR Application - Career Services Jobs (PHP application - out of scope)	95234	75500	129.51	3966	58.85%	28.66%
Course Subjects (PHP application - out of scope)	94678	51980	33.72	7566	9.33%	3.99%
Course Programs (PHP application - out of scope)	90880	58106	62.24	8364	20.53%	10.05%
Libraries	87538	64041	226.28	16816	54.40%	47.36%
Course List Home (PHP application - out of scope)	87345	67771	49.24	9858	21.05%	9.07%

Financial Aid Homepage	87089	65400	94.31	14836	26.61%	17.84%
Textbooks (Barnes & Noble connector is out of scope)	85098	70223	214.14	22201	61.29%	49.06%
HR Application - Homepage	83828	49378	28.68	2907	11.73%	3.59%
GenEd Requirements for AA Degree (PHP application - out of scope)	83527	64573	203.67	19421	74.69%	37.32%
Apply to SPC	77453	36762	98.54	9503	24.84%	17.37%
Library Online	76084	51965	267.60	42055	49.84%	46.51%
HR Application - All Positions Listing (PHP application - out of scope)	75419	54590	191.62	3798	64.40%	39.01%
Custom 404 Page with search box	69729	51925	100.46	43587	21.75%	30.24%
Tuition	67843	51799	105.81	8141	53.52%	24.76%
Associate Degree Programs (PHP application – out of scope)	67761	43669	37.84	6424	13.95%	5.42%
Online Education	67591	40595	66.73	10321	23.86%	12.61%
Degrees	65990	42617	54.43	1716	36.77%	8.70%
Areas of Study	62635	45524	36.68	1848	22.51%	5.39%
Health Education Center	61940	40289	84.31	10256	28.51%	15.47%
Locations	61798	46857	144.94	10294	60.44%	36.54%
A.S. Degree Programs (PHP application - out of scope)	61099	37825	36.26	3840	26.25%	6.12%
College Placement Test	61021	44428	203.14	20941	62.84%	44.93%
College Catalog	59283	46645	58.27	4218	30.09%	10.71%
Nursing A.S. Degree	57750	37097	126.24	3742	52.38%	20.22%
A.A. Degree Programs (PHP application - out of scope)	53793	36860	25.72	4471	23.08%	6.51%
MySPC Self Service	53248	45426	50.48	39973	12.27%	14.00%
Veterinary Technology	53015	35297	61.99	17760	25.59%	18.02%
B.S. Degree Programs (PHP application - out of scope)	52266	36637	26.34	2556	16.90%	5.63%
Bachelor of Science in Nursing	51175	33463	139.10	7320	45.03%	25.39%
Apply for Financial Aid	50528	36258	193.81	5359	55.74%	33.15%
Certificate Programs (PHP application - out of scope)	47320	26540	44.58	2696	28.49%	8.54%
B.A.S. Degree Programs (PHP application - out of scope)	46043	31572	25.46	1918	20.23%	5.34%
	35012242	25604034	143.97	13695764	47.20 %	39.12%

32. Can you tell us more about the College's demographics, students?

Answer: More information about the College is available on page 10 in the 'Background' section.

The College's average constituent age is 26 years old. We attract a large high school audience as well as a large population of adult learners. The age range at our most recent graduation was from 17 to 74 years old. Also at that event, for every two males that graduated, there were three female students. The College

attracts students from every socioeconomic background and offers more than 100 degree and certificate programs.

33. Can SPC list some sites that it likes the look and feel of?

Answer:

For look and feel:

- <http://www.strayer.edu> (Strayer)
- <http://www.fullsail.edu/> (Full Sail)
- <http://www.drexel.edu/> (Drexel University)
- <http://www.ucf.edu/> (University of Central Florida)
- <https://www.usfca.edu/> (University of San Francisco)
- <http://www.unl.edu/> (University of Nebraska-Lincoln)
- <http://www.bates.edu/> (Bates College)
- <http://www.xavier.edu/undergraduate-admission/> (Xavier University)
- <http://www.nd.edu/> (University of Notre Dame)
- <http://www.wm.edu/> (College of William & Mary)

For functionality:

- <http://www.strayer.edu> (Strayer)
- <http://www.fullsail.edu/your-career/pathfinder> (Full Sail Pathfinder - without Flash)

34. Can the College provide examples of personalization using Facebook Login that it likes the look and feel of?

Answer:

- TampaBay.com offers a good example of a website using social media provider logins for personalization. They support Google+, Facebook, Yahoo and Twitter.
- Netflix allows customers to sign in using their Facebook account
- Mashable offers this functionality also and has an article on [using Facebook logins for personalization](#).

35. Has the College researched other CMS(s)? Are there any technical preferences the vendor should be made aware of when recommending a solution to the College?

Answer: The College has explored using WordPress and Drupal as content management systems in the past. Also, see the answer to question 23 for more information on the team's previous experience with other content management systems.

