

Procurement Department Solicitation Addendum

Solicitation Number: 88-250026-JE

Solicitation Description: Conversion-Focused Website

Opening Date and Time: February 12, 2025, at 2:00 p.m.

Addendum Number: 1

Issue Date of Addendum: January 22, 2025

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1. Response to Vendor Questions.

Return one properly executed copy of this addendum with bid response on, or prior to, the Solicitation Opening Date/Time listed above. Failure to return a properly executed addendum may result in rejection of your proposal/bid.

EXECUTE ADDENDUM:

Offeror: _____

Authorized Signature: _____

Name and Title (Typed): _____

Date: _____

#	RFP Reference	Vendor Question	College Response
1	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Content Strategy Have you identified any specific CMS platforms you're considering for this project? Would you prefer recommendations?	<p>Our current CMS is Drupal. The college wishes to find the best CMS that meets the requirements of this project, which may be Drupal or may be another platform. The proposed CMS may be open source or proprietary.</p> <p>Vendors are expected to recommend a CMS in their response to this RFP and explain how their recommendation meets the project's needs.</p> <p>Factors to consider in your recommendation include, but are not limited to:</p> <ul style="list-style-type: none"> • scalability to accommodate future growth • usability for both technical and non-technical users • accessibility compliance with WCAG 2.1 AA standards • integration capabilities with existing systems such as Element451 • total cost of ownership, including licensing, hosting, and support <p>Vendors should highlight their experience transitioning higher education institutions to your recommended solution in their response to this RFP.</p>

2	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	<p>Content Strategy</p> <p>What are your content management needs? Do you need advanced features like content approval workflows or multi-user access?</p>	<p>Currently, the college uses a semi-decentralized content management approach, which means that some departments have designated content contributors who have access to edit content and perform a small selection of content management tasks. Because content contributors cannot publish content, we need a robust workflow approval process with notifications enabled. This workflow would allow the Digital Strategy team to review, approve, or reject submissions before publishing.</p> <p>In your response, describe if your solution offers the following features:</p> <ul style="list-style-type: none"> • customizable notifications, including alerts for pending approvals and reminders for overdue tasks • the ability to define and manage user permissions, such as restricting contributors to specific sections of the website • version history and/or rollback functionality to restore previous versions of content • the ability to schedule content to be published at specific times • support for collaboration among multiple users, such as inline commenting, suggestions, or integration with external tools <p>The Digital Strategy team, Communications team, and ITS team must have full publishing rights to the CMS, while content contributors should have restricted roles.</p>
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			Additional information can be found in Section 5.6, Content Management System Features and Capabilities.
3	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Content Strategy What types of content do you feel are most important for conveying your services and values?	<p>Some of the most important content for our prospective student audience includes, but is not limited to:</p> <ul style="list-style-type: none"> • academic programs to highlight the breadth and quality of educational opportunities offered by the college • application and enrollment steps to help guide prospective students through the admissions process • financial aid, scholarships, grants, and tuition to explain how prospective students can pay for their education • career and apprenticeship opportunities so that prospective students can see how their future will be positively impacted by enrolling at Central Piedmont • student engagement and student stories to showcase the college's culture and sense of community <p>Our goal is to present this content in a way that is engaging, user-friendly, and visually appealing, with clear calls to action to help prospective students take the next step.</p> <p>Additional information can be found in Section 5.6, Content Management System Features and Capabilities.</p>

4	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Content Strategy What level of CMS training (basic, intermediate, advanced) and type (on-site, remote, or hybrid) training would be required?	Refer to Section 5.2, Deliverables, and Section 6.1, Offer Costs, for additional information about training to support the new website. In addition, the Digital Strategy team, Communications team, and ITS team must be trained on any customizations related to the integration with Element 451.
5	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Technology Stack & Integration Can you provide documentation for your current frontend and backend technology stack, including any integrations with third-party services (e.g., payment processors, scheduling tools)?	Our current website is built on the Drupal CMS and hosted with Acquia. The frontend uses HTML, CSS, and JavaScript while the backend uses PHP and some community modules available for the Drupal CMS. All existing integrations with the website work by embedding HTML and/or JavaScript either via Drupal or by using Google Tag Manager.
6	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Technology Stack & Integration Are you currently using cloud services for your infrastructure (AWS, Azure, etc.)? If so, which ones?	We use Azure cloud hosting for some IT services, but the website is hosted via Acquia cloud hosting.
7	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Technology Stack & Integration Do you have any existing frameworks or tools in place (e.g., React, Node.js, Java, etc.)?	Our development team is primarily focused on Python and uses the Django web application framework for various projects. However, the website is built solely on the Drupal CMS.

8	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Technology Stack & Integration What level of automation (e.g., CI/CD pipelines, automated testing) is desirable for content publishing, coding and development and system updates?	We intend to establish a relationship with the awarded bidder of this RFP to provide ongoing development of enhancements and features in the new website. This should include modern development practices, including a staging site and database where new features can be reviewed, as well as continuous integration and continuous delivery/deployment (CI/CD) and testing features that ensure the stability of new code.
9	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Integration with Element451: Can you elaborate on how the website redesign will integrate with Element451, your student CRM system?	<p>The redesigned website will integrate with Element451 to create a seamless and personalized user experience. This integration will allow the website to dynamically display relevant content based on a student's position in the enrollment funnel, leveraging Element451's capabilities such as segmentation, automated workflows, and analytics. For example, prospective students who explore academic programs may receive tailored follow-up communications through Element451, while applicants can access personalized checklists and reminders.</p> <p>Vendors should outline their approach to CRM integration, including technical details, data synchronization methods, and strategies for ensuring a consistent user experience. Additionally, vendors should provide examples of successful integrations they have implemented and suggest content strategies to encourage prospective students to progress through the enrollment process. The goal is to improve conversion rates, engagement, and overall user satisfaction.</p>

