Guilford Technical Community College 601 E. Main Street Jamestown, NC 27282	**ADDENDA 1** **IFB/RFQ NO. 99-MP24018** Commodity: Website Redesign Using Agency Name: GTCC Date: Wednesday, March 5, 2025

This addendum addresses the following:

Response to Vendor Questions:

Vendor Question	GTCC Response
Whether companies from Outside USA can apply for this? (like, from India or Canada)	Companies outside the U.S. may apply; however, please review Section 7.1 (Vendor Utilization of Workers Outside of the U.S.) and Attachment F (Location of Workers Utilized by Vendor) for disclosure requirements. GTCC will evaluate any additional risks, costs, and compliance factors associated with using non-U.S. workers.
Whether we need to come over there for meetings?	Please review section 7.12 Meetings. While face-to-face meetings are desired, you may substitute a conference call at your option and expense.
Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	You may perform the tasks outside the U.S., but please review Section 7.1 (Vendor Utilization of Workers Outside of the U.S.) and Attachment F (Location of Workers Utilized by Vendor) for the requirements. GTCC will evaluate the use of non-U.S. resources based on potential risks, costs, and compliance factors.
Can we submit the proposals via email?	No, proposals cannot be submitted via email. As stated in section 6.3.3 (Offer Submittal), all proposals must be submitted electronically via the Vendor Portal (eVP). Please review the section for full submission instructions and requirements.
Are you open to utilizing another proprietary CMS solution?	GTCC is committed to continuing with Cascade CMS as our preferred solution and does not currently have plans to transition to another proprietary CMS.
When does your current contract with Hannon Hill end?	GTCC's contract with Hannon Hill runs year to year and is currently in place through September 2025. Additionally, we recently signed a two-year hosting agreement with Beacon through October 2026.
We would like to request you waive clause 4) Subcontracting contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases, located on page 25 of the RFP. As the prime contractor, we will be responsible for the overall execution of the project, and all contractual obligations will rest solely with us. For the discovery and design phases of the project, we engage a single partner who reports directly to us and is directly compensated by us.	GTCC will not waive the subcontracting clause. This requirement ensures appropriate oversight, accountability, and compliance with state regulations. All subcontracting arrangements must adhere to the terms outlined in the RFP.

We traditionally partner with Hannon Hill professional services for the implementation side of projects like that. Are there any issues with that type of relationship?	No, there are no issues with that type of relationship. However, please review clause 4) Subcontracting contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases, located on page 25 of the RFP for specific requirements related to subcontracting.
You mentioned search engine marketing (SEM). Traditionally, we view that as a paid marketing effort. Can you confirm there was no assumption of paid advertising in this RFP?	Correct, there are no assumptions of paid advertising in this RFP.
You mention "hosting," which is likely a piece we would work with Hannon Hill on, as that is their area of expertise. Do you have any concerns with that assumption?	No, there are no concerns with that assumption.
There were no specific template counts requested, but your direction was very much in line with our modular design system approach. Are we okay with assuming we could do a relatively low template count (a cost lever) as long as we cover key templates and provide flexible multi-use templates?	Yes, you may assume a relatively low template count, provided that key templates are covered and there is flexibility through various block types.
You mention "integrations" with several platforms including Acalog college catalog, PeopleAdmin, AdAstra, e2Campus, Hannon Hill Events Center Module. Can you share if they are robust integrations or basic linking out to other platforms?	Some integrations are more robust than others. For example, program pages from Acalog are displayed within Cascade pages, while AdAstra functions as a direct link. e2Campus displays alerts from an XML feed within our templates, though the design and placement need improvement. The Hannon Hill Events Module has been implemented but requires redesign, including adjustments to blocks on other pages.
Reference Budget: Can you share a sense of the total budget range available for the redesign project? This budget information will help agencies develop a solution that best aligns with your expectations and help determine the timeline for the project.	GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Reference 3.6 Business and Technical Specifications: With the redesign, will the functionality of the faculty directory stay as-is?	The functionality of the faculty directory will largely remain the same, but there are some issues to address, such as bugs in the directory search and concerns regarding page load times. These are areas we plan to resolve during the redesign.
Reference 3.6.5 Functionality and Performance: What are the expectations surrounding content optimizations for SEO? 1. 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)? 2. Or are you just looking for the chosen vendor to provide guidance for SEO best practices?	We are expecting detailed SEO optimizations for specific tiers of pages, such as tier 1 pages. This will include actionable optimizations rather than just general guidance. The vendor should describe how their solution will implement SEO best practices, ensuring the pages are fully optimized for search engines and provide a strong foundation for organic search performance.
Reference 3.6 Business and Technical Specifications: 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, organization of content, what content needs to be edited, etc? Or has this effort been conducted internally by	Yes, we are seeking a content strategy that includes an audit of our high-level pages. This will help determine what pages should be moved to the new website, identify missing content, assess the organization of content, and identify areas that need editing.