Specific technical preferences: Vendors should consider that the College's primary hosting environments are Windows-based. Additionally, the College has various components implemented on the ASP.NET platform, such as the interface to SPC's course catalog database, currently implemented as a .NET user control ('widget-ized') for Ektron. Note: An ASP.NET-based solution may reap the benefit of reusing this user control (with some minor modifications). For an example of this functionality, see question 9.

The College's investment in ASP.NET (C#) is also evident in a custom 'College Directory' user control (also 'widget-ized' for Ektron) that pulls information from the College's Active Directory (AD FS) system. An example of this functionality is available here: <http://www.spcollege.edu/cobfaculty/>. The list of contacts was generated using this widget.

36. Are there any 3rd party applications that we should be aware of for the project?

Answer: Presently the following third-party applications, services, web services, web applications or platforms are used with the current website:

- Active Directory - for authentication of content contributors and other editors. The College stores faculty and staff in one domain, students in another.
- AddThis - API for social sharing; implemented with JavaScript
- SharePoint – Via SharePoint connector (delivered widget) in Ektron
- InformaCast – Emergency notification system that integrates with the College's desktop and VoIP systems for alerts. The system has APIs (which we are currently not using) for web integration. It would be ideal to interface with this API, but is not necessary for the project if it will greatly increase the cost of the proposal. If no integration is performed, the College will require an emergency notification zone in the site master page or master template to alert students, staff and faculty to an emergency. More information at: <http://www.singlewire.com/plugins.html>
- College Course Catalog – A custom web application build in PHP/Code Igniter and implemented in Ektron with a .NET (C#) user control.
- College Directory – A custom web application build in PHP/Code Igniter and implemented in Ektron with a .NET (C#) user control.

37. It is mentioned on page 11 of the RFP that some progress has been made in regards to student-centric information architecture. Who was responsible for this progress?

Answer: In 2011 the College kicked-off an aggressive web content overhaul that was led by the Marketing department and largely focused on refreshing the academic areas of the site first.

38. Will the multiple websites, branded portals, blogs and “pop up” websites and 15 microsites all have unique designs? Or will all of the deliverables have the same look and feel? New Information Architecture? Can you provide a detailed list of all the additional websites, portals, blogs “pop up” websites etc.?

Answer: Of the multiple websites, branded portals, blogs, “pop up” websites and 15 microsites, some will have unique designs from an imagery perspective and may or may not share common elements of other branded portals, blogs, “pop up” websites or microsites like primary or secondary navigation, etc. The College’s belief is that proper choice of CMS or CMS configuration with the proper templates, stylesheets, widgets, etc., installed will offer the flexibility to accomplish all of these goals. We mention the 15 microsites in the R.F.P. to be thorough, but are confident that a single portal template, with the proper and flexible CSS treatments and configurable widgets can be produced and cloned to create the microsites, which will/can closely resemble the blogs template and will aggregate content from the blog (internal to CMS as well as external) and other pages within the website.

Regarding the information architecture, no, the information architecture of the branded portals, blogs and “pop up” websites and microsites will not be new, it will be a subset of the parent information architecture and taxonomy, and should inherit from the parent (root) site. In this way the portals, microsites and “pop up” websites can be thought of as strategic collections of content that are a branded and geared for a specific audience or persona and are designed to convert a specific audience or inspire a call-to-action.

Many of the microsites will be based-off of the college’s Area of Study list (<http://www.spcollege.edu/aos/>) and specific audiences (like veterans, health students, etc.).

39. Can you describe the goal for the 15 microsites? How detailed or in-depth will the microsites be?

Answer: See the answer to question 38.

40. How many responsive starter websites is the College expecting as part of this project?

Answer: For the first phase of this project, the College will need the prospective student portal completed as well as the current student portal. Currently these two audiences are served by the same website. We will want to break out the experience (some of the content will be shared across both audiences). The College will need, at a minimum, a branded master page or template, one un-branded master page or template and one semi-branded (or lightly branded) template. We will provide details on all of these specifications when a Vendor is selected. We will also need a ‘blog master’ templates and a microsite (or portal)

template. The College can use this microsite template for the 15 microsites – so the more flexible the template, the better.

41. For what does the college plan to use the information taxonomy requested?

Answer: The College is presently using taxonomy in Ektron, but the information architecture needs refinement. The college will use the taxonomy, however it is implemented in the system or solution recommended to tag, sort, recall, personalize and present the information. Many CMS systems call this taxonomy; others call it categorization, others tagging, etc. However it is implemented the College is expecting that pieces of content as they are tagged, labeled or otherwise identified in the system will be able to be recalled with queries, filters or other tools to present the user a list or representation of the resulting content. This article (<http://strategiccontent.com/how-taxonomy-is-used/>) closely mirrors how the College plans to implement taxonomy for content personalization, search and navigation.

42. For all of the features listed as part of the Content Management portion, does Ektron currently meet these needs? Is it mandatory that all of the needs listed be part of the initial launch? Are you looking for a full-out of the box solution?