10	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Integration with Element451: How will the integration help us tailor communications and guide prospective students through the enrollment process?	<p>We anticipate that content tailored to various audience segments (prospects, inquiries, applicants, accepted students, and enrolled students) will be needed for the website. Integration with Element451 will enable segmentation and automation of personalized communication workflows, ensuring students receive relevant, timely content throughout their enrollment journey based on their interactions with the website. The website will act as an intuitive entry point, seamlessly connected to Element451, which will track user behavior, trigger communications, and guide users step-by-step.</p> <p>Vendors should detail specific tools or features they propose for this integration and explain how their approach will support tailored communication, enhance the user experience, and achieve measurable outcomes such as increased conversion rates and higher engagement. Additionally, vendors should describe how they will ensure the integration aligns with accessibility standards and improves usability for all students.</p>
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11	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Analytics & Measurement: What tools or strategies will you implement to measure the website's influence on prospective students' decision- making process?	<p>To measure the website's influence on prospective students' decision-making, the college will implement a combination of qualitative and quantitative tools and strategies. Google Analytics will track user behavior, such as time spent on program pages, form submission rates, and click-through rates for important calls to action. Moz will monitor SEO performance, ensuring the website ranks highly for relevant search terms. Feedback collected during Open Houses, Information Sessions, and through our career development coordinators and admissions staff will provide qualitative insights into user needs and perceptions.</p> <p>Key performance indicators (KPIs) will include new and returning users, traffic acquisition, engagement rates, and goal completions at each stage of the enrollment funnel. For example, high engagement on financial aid pages may indicate increased interest, while low conversion rates on application pages could suggest barriers to completion. By combining these insights, the college will identify areas for improvement and implement data-informed changes to optimize the website's impact.</p> <p>Vendors should outline their methodology for integrating analytics tools, specify strategies for aligning measurement with decision-making stages, and describe how they will create actionable reports to support continuous website improvement.</p>
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12	RFP Section 5.1 PROJECT UNDERSTANDING, APPROACH, AND GOALS	Analytics & Measurement: How will you track the website's effectiveness in driving conversions (e.g., applications, inquiries, event sign- ups)?	<p>To track the website's effectiveness in driving conversions, we will analyze data from Element451 forms embedded on the website, as well as data collected by Google Analytics.</p> <p>Key metrics will include form completion rates, application starts and completions, inquiry submissions, and event registrations. We will leverage multi-touch attribution models to understand how various touchpoints—such as program page visits, calls to action, and campaign-driven traffic—contribute to these conversions.</p> <p>Key events will be set up in Google Analytics to measure specific actions, such as clicking on "Apply Now" buttons or registering for Open Houses.</p> <p>The college will continue to measure campaign performance using UTM parameters, allowing us to attribute conversions to specific marketing efforts, including email, social media, paid advertising, etc.</p> <p>The college currently reviews and will continue to review this data to identify trends, optimize website content and structure, and improve the effectiveness of marketing campaigns.</p> <p>Vendors should describe their experience developing websites that enhance conversion performance.</p>
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13	RFP Section - 2.6 Page Number - 07	Does this solicitation aim to result in a single award contract, or are multiple award contracts anticipated based on the outlined factors?	We intend to award a single contract. However, the State reserves the right to make partial, progressive, or multiple awards where it is advantageous to award separately by items; where more than one supplier is needed to provide the contemplated specifications as to the quantity, quality, delivery, service, geographical areas; or where other factors are deemed to be necessary or proper to the purchase in question.
14	RFP Section – 6.0 Page Number - 21	Is there any estimated budget for this project, or should vendors propose a budget based on their assessment of the RFP requirements?	Refer to Section 6.1, Offer Costs for information pertaining to the budget.
15	RFP Section – 5.1 Page Number - 12	Is there a preference for using the current CMS (Drupal) versus transitioning to a new CMS platform? If transitioning, are there any restrictions or preferences (e.g., open source vs. proprietary)?	Refer to question #1.
16	RFP Section – 9.9 Page Number - 32	Are vendors permitted to use subcontractors for certain aspects of the project? If yes, are there specific guidelines or restrictions regarding the selection and management of subcontractors?	Refer to Attachment B, Section 2, bullet f, for information about using subcontractors for this project.