GTCC?	
Reference 3.6 Business and Technical Specifications: Will the chosen vendor be responsible for writing new content or copyediting existing website content? If yes, how many pages of content should we include in the quote?	No, the chosen vendor will not be responsible for writing new content or copyediting existing content.
Reference 3.6 Business and Technical Specifications: To help estimate the scale and cost of the content migration, how many pages exist on the current site? Do you plan to eliminate some content prior to the launch of the new website?	There are currently 1,950 pages on the site. We plan to review the content prior to the launch and will likely eliminate some pages as part of the process.
Reference 3.6 Business and Technical Specifications: Do you have interns or student workers who could assist with content migration for lower-level content pages or certain sections, such as news? This would help expedite the content migration process and reduce the cost of content migration tasks, which could be divided between the vendor and GTCC.	GTCC will assume full responsibility for content migration, including lower-level content pages and sections such as news. We do not plan to involve interns or student workers in this process.
Reference Section 2.0 Purpose of RFP, page 4: What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?	GTCC is not disclosing a budget range or anticipated not-to-exceed amount for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP and any clarifications provided in this addendum.
Reference Section 2.0 Purpose of RFP, page 4: What is your anticipated/desired launch date?	Anticipated start would be June 2026 or earlier.
Reference 3.6.7 LOCATLIZATION AND INTEGRATION, page 12: What languages will the website be translated to?	We currently use Google Translate. Continued use of that would be acceptable unless the vendor can provide rational for something else.
Reference 3.5.2 #7 Vendor Integration: Can you describe what type of integrations? API calls, etc.?	Some integrations are more robust than others. For example, we display program pages from Acalog within Cascade pages with what I think is an API call. AdAstra is a link. E2Campus we display an alert from an XML feed in our templates but it needs to be redesigned with better placement. We also have implemented the HH Events Module which will have to be redesigned, including redesigning blocks on other pages.
Reference 3.5.2 #7 Vendor Integration: What vendor platforms would be possible integrations?	See above with the addition of PrestoSports, Canvas, Element451, Softdocs
Reference Section 2.0 Purpose of RFP, page 4: In terms of website governance, please describe the following: GTCC's current state: • Who can publish to the website? • Who can edit within the CMS? • Who decides about the web? GTCC's desired state: • Who should be able to publish to the website? • Who should be able to edit within the CMS? • Who should decide about the web?	GTCC's current state: • Who can publish to the website? **Marketing department** • Who can edit within the CMS? **We allow anyone to edit following training.** • Who decides about the web? **Marketing department** GTCC's desired state: • Who should be able to publish to the website? **Marketing department** • Who should be able to edit within the CMS? **We will anyone to edit following training.** • Who should decide about the web? **Marketing department**

