Kelly Brazelton <kbrazelton@ctemc.org>

Questions Re: Proposal No: CC 24-01 District Website Design, Hosting, and Development

2 messages

Katie Cooper <katie.cooper@apptegy.com>   Tue, Jan 9, 2024 at 10:36 AM
To: "kbrazelton@ctemc.org" <kbrazelton@ctemc.org>

Hi Ms. Kelly,

My team and I are reviewing the above RFP, and we had some questions we were hoping to be answered:

1. How many students are enrolled at the District?
2. How many teachers does the District have?
3. What is the District's desired launch for their new website?
4. Is there an estimated intent to award date for this RFP that you can share?
5. What is the intended contract term of this resultant contract of this RFP?
6. The RFP mentions that submission requires 1 original and 1 duplicate copy of the proposal - do you also need an electronic copy submitted on a flash drive?

Thank you in advance!

Best,
Katie

Katie Cooper
RFP Project Coordinator
501-230-4569

Kelly Brazelton <kbrazelton@ctemc.org>   Wed, Jan 10, 2024 at 7:36 AM
To: Katie Cooper <katie.cooper@apptegy.com>

Good Morning Katie,
Answers in red below:

1. How many students are enrolled at the District? FTE 2023.5
2. How many teachers does the District have? approximately 238
3. What is the District's desired launch for their new website? Unsure of what you're asking here, please clarify.
4. Is there an estimated intent to award date for this RFP that you can share?- we are required to award or reject RFP's within 60days per statute
5. What is the intended contract term of this resultant contract of this RFP?- this was stated in the specifications, if you are asking something beyond that please clarify
6. The RFP mentions that submission requires 1 original and 1 duplicate copy of the proposal - do you also need an electronic copy submitted on a flash drive?- it is not required to provide a copy on flash drive however you can submit with one if you like.

Kelly Brazelton,
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January 15, 2024

RFP Questions

Americaneagle.com +
Monmouth County School District

Prepared For:
Kelly Brazelton

Prepared By:
Amanda Danaher
Emily Hoagland

- We noticed that your current www.mcvsd.org site is running on WordPress. Is there a preference for CMS platform for the future of the Monmouth County School? Are there any major frustrations, challenges, or deficiencies in the current platforms that would motivate you to seek another CMS for this new evolution of the site?

  Please see the specifications.

- We noticed there are 10 domains/websites included in the requested scope of work. Would Monmouth County School benefit from a multi-site environment and the ability to manage all of these websites from one back end?
  - Yes

- Can we assume that all 10 domains/websites will leverage the same functionality? If not, can you elaborate on the unique requirements for each domain/website?
  - Yes, all domains would need to have the same functionality for content updates, user permissions levels (overall site administrator, specific domain editor, etc).

- What other systems, applications, or external databases are in use by the Monmouth County School (e-mail marketing, lead management, CRM) that would need to integrate with the website? Please list them and describe what the intended outcome of these integrations would be?
  - We do not currently have any integrations in place with our wesbites at this time,

- Have you identified any specific success metrics / KPIs for the new website redesign? Can you share historical data or analytics on performance across those KPIs over the past year?
  - No response as it not applicable to the specifications that were in the RFP
- What level of ADA / WCAG compliance are you looking to achieve (i.e. A, AA, AAA)?
  - Level AA at a minimum,
- Do you currently use any tools or applications for monitoring site ADA compliance?
  - We currently utilize Wordpress plugins for monitoring compliance.

- Please describe the team/roles/capabilities of internal resources and how they will be expected to participate in the project process. Please also explain their roles in managing the new CMS. Do you have any in-house designers, front-end developers, or back-end programmers who would be responsible for managing the new site, or are you seeking full partnership with the vendor for ongoing support?
  - No response as it is not applicable to the specifications that were in the RFP
- Are there any new features / functionality that do not exist today that you are interested in adding to the sites? If so, can you share insight into those features and how you think they would impact either the user experience or your business goals?
  - If awarded the contract we would be happy to answer this question.
- Do you expect to retain all existing content on the current sites? Do you intend to develop new content for the website?
  - No response as it is not applicable to the specifications in the RFP, if awarded this question may be asked and answered.
- Do you have an estimate of the existing volume of content to be migrated to the new solution (i.e. documents, pages, etc.)?

  No response as it is not applicable to the specifications in the RFP, if awarded this question may be asked and answered.

- Do you have an SEO strategy in place? Would you like ongoing assistance with developing and facilitating one?
  - We use Workpress plug-ins to help with SEO,

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- o Will the brand be changing at all? Any major changes to colors, logos, messaging, etc.? If so, will those changes be within scope of this project or delivered separately?
  - o Yes
- Has a budget or budget range been identified for this project? If so, will that information be shared with vendors?
  - o No response

- Are there any websites you like the overall look and feel of or look to for inspiration? If so, can you share those URLs?
  - o No response

- Can you share insight into pain points from a customer/user and admin perspective as they relate to the current websites?
  - o No response
- Hosting Questions
  - o Who is your current hosting provider?

    - ▪ We currently use LiquidWeb for our hosting needs.
  - o For ongoing support / maintenance costs (excluding CMS/license) are there a set number of hours per month or criteria that we should base our pricing on for comparison purposes?

    - ▪ Please refer to the specifications

- Can you share insight into the traffic levels of the existing website (i.e. average monthly page views)?
  - o No response

- What are your needs for post launch optimization / strategic / digital marketing services? (SEO, Proactive Road mapping, Analytics reviews and recommendations, A/B testing, etc.) Americaneagle.com has an extremely successful digital marketing practice, where we help our clients post-launch through implementation and management of omnichannel digital marketing strategies. Is there an ad budget that you're planning for this site(s) that we should estimate helping to manage? Any digital marketing/marketing automation platforms you're seeking help with (e.g. HubSpot, Marketo, Pardot, etc.)?
  - o Please refer to the specifications for needs.

- How many team members will require training on the new solution?
  - o We would need to have 3-4 main admin users trained, and about 18-20 content creators (school administrators that will be creating new content on their websites after migration has occurred).

- What is driving the 6 month project timeline?
  - o This website redesign is desired in advance of our new school year, new branding.

- The RFP mentions "porting of legacy websites". Can you share a full list of the legacy websites that are included in this project?
  - o The list of websites were included in the RFP,

- Was RFP 24-03 Public Relations/District Website & Social Media Consultant ever awarded? If so, are any of the communication plans, brand standards, etc. that were developed as part of the agreement available for vendors to review?

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- Yes it was awarded, no they are not available for review prior to award of contract.

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