17	RFP Section – 4.10 Page Number – 11	<p>What is the expected volume of content migration (e.g., number of pages, files, or data size), and does the agency prefer a manual or automated approach for content migration?</p>	<p>The amount of content to be migrated will depend on the new information architecture of the website, which will focus primarily on prospective students. While we do not yet have a finalized count of pages or files, we anticipate that the migration will involve:</p> <ul style="list-style-type: none"> • core content pages: key pages relevant to prospective students, such as academic programs, admissions, financial aid, and student services • supporting resources: a selection of secondary pages and downloadable files (e.g., PDFs, forms, guides) that are essential to the user experience • archived or outdated content: these will be excluded or minimized during the migration process, based on the new site structure. The college will work with the awarded vendor to help identify content that is no longer needed. <p>Vendors should provide a recommendation for the most efficient and effective migration approach—manual, automated, or a hybrid—along with associated costs and timelines.</p> <p>Specifically, we are interested in the following:</p> <ul style="list-style-type: none"> • experience with automated tools: if an automated approach is proposed, detail the tools or technologies you recommend and how they will ensure accuracy in migrating metadata, links, and formatting. • manual migration scope: for manual efforts, specify the scope of work, such as quality checks for formatting, link integrity, and accessibility compliance
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			<ul style="list-style-type: none"> • hybrid options: if you suggest a hybrid approach, explain how you would determine which content requires manual handling versus automated migration • cost and timeline estimates: include pricing structures (e.g., per page, per hour) and estimated time required for content migration <p>Regardless of the migration approach, we expect robust quality assurance (QA) testing to be an important part of the process. Vendors should outline their QA processes and tools, as well as how they will address any errors or discrepancies found during testing.</p>
18	RFP Section – 5.3 Page Number – 14	Does the agency require live resumes of the proposed team members, or are sample resumes with representative qualifications sufficient for submission?	<p>The college prefers resumes of the actual team members who will be assigned to the project. This allows us to better assess the qualifications and experience of the proposed team.</p> <p>However, if specific individuals have not yet been assigned, vendors may provide sample resumes with representative qualifications. In such cases, vendors should clearly indicate that these are sample resumes and ensure they reflect the qualifications of team members who would fill the roles. The State reserves the right to request live resumes for verification of assigned team members before finalizing any contract award.</p>

19	RFP Section – 5.3 Page Number – 14	Are all the positions listed in Section 5.3 (e.g., Project Manager, SEO Manager, Accessibility Specialist, etc.) mandatory to fulfill, or can vendors propose a customized team structure based on the specific phases and requirements of the project?	<p>The roles listed in Section 5.3 are not mandatory, but they represent the critical functions and responsibilities we believe are necessary for the success of this project.</p> <p>Vendors are encouraged to propose a customized team structure based on their expertise and the specific phases and requirements of the project.</p> <p>Proposals should clearly describe how the vendor’s proposed team will fulfill all critical functions, even if titles differ or responsibilities are combined across roles. The proposal should also demonstrate how the team’s qualifications and structure align with the project’s goals, deliverables, and ongoing support needs.</p>
20	Eligibility (General Terms and Conditions, Section 1.1), Page Number: Page 2	Will vendors based outside of North Carolina be considered eligible?	Yes, vendors based outside of North Carolina are considered eligible. However, the college will evaluate any additional risks, costs, or other factors associated with engaging such vendors before making an award decision.
21	Scope of Work (Section 3.1), Page Number: Page 7	Can you specify all subdomains that are considered in scope for this fixed-fee bid? Without this clarity, it will be difficult for us to submit a proposal.	The only domain currently in scope for this project is www.cpcc.edu . However, the vendor’s solution must have the capability to scale and create separate subdomains as needed for additional public-facing content not primarily intended for prospective students. Examples of such content include, but are not limited to, Human Resources, Policies and Procedures, and Reports and Publications.

22	Project Management and Governance (Section 3.3), Page Number: Page 9	Who are the key people and roles that will influence this project's direction?	<p>Key stakeholders influencing this project's direction include representatives from multiple teams, leadership levels, and end-users within the college:</p> <ul style="list-style-type: none"> • Digital Strategy team: responsible for managing the website and ensuring alignment with digital goals, content strategy, user experience, and accessibility best practices • Communications team: focused on messaging and branding to ensure consistency across the site • Information Technology Services team: provides technical expertise for integrating the new solution into existing systems and infrastructure • College Leadership: includes the college president and cabinet who will provide strategic direction and approve major decisions to ensure the project aligns with institutional goals • End-User Feedback: input will be gathered from current students, prospective students, and faculty/staff through focus groups to ensure the solution meets the needs and expectations of its target audiences
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23	Governance and Workflow (Section 3.3), Page Number: Page 9	Do you have a defined process for approvals, or can we structure one with you?	<p>The Digital Strategy team, Communications team, and ITS team must have full publishing rights to the CMS, while content contributors should have restricted roles.</p> <p>Refer to question 2 for the workflow features we desire. However, we welcome your input and expertise in designing a workflow that incorporates these features effectively.</p> <p>Additional details can be found in Section 5.6, Content Management System Features and Capabilities.</p>
24	Stakeholder Engagement (Section 3.3), Page Number: Page 9	Given the streamlined nature of the new website, can you elaborate on the role the selected vendor will need to play with stakeholder buy-in for the new approach?	<p>The awarded vendor will play a key role in supporting stakeholder engagement and fostering alignment around the new approach. Selected tasks may include:</p> <ul style="list-style-type: none"> • facilitating workshops or presentations • providing data-driven recommendations • supporting change management • regular communication • creating demonstrable prototypes • reinforcing strategic alignment <p>The awarded vendor's ability to work collaboratively with stakeholders, articulate the value of the new approach, and address concerns effectively will be critical to achieving buy-in and ensuring the project's success.</p>