How long has the current website been in maintenance mode? Who is in charge of administering the current website?	The current website was launched in 2018, with a minor redesign in 2022. The Marketing team is responsible for administering the site, while our hosting vendor handles website maintenance.
Could you clarify the exact scope of work for the two additional microsites? Are they expected to mirror the main site's design or have unique functionalities?	We need a homepage template and a standard page template that can be used across multiple sites, featuring flexible content blocks. The templates should include various header versions for differentiation. The CSS will remain the same, but the subsites will have different logos. Please let us know if additional details are needed.
Are there any specific content migration requirements for the microsites (GTCC Foundation and The Conference Center)?	The Marketing team will manage content migration. The GTCC Foundation currently exists within the main site, while the Conference Center is a separate, small WordPress site.
Are there any custom plugins or modules currently being used on the website?	Yes, the website currently uses the Cascade Events Module. We also plan to add the News/Blog Module.
Do you have a preferred cloud hosting provider or any specific requirements for cloud infrastructure, or are you open to recommendations?	We strongly prefer migrating cloud hosting to Hannon Hill for better integration and access to cloud-only features
Are there any design preferences or inspirations that GTCC would like to emulate? Are there any inspirational websites/websites that you look up to regarding aspects of look, feel, and usability?	**Salt Lake Community College:** Great mobile experience, clean layout, effective use of statistics and graphs. **University of North Carolina School of the Arts:** Strong branding, mobile-friendly design resembling an app. **Lees-McRae College:** Modern look, clear calls to action, authentic institutional photography. **University of Maryland:** Clean design with an easy-to-find search function, engaging yet distraction-free. *(Dislike: auto-opening left menu)* **Bucknell University:** Clean layout, effective use of stats, blocks, and social media integration. **Clemson University:** Strong graphics, effective video integration (Academics > Degree Programs). **George Washington University:** Clear "Apply" call to action, clean and intuitive design. **Elon University:** Strong branding, well-designed menu, effective donation pages, quality photography, app integration. **University of Nebraska–Lincoln:** Easy navigation, large photos, good use of white space. *(Dislike: dropdown menu design)* **Southern Utah University – Programs Page:** Ideal program page functionality, UX-focused, interactive user experience. **Duarte:** Well-structured mega menus.

Are there specific accessibility features you'd like to highlight beyond the WCAG 2.1 Level AA standards?	Enhanced focus states would be beneficial for users, improving navigation and accessibility beyond WCAG 2.1 Level AA standards
Is there a content audit report available for the existing site?	No formal content audit report is available, but high-traffic pages are reviewed and updated quarterly.
What is the expected volume of content that will need to be migrated (number of pages, documents, multimedia assets)?	We have over 1,900 pages, and the Marketing team will handle the content migration.
Which analytics tools are currently in use (e.g., Google Analytics, SiteImprove)?	We currently use GA4, MS Clarity, Looker Studio, and Wave for analytics.
Are there any additional third-party systems, apart from Acalog, PeopleAdmin, and AdAstra, that should be considered for integration with the redesigned site?	In addition to Acalog, PeopleAdmin, and AdAstra, we should consider integrating Lightcast (Career Coach), PrestoSports (sports schedule feed for the calendar), and Element451 (CSS for forms).
Are there any specific APIs that we should be aware of for integration purposes?	For integration purposes, Cascade uses a REST API to interface with web services. Additionally, the Acalog Web API will need to be utilized to pull content from the catalog and display it on the website. We also intend to integrate the Lightcast API to showcase employment information.
What is the expected level of support and training post-launch for GTCC staff?	We expect support to help staff understand the site features and address any issues that were not resolved during implementation.
Would you like to have training materials in specific formats (e.g., video tutorials, written manuals)?	Written manuals will be sufficient.
What is the expected timeline for project completion, and are there any critical deadlines to keep in mind?	Anticipated start would be June 2026 or earlier.
Could you share the allocated budget range for this project?	GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Are there any costs or fees that we should be aware of (e.g., licensing, cloud services)?	We license the CMS directly with Hannon Hill and would also use their cloud services.
Are there any other specific features or functionalities you'd like to include that were not mentioned in the RFP?	None at this time.
Who is the incumbent vendor currently maintaining the GTCC website, and what has been their role in the ongoing website support and updates?	The incumbent vendor is Beacon Technologies. They provide hosting services and support for issues related to their work. They completed the website redesign in 2018 and the mini redesign in 2022.
Who will be responsible for managing the website maintenance after the redesign, and how will this role be coordinated between internal GTCC staff and external	Website maintenance will be managed by the hosting company in collaboration with our Marketing team. We have a strong working relationship with Hannon Hill.