Answer: The way the current system is implemented, it is not meeting the College's business needs. The current implementation requires HTML knowledge for content contributors and stored markup within the content. For more information, please see the second paragraph of question 21.

43. On page 12, for the forms management with database capture. Does this come standard with the latest version of Ektron or does this need to be custom built?

Answer: Ektron 9.0 does have HTML forms management built in. More information on this feature is available here: <http://bit.ly/ektronforms>. Please note: The only custom forms the website present uses is the "Request for Information" inquiry form that is implemented using an ASP.NET user control and posts XML to the College's PeopleSoft system. We are noting this functionality because any system chosen will need to have a similar ability via custom programming that the College may include in the scope of this project to replace the functionality described in the answer to this question.

Note: An ASP.NET-based solution may reap the benefit of reusing this user control (with some minor modifications).

Please also note: The College has its own proprietary survey and form engine (located at www.spcollege.edu/survey/) that it uses for most student and staff interactions. No integration is necessary with this system as it stands alone and is not part of the scope of this proposal.

44. Is switching the site to a standard version a mandatory requirement? If the site is truly responsive, providing the option to switch to a standard version should not exist, there would be one version, and it can be experienced across multiple devices. There will not be a "mobile" site that can be switched to the desktop version.

Answer: The College believes that there is sufficient ‘best practice’ evidence that responsive design is the preferred methodology however, we would like Vendors’ opinion and recommendations on that approach. If all controls and features are responsive, we are fine with using a single version that can be experienced across multiple devices.

45. In our experience from past projects we feel that the College will need more than 5 layouts/wireframes. Is there a reason the College feels that you will only need 5?

Answer: The College will defer to the Vendor recommendations on the number of templates needed in the implementation and is open to the recommendations in the resulting proposals. Please see the answer to question 25 for more information on the number of templates.

46. For the requirement, the system provides for integration with other web service-based systems like CurricuNet, Burning Glass Career Services, and SPC’s proprietary course and program database (written in PHP using MySQL – implemented in Ektron with .NET user controls). Is the vendor expected to migrate or implement these integrations as part of the SOW? If so can we have a complete list and an idea of the College’s scope?

Answer: The only specific pieces of proprietary, existing functionality that must be carried forward, because they deliver current and expected functionality, in the new platform are:

- College Course Catalog – A custom web application build in PHP/Code Igniter and implemented in Ektron with a .NET (C#) user control.
- College Directory – A custom web application build in PHP/Code Igniter and implemented in Ektron with a .NET (C#) user control.
- Request for Information form - A PeopleSoft/Integration Broker XML form implemented in Ektron with a .NET (C#) user control.

47. Who will be responsible for hosting?

Answer: The College will be responsible for hosting the final solution and will implement the solution with assistance from the Vendor(s). The College currently hosts on the Windows platform (IIS) and has access to MS SQL Server (preferred) database servers. MySQL is also available, but the College’s SQL

server configurations may be more scalable. If a MySQL solution is considered, the College may need to work with the Vendor on additional configuration.

48. Does the College have a preference for hosting (cloud based, 3rd party, etc.)?

Answer: Please see the answer to question 47. The College is not opposed to cloud hosting, but in light of the current interfaces we support, moving to cloud hosting may significantly add to the scope and cost of the proposal. At this time, the College would *prefer* to remain self-hosted for this reason, but will consider all proposals and evaluate the cost and scope of work if a significant alteration in hosting is recommended.

49. If the College does not implement Ektron for the redesign has the College researched any calendar systems?

Answer: Event calendaring or event listing is an important part of our web functionality. Many commercial-grade CMS systems like Ektron, Kentico, SiteCore and Expression Engine provide build-in calendaring as part of their CMS/EMS solutions. On other platforms like WordPress this can be accomplished through plug-ins. If a CMS/EMS product, platform or solution is chosen that does not include a calendaring or event listing solution, another companion, compatible product with the base CMS/EMS solution will need to fill the functionality gap.

All other terms, conditions and specifications, including the date and time Proposals are due (2:00 P.M., Eastern Daylight Time, Thursday June 12, 2014), remain unchanged.

Please *include* the Addendum Acknowledgment Form with your Proposal.

Sincerely,

Paul Spinelli
Director of Procurement, Asset Management & Auxiliary Services

ST. PETERSBURG COLLEGE

**Purchasing Department
P. O. BOX 13489
ST. PETERSBURG, FLORIDA 33733-3489**

Acknowledgment of Receipt of Addendum #1

Date: _____

This will acknowledge that _____
Name of Agency

**Received Addendum #1 to St. Petersburg College Request for Proposal # 03-13-14
for Information Architecture, Web Content Management and Responsive Design
Services.**

Name of Agency

By: _____
Authorized Signature

Printed or Typed Signature Name/Title

Address: _____

Include this Page with your Proposal