25	Functional Requirements (Section 3.4), Page Number: Page 9	What custom existing functionality is required to carry over to the new site? Please provide URLs or any additional context around data sources, programming languages, etc.	<p>The current website does not have many custom features or functionality that needs to be carried over to the new site. However, it is essential that the new content management system (CMS) should support the following:</p> <ul style="list-style-type: none"> • multilingual content, enabling us to publish and manage content in languages other than English effectively. Visit English as a Second Language (ESL) Central Piedmont for an example of how we currently handle multilingual content. • embedded content from external sources, such as YouTube videos and Tableau dashboards. Visit Glossary of Terms Central Piedmont for an example of embedded content from Tableau and Ophthalmic Medical Personnel Central Piedmont for an example of an embedded video from YouTube. • custom CSS when necessary. Visit Microsoft 365 Timeline Central Piedmont for an example of custom development work to support a college-wide initiative. • the ability to embed JavaScript into the site, either directly or using a tool such as Google Tag Manager.
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26	Content Migration (Section 3.5), Page Number: Page 10	What internal resources and capabilities is CPCC bringing to the authorship of new content for the website?	<p>Central Piedmont anticipates that the vendor may need to draft some new content for the prospective student audience. This process will be a collaborative effort with our Communications team, which includes a director of student communications and an account executive dedicated to prospective student marketing. Other members of the Communications team will also participate to ensure the content aligns with our institutional voice and goals.</p> <p>Additionally, the Digital Strategy team will work closely with the awarded vendor to ensure that all new content adheres to accessibility best practices and uses clear, inclusive, and accessible language.</p>
27	Content Strategy (Section 3.5), Page Number: Page 10	Do you already have a plan in place for the additional content creation that is typically required for more personalized website experiences?	<p>While we do not currently have a formalized plan in place for the additional content creation typically required for more personalized website experiences, we anticipate working closely with our executive director of communications and our director of student communications to develop this content. Both bring extensive experience in creating content and developing communications strategies tailored to prospective students and serve as subject matter experts for our customer relationship management system, Element 451.</p> <p>We will also look to the awarded vendor to provide recommendations for the content we will need to create, drawing on their experience working with CRMs in higher education to help us achieve an effective and personalized user experience.</p>

28	Content Migration and Strategy (Section 3.5), Page Number: Page 10	What role do you see the selected vendor needing to play for this piece or content creation in general?	This question is unclear and the vendor did not provide enough information for the college to provide an adequate answer.
29	Integrations (Section 3.6), Page Number: Page 11	Are there other critical integrations (e.g., LMS, forms, donation platforms) beyond Element451?	Refer to Attachment A, Definitions, bullet 11, for the list of systems the website must integrate with. Additionally, vendors should note that the integration with Element451 will likely include a chatbot as part of the implementation. The ability to embed custom JavaScript into the site (either on all or selected pages or site sections) would suffice to integrate other platforms, such as our Rave emergency alerting platform.
30	CRM Integration (Section 3.6), Page Number: Page 11	Do you already have an understanding of what specific fields from Element451 will likely be integrated into the new site? Are there any open text fields or is the data well-defined?	The fields from Element451 that will likely be integrated into the new website include a mix of open text fields and custom fields. These fields are used to support personalization and other dynamic content needs. We can provide more detailed information about the specific fields and their configurations during the discovery phase of the project to ensure seamless integration.
31	Evaluation Criteria (Section 7.2), Page Number: Page 18	What is the composition of the Selection Committee?	The committee is comprised of various stakeholders within the college who play a pivotal role regarding the college's website. They include, but may not be limited to, Communications, Marketing, and Public Relations (CMPR) and Information Technology Services (ITS) staff.

32	Evaluation Criteria (Section 7.2), Page Number: Page 18	Can you please be more specific about the point system used in your Selection Criteria? How much does price matter proportionate to other factors?	<p>As noted in Section 7.1, a trade-off/ranking method of source selection will be used in this procurement to allow the State to award this RFP to the Vendor providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer.</p> <p>A point system evaluation is not applicable to this RFP.</p>
33	Cost Proposal and Budget (Section 8.2), Page Number: Page 20	While you said the specific budget is not available for this opportunity, can you provide a range? Is it larger than \$250,000?	As noted in Section 6.1, Offer Costs, the State does not have a predetermined budget for this project. Vendors are expected to provide a comprehensive quote reflecting the total cost of their proposed solution based on the requirements and specifications outlined in this RFP.
34	Cost Proposal and Budget (Section 8.2), Page Number: Page 20	Does this project draw from operational funding, is it capitalized, or is it a mix of both? RFP Section: Financial Information (Not addressed explicitly)	The college's funding model should not prevent a vendor from responding to this RFP.
35	Cost Proposal and Budget (Section 8.2), Page Number: Page 20	Do you separate contingency funds, or should we build contingency into the budget?	The college will only pay the costs that have been agreed to through a vendor's RFP submission and subsequently awarded contract.

36	Section 5.1	<p>Could you explain the scope specifically in relation to Element 451? Is it including forms? Major design or integrations with Element?</p>	<p>The scope in relation to Element451 is focused entirely on technical and functional integrations. This includes ensuring the website can seamlessly integrate with Element451 features, such as forms and an AI chatbot. The integration will also leverage content for all phases of the student enrollment funnel, ensuring personalized and relevant engagement no matter where a prospective student is in their educational journey.</p> <p>There is no design work related to Element451 included in this project scope.</p>
37	Section 5.2	<p>Can you provide more detail for the "student enrollment funnel"? Is this related to reporting? Is this in the CRM or stand-alone?</p>	<p>The student enrollment funnel refers to the stages a prospective student goes through during their decision-making and enrollment process, from initial awareness of the institution to final enrollment. This typically includes phases such as prospect, inquiry, applicant, admitted, and enrolled.</p> <p>In this case, the funnel will be supported through the integration with Element451, which will drive personalized content on the website based on where a student is in that journey. For example, a prospective student may see targeted messaging encouraging them to apply, while a student who has been admitted may see different content related to orientation or registration.</p> <p>This functionality is not directly tied to reporting but is part of the CRM and will be integrated into the website to present relevant content dynamically. It is not a stand-alone system but rather a feature of our CRM-driven approach to engagement.</p>