vendors?	
Reference Section 1, Page number 26: Can we use a subcontractor for the project?	Please review clause 4) Subcontracting contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases, located on page 25 of the RFP for specific requirements related to subcontracting.
Reference Section 4.0, Page number 12: What is the budget for the project?	GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Reference Section 3.6, Page number 11: Does GTCC have a preferred hosting provider, or can we propose any cloud hosting solution?	We prefer hosting with Hannon Hill using their cloud solution.
Reference Section 3.5, Page number 9: Is content writing part of the scope?	Content writing is not part of the scope, except for the vendor providing recommendations for SEO. The vendor will not be required to write copy for pages.
Reference Section 3.5, Page number 9: Is off-page SEO part of the scope?	No, off-page SEO is not part of the scope. However, the vendor's solution can outline how it will address best practices in this area.
Reference 2.3, Page 4: What is the allocated budget for this project?	GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Reference 2.3, Page 4: Who designed and developed the current website?	The current website was designed and developed by Beacon Technologies.
Reference 2.3, Page 4: If there is an incumbent, what are the drivers to consider other design and development agencies?	We are required to solicit competition in accordance with state regulations.
Reference 2.3, Page 4: Could you clarify how the RFP was developed? Specifically, were any external consultants or vendors involved in drafting or providing guidance on its content?	No external consultants or vendors were involved in drafting or providing guidance. We reviewed several recent community college system RFPs and tailored the content to our current needs.
Reference 5.2, Page 12: Is there a preference for local vendors?	There is no preference for a local vendor.
Reference 2.3, Page 4: What was the cost incurred for the design and development of the current website?	The last redesign was bid in 2017, with an awarded amount of $161,500.00.
Reference 2.3, Page 4: What is your current annual spend on hosting?	Our current annual spend on hosting is $16,000.
Reference 2.3, Page 4: What is your current annual spend on support?	We currently do not have a separate support contract outside of the hosting agreement.

Reference 2.3, Page 4: Can you elaborate on the maintenance challenges? Is this related to the CMS or some other component?	Maintenance challenges include issues with page performance, accessibility (specifically keyboard navigation), SEO, responsive design, and both overall and page-level menu design.
Reference 3.6.2, Page 10: What are the expectation for uptime guarantees?	We expect five-nines (99.999%) uptime or high availability.
Reference 3.5.2 (2), Page 8: Are there any specific mobile device types or OS versions that must be prioritized?	Apple devices are the most commonly used on mobile.
Reference 3.5.2 (7), Page 9 & 3.6.8 Page 11: Do you require API level integrations for any of the listed third party applications or is it just hyperlinking?	We require API-level integration with Acalog, which needs to continue. We would also like to establish integration with Lightcast. Other integrations will include linking and feeds (XML, JSON).
Reference 2.3, Page 4: What specific metrics and KPIs are being used to measure website success?	We measure website success using the following metrics and KPIs: conversion rate, traffic by source, average time on page, top landing pages, organic traffic, and events
Reference 3.5.4, Page 9: Do you have an internal technical team responsible for website development?	We do not have an internal technical team responsible for website development.
Reference 3.5.2, Page 8: Do you have any specific design preferences (websites you like), or are we free to create a modern UI?	**Salt Lake Community College:** Great mobile experience, clean layout, effective use of statistics and graphs. **University of North Carolina School of the Arts:** Strong branding, mobile-friendly design resembling an app. **Lees-McRae College:** Modern look, clear calls to action, authentic institutional photography. **University of Maryland:** Clean design with an easy-to-find search function, engaging yet distraction-free. *(Dislike: auto-opening left menu)* **Bucknell University:** Clean layout, effective use of stats, blocks, and social media integration. **Clemson University:** Strong graphics, effective video integration (Academics > Degree Programs). **George Washington University:** Clear "Apply" call to action, clean and intuitive design. **Elon University:** Strong branding, well-designed menu, effective donation pages, quality photography, app integration. **University of Nebraska–Lincoln:** Easy navigation, large photos, good use of white space. *(Dislike: dropdown menu design)* **Southern Utah University – Programs Page:** Ideal program page functionality, UX-focused, interactive user experience. **Duarte:** Well-structured mega menus.

