



**Intermediate Solicitation No. PKS-CM-2022-01
PERSONAL/PROFESSIONAL SERVICES
COLLEGE WEBSITE RE-DESIGN SERVICES**

Q & A #3 – 3/15/2022

General Questions

1. Advertising is mentioned a number of times. What are the advertising channels (paid search, paid social, print media, etc.)? Also do you run persistent marketing campaigns, seasonal campaigns, or both?
Social media, digital video, Google ads, and print media are the advertising channels. Campaigns are run based on enrollment seasons, scholarship availability, and strategic initiatives.
2. We use a specific suite of productivity tools for communication, scheduling, presentation, etc. Are you able to freely use external tools, or do you need permission from an IT department for this.
IT is involved in the selection process and we are able to use most secure web-based external tools.
3. Regarding plans for migration of content, questions about existing technology stacks, etc., do you have a technology person/team on staff that we can partner with directly?
Yes.
4. We understand that your core team will comprise two people, but don't know much about your extended team of decision makers (if there are any?) who would be a part of the approval process. If you can share more on this it would be helpful.
Marketing, IT Director, Purchasing Manager
5. In our process we define a schedule, deliverables, approvals, etc. as part of project management. Are you comfortable with this, or do you have an internal project manager who we would need to coordinate with?
Yes, the Communications & Marketing Director will work with the agency on recommendations for project management.

Section 2: Background Questions

There is a list of "integrated or linked technologies." Which of these technologies are integrations that must be preserved in the new build? We compared some pages on your site with this list, but we can only assume some integrations and want to be certain we understand the expectations. Most notably:

- Is Panopto simply used to create videos needing to be embedded?
 - **Yes.**
- How is SharePoint used today and is there an integration that must be used with the new website?
 - **SharePoint is a link today to the UCC website. For content management and the plan is to integrate a single sign-on for editors and employees, current users.**
- Is there an API or other integration necessary for the personnel directory?
 - **The delivery of the personnel directory would need a new plug-in or solution to replace the Joomla tool. UCC would be able to export content from the current personnel directory in XML or CSV format.**
- Please define what "content/code includes" are if necessary for integration.
 - **All front-end include files today are based HTML, CSS and JavaScript.**

- Is using Active Directory a requirement for CMS authentication, or are you simply saying it exists today? (This is also referenced in section 2.d as “single sign-on.”)
 - **Active Directory is used today. Single sign-on would be a future replacement.**

Section 3: Project Requirements

1. Section 2.i references a “time tracker notification system.” Please elaborate on the intentions/functionality of this feature.
A notification system to allow content to stay fresh and updated if possible. Alerts would be sent to team members triggered by scheduled timers on pages that have not been touched within a certain period.
2. Section 2.j references a 25Live calendar. Is this specific calendar technology a requirement or are we able to recommend an alternative if it best serves the university?
This is a requirement at this point as it is used not only to provide dates on the website but also to schedule conference rooms. Integration is accomplished through JavaScript include files today.
3. Also in section 2.j you reference integration with “enrollment applications,” but on your existing site enrollment links to a third-level domain (also linked to by “student self service” in the masthead). Is this subdomain part of the scope of work? If so, please provide information about integration of this technology.
The current self-service technology is Ellucian Banner, and it is a link.
4. Section 4.a notes “recommendations for professional presentation, and writing/editing of copy for the audience and SEO will be provided by the agency.” This reads a little ambiguously for us. Is the requirement that we will recommend a copywriter for the project or that our team will be responsible for copywriting? Also, is SEO referenced in that the copy will need to be SEO friendly or that you will also want us to either recommend or perform SEO services for you?
On page SEO: page titles, page descriptions, page content templates, and open-graph system would be setup on the pages as part of the project by the agency. For these items, UCC would need a copywriter to edit the pages for the 300-500 pages mentioned in section 2 (page 3). UCC would also edit content as pages move into the new website structure and templates. Some pages may need more attention than others.
5. Section 5.d lists a number of websites and tools that “need to be integrated” but are also said to be “out of scope for this redesign.” Please define whether or not these are in scope and, if so, what the expectations are for integration.

Below are the list of pages provided in Section 5d with further details:

Campus monitors (/getting-started) – Orphaned section of the website. This would be migrated to the new system by the UCC team using the new method that provides for JavaScript include files.

Library website – This section of the website is mostly comprised of links to external websites:

These domains below which make up most of the library functionality are not part of the redesign. They link from the static webpages.

<https://guides.ucclibrary.com/research/sources>

<https://umpqua.sirsi.net/uhtbin/cgisirsi/x/UMPQUA/0/1/1166/X/>

<https://search.ebscohost.com/Community.aspx>

There are about 20 static webpages on content about the library that would need to be migrated to a new template, as part of the pages mentioned in Section 2 of the proposal.

Bookstore website – This is a link to an external website. This is not part of the redesign.

CourseLeaf website – This is a link to an external website. This is not part of the redesign.

Athletics website – This is a link to an external website. This is not part of the redesign.

Banner (Admissions enrollment) – This is a link to the CRM. This is not part of the redesign.

Enrole (CWT course website) – This is a link to an external website. This is not part of the redesign.

Calendar (25 Live website) – This is integrated through JavaScript include files today.

Tickets website – This is a link to an external website. This is not part of the redesign.

Intranet (myucc - migrated by IT staff to supplemental internal website) – This is a link to the internal website. This is not part of the redesign. The intranet is Joomla-based and would be migrated at a later date.