38	General	Why was it necessary or desired to reissue the RFP in its entirety?	The requirements section and specifications section have been updated in RFP 88-250026-JE. Given these updates, it was in the best interest of the college to reissue the RFP.
39	General	Will you accept our original response plus addenda documentation that addresses your new submission requirements?	Previous RFP submissions will not be accepted. Since this is a new RFP, if you are participating in the process a new response in accordance with the reposted RFP 88-250026-JE, is required. As noted in the RFP, Section 8.3.1, “Only information that is received in response to this RFP will be evaluated.” Reference to information previously submitted or Internet Website Addresses (URLs) will not suffice as a response to this solicitation.”
40	General Question	We understand and observe minor changes to the revised RFP, and hence could you explain the rationale for canceling the earlier solicitation process where, in the earlier RFP there was a placeholder to have further things baselined as part of the discovery phase?	Refer to question #38.

41	Section 5.5, Page 15	We understand that in the current RFP, vendors must include hosting and other platform (VWO, etc.) costs. Hence, are you expecting this to be a joint proposal submission with the Platform and Vendor implementation to include the pricing or do you prefer to have a single contract with the Implementation partner who will pass through the Hosting and other platform costs?	<p>It is our preference to have a single contract with the implementation partner that passes through hosting and other platform costs, which will be identified in Attachment D, Cost Form.</p> <p>Note that VWO will not be a separate cost as it is covered through an existing contract with our marketing consultant.</p>
42	Section 5.5, Page 15	Can you provide visibility of your current contract expiration dates and the yearly subscription cost with the Platform hosting (i.e, Acquia) and other subscriptions such as VWO since it will be essential to understand if the costs of these have to be included from year 1 or from the time of the current contract expiration date?	<p>Our current contract for platform hosting with Acquia is renewed through March 2026, and the yearly subscription cost is approximately \$38,000.00.</p> <p>Note that VWO will not be a separate cost as it is covered through an existing contract with our marketing consultant.</p>

43	Section 5.1, Page 11	<p>We understand that the most important goal of this project is to reset the primary purpose of www.cpcc.edu to recruiting and enrolling new students. While a detailed persona mapping activity needs to be conducted during the project, Did CPCC team have any information on students personas identified so far based on previous research or historic application data? If yes, then can you share some of the student personas that you feel will be the most relevant ones.</p>	<p>Yes, personas were created in 2019 but may need to be updated to support the prospective student audience. This information can be shared with the awarded vendor during the discovery phase of this project.</p> <p>Vendors are expected to include any costs associated with developing personas and user journey mapping in their response to this RFP in Attachment D, Cost Form.</p>
44	Section 5.3, Page 14	<p>We understand that the redesigned website will make use of CPCC's existing visual branding and new branding activity is not required. Given this, would it be correct to assume that the role of "Art Director" as mentioned in the RFP is actually more of a "Design Director" focusing on the UX and UI aspects rather than Art and branding aspects?</p>	<p>As noted in Section 5.3, page 15, "While the specific titles listed (e.g., Art Director, Front-End Web Developer, SEO Manager, etc.) are not mandatory, the Vendor should describe how all critical functions and responsibilities associated with these roles are fulfilled by qualified staff."</p> <p>Vendors should also describe how their team will apply Central Piedmont's existing branding to the new website's design, and which members of their team will manage this process.</p>

45	Section 3.5, Page Number 12	Can you elaborate on your current research around the Content Management Systems you evaluated and where the current CMS lacks efficiency?	<p>As noted in the RFP, the college's current content management system is Drupal. The college wishes to find the best CMS that meets the requirements of this project, which may be Drupal or may be another CMS. The proposed CMS may be open source or proprietary.</p> <p>Some issues we have with the current content management system include:</p> <ul style="list-style-type: none"> • current WCAG accessibility standards compliance • content management system maintenance and administration • inflexible templates • recurring events management • Search Engine Optimization (SEO)
46	Section 5.1, Page 12	Is the vendor expected to take responsibility for the ongoing maintenance, configuration, and management of the Element451 CRM system as part of this project? If so, what are the specific expectations for this responsibility?	No, the vendor is not expected to take responsibility for the ongoing maintenance, configuration, and management of Element451.

47	Section 2.3, Page 6	<p>We propose leveraging a seamless integration approach that includes both data exchange and advanced workflows between the Element451 CRM and the CMS platform (e.g., real-time syncing, bidirectional data sharing, and event-triggered actions). Are there any specific integration scenarios you would like us to prioritize or additional functionalities you envision?</p>	<p>Our primary goal is to ensure a seamless user experience for prospective students by leveraging the integration between Element451 and the CMS. Specific integration scenarios we desire you to explore and prioritize include:</p> <p>Dynamic Personalization: Ensuring real-time syncing of user data between Element451 and the CMS to deliver personalized content tailored to a student's phase in the enrollment funnel (e.g., prospect, applicant, admitted, enrolled).</p> <p>Form Integration: Streamlining the use of Element451 forms within the CMS, ensuring data flows smoothly into the CRM for tracking and follow-up actions.</p> <p>Chatbot Functionality: Supporting the integration of Element451's chatbot for real-time engagement and information retrieval directly through the website.</p> <p>If your approach includes additional functionalities that have proven successful in higher education or with CRMs like Element451, we welcome your recommendations to further enhance the integration.</p>
48	Section 2.3, Page 6	<p>Are API workflows between the CMS and Element451 already defined, or will the vendor need to create new APIs or modify existing ones? If APIs are available, can you provide documentation or details on their current state?</p>	<p>No, these workflows have not been defined yet.</p> <p>Element451 has documentation about their APIs on their website.</p>