Reference 3.6.7, Page 11: Which specific languages do you need for localization?	We have approximately 88 languages spoken on campus. In addition to English, key languages for localization include Spanish, Arabic, French, Korean, and Simplified Chinese.
Reference 3.6.4, Page 10: Is original content creation expected within the scope?	Original content creation is only expected in relation to the vendor providing SEO recommendations. The vendor will not be required to write copy for pages.
Reference 3.6.6, Page 11: How many users are required to be trained?	Approximately 20 users will require training.
Reference 3.6.4, Page 10: How frequently does site content change?	Content changes are requested on a daily basis
Reference 3.6.4, Page 10: What is the total number of pages currently? More specifically, how many templates do you have currently?	We currently have more than 1,900 pages and four templates: home, standard page, include, and XML.
Reference 3.6.5, Page 11: Can you share website traffic statistics? How many visits per year, average monthly page views etc.?	Website traffic statistics are as follows: • Total page views: 11 million • Total visits: 1.2 million • Average monthly page views: 1 million
Reference 38 (a), Page 33: "Vendor(s) shall pay a transaction fee of 1.75%" - Does this apply to this project?	Please review section 6.1.5 E-Procurement. This fee is typically only applied to purchase orders for material goods, not services provided through the eProcurement system.
Reference 3.5.2, Page 8: This section refers to hosting multiple sites. Apart from the main site (gtcc.edu), and the two microsites, are there any more sites?	There are no additional sites needed at this time, apart from the main site (gtcc.edu) and the two microsites.
Reference 2.1, Page 4: Can you elaborate on the "two additional modules" you indicated on page 4?	We need to update the Events module to align with the new style and would like to add a News/Blog module.
Reference 2.1, Page 4: Is the Vendor expected to acquire Cascade CMS licenses?	No, GTCC licenses Cascade CMS directly with Hannon Hill.
Reference 7.1, Page 19: Is there a preference for where the vendor resources are located, US vs offshore?	You may perform the tasks outside the U.S., but please review Section 7.1 (Vendor Utilization of Workers Outside of the U.S.) and Attachment F (Location of Workers Utilized by Vendor) for the requirements. GTCC will evaluate the use of non-U.S. resources based on potential risks, costs, and compliance factors.
Reference 2.4, Page 5: How many vendors do you anticipate awarding contracts to?	One, however, per section 2.6 Contract Type, we reserve the right to make partial, progressive or multiple awards where it is advantageous.
Reference 3.6.3, Page 10: What key elements of branding or visual identity are crucial to retain?	The key elements of branding and visual identity that must be retained include logos, colors, and fonts
Reference 2.4, Page 4: Are there any hard deadlines or	Anticipated start would be June 2026 or earlier.

significant events driving the schedule?	
Reference 3.6.4, Page 10: Where will assets like photography, video, etc. come from? Is there an existing content library for photos or videos?	Assets such as photography and videos will come from our digital asset management system, as well as from a contracted videographer.
Reference 3.6.3, Page 10: Do you expect audience research and user testing to be a part of this project?	Yes, we expect audience research and user testing to be part of this project.
Reference 3.6.3, Page 10: Could you briefly describe the existing personas in place for your primary target audiences?	Our primary student audiences are between 18-24 and 25-49 years old. We are currently in the process of developing detailed personas.
Reference Section 2.1, Page 3: What do you mean by installing the new website?	Installing the new website refers to setting up the site(s), migrating hosting to the cloud, designing using a framework or coding, and publishing the site. Some assistance with content for our program pages may also be required.
Reference Section 5.2, Page 12: What is the weighting of evaluation criteria?	Per section 5.2 Evaluation Criteria, the evaluation criteria are listed in order of importance.
Reference RFP Section, Page Number: Has a budget been established for the project?	GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Reference Section 2.1, Page 4: What will be the roles of the website redesign and marketing team to the awarded vendor?	The redesign team will assist with assessing the strategy, goal setting, testing, and gathering feedback. The Marketing team will serve as the website governance body.
Reference Section 2.1, Page 3: For the web strategy are you looking for sitemap, taxonomy, user research, wireframes, templates, usability testing, and a design system?	In addition to the sitemap, taxonomy, user research, wireframes, templates, usability testing, and a design system, we would also include SEO and technical SEO in the web strategy.
Reference Section 2.1, Page 3: What are the two modules that need to be added?	The Events module will need to be updated with a new design, and we would like to add the News/Blog module.
Reference Section 2.1, Page 3: Are we designing and developing the three websites?	Yes, we are designing and developing the three websites, but we plan to use the same templates if enough blocks are created to provide flexibility.
Reference Section 2.3, Page 4: What are the challenges you're having with flexibility and scalability?	We are facing challenges with limited content block options in our templates, which restricts flexibility. Additionally, we struggle with integrating third-party services, as we lack in-house developers and often need to outsource this work. We also don't have CSS code for certain elements we want to implement, such as tabs, quotes, and tables, which requires manual coding. Furthermore, some items appear differently across various browsers, such as bold text looking different in Safari and Chrome.

Reference Section 2.3, Page 4: What are the third-party systems that need to be integrated?	The third-party systems that need to be integrated include: • API for Acalog • API for Lightcast (Career Coach) • E2campus (XML feed, design needed) • PeopleAdmin (hyperlink) • PrestoSports (XML feed for calendar) • Element451 (CSS design for forms
Reference Section 3.2, Page 6: Do you want the websites on the vendor's cloud or the state infrastructure?	Per Section 3.2.2, the proposed solution will **not** be hosted on state infrastructure. Hosting services will be provided by Beacon Technologies.
Reference Section 2.1, Page 3: Will our team be implementing the new design?	Yes, your team will be implementing the new design. We encourage collaboration with Hannon Hill if you have not previously developed on Cascade CMS.
Reference Section 3.5.2, Page 9: For Vendor Integration, which vendors is this referring to?	For Vendor Integration, this refers to the following vendors: • Acalog (API integration) • Lightcast (Career Coach) (API integration) • E2campus (XML feed; design needed) • PeopleAdmin (hyperlink) • PrestoSports (XML feed for calendar) • Element451 (CSS design for forms)
Reference Section 3.5.2, Page 9: Which hosting do you currently use?	We currently use Beacon Technologies for hosting services.
Reference Section 3.6.2, Page 10: Who is the existing vendor?	The existing vendor is Beacon Technologies.
Reference Section 3.6.8, Page 11: Do you need Single-Sign-On (SSO) services?	We currently have Single-Sign-On (SSO) set up.
Reference Section 3.6.9, Page 11: What is the current page approval process?	The current page approval process primarily involves meetings via Teams, though we would prefer some face-to-face meetings and training sessions for more effective collaboration.
Reference Section 1 #1, Page 25: How much travel is required?	To be determined by the vendor. Please review section 7.12 Meetings, the first "note" located in Attachment D: Cost Form regarding travel and living costs, and clause 5) Travel Expenses contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases.
Reference Section 1 #16, Page 28: Can we provide insurance after the award?	While the section does not explicitly require insurance coverage prior to the award, we would prefer to receive proof of the required insurance coverage

	before the award is made, rather than after. This would help ensure that the Vendor is fully compliant with the insurance requirements outlined in the agreement prior to the commencement of work.
Reference Section 1 #16, Page 28: Is automobile insurance needed for this project?	Yes, if used in connection with the agreement as stated in clause 16) Insurance Coverage, subsection c) Automobile contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases.
Reference Section 3.3.6, Page 7: Is the purpose of migration due to using a newer version of Cascade CMS?	No, the migration is not due to using a newer version of Cascade CMS.
Reference Section 3.3.6, Page 7: Are we choosing a proposed solution or do we have to use Cascade CMS?	GTCC is committed to continuing with Cascade CMS as our preferred solution and does not currently have plans to transition to another proprietary CMS.
Reference Section 6.2.6, Page 16: Do we need to use the Cost Form for alternate options?	Yes, the Cost Form should be used for alternate options.
Reference Attachment G, Page 48: The text mentions that we have to provide references that utilizes the proposed solution, is this referring to Cascade CMS or the project scope?	As stated in Attachment G: References, the references should be from those utilizing the proposed solution fully implemented in a setting similar to this solicitation's scope of work.
Reference Attachment G, Page 48: Can the references be from companies outside of North Carolina?	Yes, the references can be from companies outside of North Carolina, but as stated in Attachment G: References, those within similar North Carolina communities or industries are encouraged.
Reference Attachment G, Page 48: What type of references do you prefer?	As stated in Attachment G: References, we prefer references from entities that have fully implemented the proposed solution in a setting similar to the scope of this solicitation.
Reference Attachment D, Page 44: On the Cost Form, does conversion refer to data conversion?	Yes, conversion refers to data conversion, as outlined in Section 3.3.6, Data Migration.
Reference Attachment D, Page 44: Do you need help desk support?	Our current vendor provides help desk support, primarily for hosting and for issues related to features they added to the site.
Reference Attachment D, Page 44: How would we know the subscription/license fees for up to 5 years if the fees are subject to change?	The subscription/license fees for up to five years should be estimated based on the vendor's current pricing structure and any historical data available regarding price adjustments. For subscription fees in subsequent years after the initial term, they shall be quoted in the Cost Form, with the understanding that, as required by state regulations, they shall not increase by more than 5% over the prior term.
Reference Page 50: Can we include QuickBooks files for our balance sheet, income statement, and cash flow statement?	Yes, if the information requested on page 50 is contained in the QuickBooks files being submitted. As stated in subsection b) under section 6.3.3 Offer Submittal, file contents shall not be password protected and formats must be in .PDF, .jpeg, or png