49	Section 5.2, Page 12	<p>Are personalized user journeys exclusively managed within the Element451 system and integrated into the CMS via APIs, or are there additional personalization workflows to be built directly within the CMS? Please clarify any specific use cases that extend beyond Element451.</p>	<p>Most personalized user journeys will be managed through Element451 and integrated into the CMS via APIs. Element451 will drive personalization by leveraging user data, such as browsing history, expressed interests, and stage in the enrollment funnel, to deliver dynamic and tailored content through the CMS.</p> <p>However, it is equally important that the website’s information architecture is intuitive and accessible for all users, such as parents or other family members. While we don’t expect visitors to log into the website, we do expect the website to keep track of a visitor’s interests or prior visits using cookies or similar technology to present relevant information as part of their journey. For example, returning visitors may see featured programs they previously browsed or contextually relevant calls-to-action. We are also interested in seeing how the website could respond to cookies left by Element451 that may contain more specific information about an individual user.</p> <p>The CMS should be capable of displaying content that aligns with the visitor's browsing behavior and interests. For example, casual visitors should be able to explore academic programs, learn about upcoming events, and understand the steps to enroll in an intuitive manner. Even without explicit personalization workflows, the website should provide a seamless and relevant experience by tailoring its presentation based on prior interactions, such as pages visited or referral sources.</p> <p>This dual approach ensures that the CMS functions as a robust, user-friendly platform for all audiences while Element451 manages more</p>
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			advanced and dynamic personalization for individual users.
50	Section 2.3, Page 6	What capabilities of Element451 should the CMS leverage to deliver personalized experiences (e.g., targeted messaging, event notifications, or user progress tracking)?	<p>Element451 offers capabilities such as targeted messaging, event notifications, user progress tracking, and dynamic content personalization based on CRM data. The content management system should leverage these features to deliver tailored experiences aligned with each user's stage in the enrollment journey.</p> <p>We are interested in the vendor's experience integrating these types of functionalities and welcome your recommendations for maximizing Element451's capabilities to enhance personalization.</p>
51	Section 2.3, Page 6	<p>Can you confirm the scope of your current Element451 subscription and any planned upgrades?</p> <p>Understanding the included features will allow us to recommend an optimized integration strategy and ensure compatibility with your desired outcomes.</p>	The college's subscription with Element451 includes all available modules. These modules provide capabilities for managing recruitment campaigns, email and SMS marketing, prospect tracking, and dynamic personalization, among other features. While we do not currently have specific plans for additional upgrades or enhancements, we are open to leveraging any new features introduced by Element451 that align with our recruitment and engagement goals.
52	Section 5.2, Page 12	<p>Are there user journey maps or workflows already in place that we can evaluate and refine?</p> <p>If not, we can develop these from scratch based on user research and analytics insights.</p>	We do not currently have user journey maps or workflows in place to share. We are very interested in leveraging the vendor's expertise in this area and recommend including your approach to developing these maps and workflows—drawing from audience data and behavioral analysis—in your response to the RFP.

53	Section 5.1, Page 12	Is the migration to the Element451 CRM expected to be completed before or concurrent with the CMS re-platforming? What is the planned rollout timeline for the CRM and how does it align with the website launch timeline?	<p>The first phase of the Element451 deployment has already been completed, and the project team is currently focused on onboarding additional college users and expanding its functionality. Upcoming features in the immediate pipeline include marketing landing pages, event registration pages, and the development of a knowledgebase to support the AI chatbot.</p> <p>The use of additional features offered by Element451 is expected to progress concurrently with the CMS re-platforming. Specific timelines for the website launch will be finalized in collaboration with the awarded vendor.</p>
54	Section 5.1, Page 12	Are there critical dependencies or milestones tied to the integration of the CMS and Element451 that the vendor should account for in their project plan?	There are no known critical dependencies at this time.
55	Section 5.8, Page 19	Should we assume Element451's built-in AI chatbot functionalities as the primary solution for this project's chatbot integration?	Yes, Element451's built-in AI chatbot functionalities should be assumed as the primary solution for this project's chatbot integration.
56	Section 5.8, Page 19	Are there any specific chatbot features in Element451 (e.g., real-time responses, personalized messaging, or FAQ handling) that you want to prioritize or emphasize during integration?	We are working with the Element451 project team to build the knowledgebase so that the chatbot can provide accurate answers to questions our website visitors ask. Given that we do not have an AI chatbot, the college is interested in vendors' recommendations on what makes the most sense to prioritize.