	format, and shall be capable of being copied to other sources.
Reference Section 2.1, Page 3: Are there any new features, functionality, or customization you would like to add to the websites?	We would like to add several content block options and formats, including CSS, tables, tabs, quote blocks, and other changes. Additionally, we would like to integrate the Lightcast API and make customizations to enhance the site's functionality.
Review Section 2.1, Page 3: Are we redeveloping the websites or migrating the data into the new template designs?	We are redeveloping the websites, not just migrating the data into new template designs.
Review Section 2.1, Page 3: Are we keeping all the current pages on the websites or removing any pages?	The Web Redesign and Marketing teams will evaluate the current pages to determine which ones should remain.

Do you currently collect and monitor analytics and SEO data for the site? If so:
 	
• Do you have GA4 setup on your current site? An older version of Google Analytics?
• Can you describe any SEO best practices you follow on the current site?
	Yes, we currently collect and monitor analytics and SEO data for the site.
	
	• We have GA4 set up on the current site.
	• For SEO best practices, we:
	   o Maintain an XML sitemap and regularly update Search Console.
	   o Utilize researched keywords.
	   o Focus on creating click-worthy titles.
	   o Implement internal links.
	   o Optimize images.
	   o Follow a proper heading hierarchy.
	   o Perform regular content updates.

Can you tell us how the college is faring in terms of enrollment for the current and last academic years?	The college has experienced double-digit enrollment growth, ranging from 10% to 15%, over the past 3 to 4 semesters
What can you tell us about how content is managed at GTCC? Do you currently have a workflow established within Cascade that you are using? If so, can you briefly describe it? How many content editors do you have who contribute content? How many can publish to the live site?	At GTCC, we have two established workflows within Cascade CMS: 1. A user edits a page, initiates the workflow, an editor reviews it, and then publishes it. 2. A user edits a page, initiates the workflow, the director reviews the edits, and then sends it to an editor for publishing. Approximately 12 content contributors primarily update course information on Work Force program pages. Out of these, two individuals are authorized to publish, while five others have the ability to publish.
When you speak of data migration to the new site, are you referring to content migration? If so, can you tell us: • How much, if any, content on your current site will be migrated to the new site? • Will you need us to handle migration of content	Nearly all content on the current site will be migrated to the new site, with some updates related to SEO. However, we will handle the migration process internally and will not require assistance with this task.

to the new site?	
In terms of editing existing content and/or creating new content: • Will you need us to edit or improve your current content? If so, how many pages of content would you like us to estimate editing? • Will you need us to create new content? If so, how many pages of content would you like us to estimate writing?	We would like assistance in reviewing and improving our program pages to ensure they effectively answer key questions for prospects. Currently, we do not anticipate needing new content creation.
Do your current brand guidelines provide primarily visual styling and logo usage guidelines? Or are they part of a larger brand strategy that includes messaging?	Our current brand guidelines are part of a larger brand strategy, which includes both visual styling, logo usage, and messaging guidelines.
Please provide all 3ʳᵈ party integrations that must be supported in the new website.	The third-party integrations that must be supported in the new website include: • API for Acalog and Lightcast (Career Coach) • E2campus (XML feed; design needed) • PeopleAdmin (hyperlink) • PrestoSports (XML feed for calendar) • Element451 (CSS design for forms
Is the project funded? If so, are you able to share a budget target or range?	Yes, the project is funded. However, please review Section 8, 'Availability of Funds,' contained in Attachment B: Department of Information Technology Terms and Conditions, Section 1. General Terms and Conditions Applicable to All Purchases, for more details. GTCC is not disclosing a budget range for the redesign project at this time due to internal budgetary processes. Vendors are encouraged to submit their most competitive pricing based on the scope of work outlined in the RFP, as well as any clarifications provided in this addendum.
Do you have an intranet and/or portal for current students? Is that in the scope of this redesign?	We do have an intranet and/or portal for current students, but it is not within the scope of this RFP.

By providing signature below, the vendor is indicating that they have reviewed the question(s) and answer(s) for IFB/RFQ No. 99-MP24018. ***This Addendum should be signed and returned with the IFB/RFQ package***.

_____

Company

_____

Printed Name

_____

Signature

_____

Date