57	Section 5.8, Page 19	Should the chatbot handle only user-facing tasks (e.g., answering inquiries, assisting with enrollment steps), or are there backend workflows (e.g., data updates, triggers) that the chatbot needs to support?	For the initial rollout, we expect the chatbot to only handle user-facing tasks. As our experience grows, we may want to explore more advanced features. Vendors should plan for their chatbot integration to be scalable and grow with our needs over time.
58	Section 5.8, Page 19	<p>What are the specific expectations for how the chatbot will integrate with the CMS? For example:</p> <ul style="list-style-type: none"> • Should it be accessible globally across the website or only on targeted pages? • Should it dynamically adapt its responses based on page context or user journey? 	<p>The chatbot should be accessible globally across the website, ensuring it is available for users at any point during their interaction with the site. In addition, the college should have the ability to exclude the chatbot from certain pages as necessary.</p> <p>The solution should be scalable, allowing it to evolve and adapt as new pages or features are added to the website in the future. This flexibility will ensure it continues to meet user needs as the site grows.</p>
59	Section 5.8, Page 19	What existing data sources should the chatbot draw from (e.g., Element451 CRM, Drupal CMS, external databases)?	The chatbot is expected to use the content management system for www.cpcc.edu as the primary data source for its responses, with potential integration with the Element451 CRM to personalize interactions based on user data.
60	Section 4.10, Page 10	Can you provide an estimate of the total volume of content and the number of pages that need to be migrated to the new CMS?	Refer to question #17.

61	Section 5.6, Page 17	Are dynamic forms, such as those used for data capture, controlled entirely within Element451 and embedded into the CMS (e.g., using iframes), or do you expect some form of management and customization capability within the CMS itself?	<p>We expect all forms for prospective student data capture to be embedded directly from Element451. Other data collection needs will typically use third-party tools like Microsoft Forms embedded into the CMS.</p> <p>While a built-in form builder or similar form-management capability in the CMS could be helpful, it is not required as part of this project.</p>
62	Section 4.10, Page 10	Content Migration - Are there specific criteria for identifying redundant, outdated, or trivial content during the audit? If so, can you share these guidelines?	<p>While the college does not have specific criteria for identifying redundant or outdated content, we anticipate that this will be identified during the content audit and development of the information architecture for the new website.</p> <p>This will be a collaborative effort that involves our Communications team, which includes a director of student communications and an account executive dedicated to prospective student marketing. Other members of the Communications team will also participate to ensure the content aligns with our institutional voice and goals.</p> <p>In addition, the Digital Strategy team will work closely with the awarded vendor provide context/history on content and can provide guidance to the vendor on any questions that arise. This team will also work with the vendor to ensure that all new content adheres to accessibility best practices and uses clear, inclusive, and accessible language.</p>

63	Section 4.10, Page 10	Should the migration approach focus on a fully automated process, or will manual curation/review/restructuring be required for some content?	Refer to question #17.
64	Section 5.2, Page 13	Will any dependencies, such as third-party platforms or systems, affect the migration process?	Currently, there are no known dependencies that will impact the migration process.
65	Section 5.6, Page 17	Kindly share any key responsibilities and expectations from the roles like Art Director	Refer to question #19 for additional information.
66	Section 5.6, Page 17	What accessibility standards does your organization currently adhere to?	<p>The college currently works to adhere to WCAG 2.1 AA.</p> <p>As accessibility standards evolve, we are seeking a solution that can scale and maintain compliance over time, ensuring ongoing accessibility for all users.</p>
67	Section 5.6, Page 17	Can you share details of any tools or processes you currently use to ensure accessibility compliance?	<p>In addition to having a digital content specialist for accessibility on the Digital Strategy team, the college primarily uses Siteimprove to ensure our website is accessible.</p> <p>We also are preparing for a three-day training in March 2025 on creating accessible content with a leading accessibility consultant.</p>
68	Section 5.4, Page 15	Besides accessibility testing tools, are there any other QA tools or platforms currently in use, such as BrowserStack, or Selenium, for cross-browser and cross-device testing?	The Digital Strategy team uses Siteimprove for quality assurance management on www.cpcc.edu . We also use Moz, Google Search Console, and Bing Webmaster Tools to manage search engine optimization and user experience for our site.

69	Section 5.5, Page 15	Sites & Applications How many Drupal applications will you be implementing?	While our current CMS is Drupal, the college wishes to find the best CMS that meets the requirements of this project, which may be Drupal or may be another platform. With that stated, we are unable to answer this question and look to the vendor to recommend the right CMS solution for the college.
70	Section 5.5, Page 15	Sites & Applications How many initial sites will be in scope?	The only website in scope for this project is www.cpcc.edu . Refer to Section 5.6, Content Management System Features and Capabilities, bullet m, for additional information about moving content that is not for prospective students to separate subdomains.
71	Section 5.5, Page 15	Sites & Applications Will this application be implemented as a Drupal single-site or multi-site?	Refer to question #69.
72	Section 5.5, Page 15	Sites & Applications If there are plans for adding additional sites to the platform, please describe the growth rate (e.g. how many sites in the next 12-24 months):	Refer to Section 5.6, Content Management System Features and Capabilities, bullet m, for additional information about moving content that is not for prospective students to separate subdomains.
73	Section 5.5, Page 15	Sites & Applications Which approach best defines your ideal Drupal site architecture? (Traditional CMS, Decoupled CMS, Hybrid Decoupled)	Refer to question #69.

74	Section 5.5, Page 15	<p>Sites & Applications</p> <p>What is the current Data size, and what is the forecast for the next 3 years from a year on year</p>	<p>The current data size for the website is as follows:</p> <ul style="list-style-type: none"> • file storage: 4.90 GB • database size: 1.2 GB <p>While we do not have a specific forecast for data growth over the next three years, we expect the proposed solution to accommodate future growth. If additional costs are associated with scaling the solution to meet increased storage or data demands, please include those details in your response to this RFP in Attachment D, Cost Form.</p>
75	Section 5.5, Page 15	<p>Sites & Applications</p> <p>What is the current traffic on your site and how much of a scale do you want to accommodate for handling spikes and are they seasonal spikes</p>	<p>In calendar year 2024, www.cpcc.edu averaged over 1,000,000 page views per month and nearly 172,000 active users per month according to Google Analytics. We typically experience seasonal dips in traffic and active users in June and December. Estimating conservatively, the new website should be able to handle a 15%-20% increase in monthly pageviews and active users.</p>
76	Section 4.11, Page 11	<p>Performances Metrics</p> <p>Please provide Google Analytics monthly Page View metrics for the last 12 months.</p>	<p>Google Analytics reports will be shared with the awarded vendor. Refer to question #75 for additional information.</p>
77	Section 4.11, Page 11	<p>Performances Metrics</p> <p>What percentage of traffic is uncacheable? (this would include logged in users, dynamic content requests, etc)</p>	<p>The percentage of uncacheable traffic on the current website is minimal, as only approximately five publishers and 10 content contributors log in to the website. Most traffic on the current site is from public users, who do not require personalized content or dynamic requests that would prevent caching.</p>
78	Section 5.5, Page 15	<p>Performances Metrics</p> <p>What are your estimated database storage requirements for the site(s) (GBs)?</p>	<p>Refer to question #74.</p>

79	Section 5.5, Page 15	Performances Metrics What are your estimated file storage requirements for the site(s) (GBs)?	Refer to question #74.
80	Section 5.5, Page 15	CDN and WAF: Are you currently using a CDN and/or WAF? Is CDN and WAF required for this project? Any specific CDN/WAF requirements?	A CDN is included in the Acquia Cloud Platform hosting we currently use, but we do not currently subscribe to the Acquia Edge WAF service.
81	Section 5.5, Page 15	CDN and WAF: If you need Acquia CDN/WAF, please list domains you will be hosting, including TLD (top-level domains, like example.com vs www.example.com)	A CDN is included in the Acquia Cloud Platform hosting we currently use, but we do not currently subscribe to the Acquia Edge WAF service. There is no requirement for this service to be added. Our website is available at www.cpcc.edu . It's acceptable for the cpcc.edu domain to redirect to www.cpcc.edu .
82	Section 5.5, Page 15	CDN and WAF: If you need Acquia CDN/WAF, what is the expected monthly bandwidth (TB/month)?	Refer to question #80.
83	Section 5.5, Page 15	CDN and WAF: If you need Acquia CDN/WAF, what capability do you need?	Refer to question #80.
84	Section 5.5, Page 15	CDN and WAF: If you are protecting TLDs (top-level domains) - please include the number of TLDs to protect (e.g. example.com)	Refer to question #80.

85	Section 5.5, 5.6 Page 15, 16	Management: Once site development is complete and the site or application is launched, what will be the future development schedule? Daily? Weekly? Monthly? Quarterly?	We do not have a specific release cadence in mind but do expect to partner with the awarded vendor to create a roadmap to include new features and site enhancements. This may be on an individual project basis, or a regular allotment of contract hours based on the options presented in the bid.
86	Section 5.5, 5.6 Page 15, 16	Management: How often is content expected to be updated by content authors? Daily? Weekly? Monthly? Quarterly?	The Digital Strategy team updates existing content and publishes new content daily. The Communications team publishes news articles several times per month. Content contributors log in less frequently, though they must submit updated content to a workflow for review and approval by the Digital Strategy team as they do not have publishing rights.
87	Section 5.5, 5.6 Page 15, 16	Management: Will the application be subject to regular application-level monitoring and/or security scans? If so, at what frequency? Daily? Weekly? Monthly? Quarterly? Annually?	While our security and service monitoring teams will provide general scanning services, any specialized capabilities of the proposed solution will be weighed as part of the bid evaluation process.
88	Section 3.1, Page 7	Security Requirements: Do you have any specific security requirements or compliance requirements, (PCI, PII, HIPAA, FedRAMP, ISO-27001, SOC2)?	All applicable security requirements can be found in Section 3.1, IT Security Requirements.
89	Section 3.1, Page 7	Security Requirements: Do you require a dedicated VPC (Acquia Shield) for further network isolation or VPC peering?	There is no specific requirement for a dedicated VPC for this platform.

90	Section 3.1, Page 7	Security Requirements: Do you require a server-server VPN connectivity to your back-end systems with the Acquia Cloud infrastructure? If so, how many VPN connections do you need set up?	We have no specific requirement for VPN connectivity, though one may be included in your bid if it is a recommended component of the proposed solution when considering integration approaches.
91	Section 3.1, Page 7	Security Requirements: Do you require IP address allowlisting to limit access by IP to your Drupal application?	Any capabilities that enhance the security or stability of the proposed platform or solution will be considered, but IP allowlisting is not specifically required.
92	Section 3.1, Page 7	Security Requirements: Do you require log forwarding? If so, what is your log management solution endpoint?	We currently support both Graylog and Splunk platforms for log management.
93	Section 5.5, Page 16	DevOps Requirements: How many developers will be working on your application(s) at a time?	We do not have plans for in-house development of the site. The bid should include any capabilities the vendor can provide to provide for the ongoing support and development of the site.
94	Section 5.5, Page 16	DevOps Requirements: How many seats do you need on our DevOps platform (Acquia Code Studio)?	We expect the awarded bid to include ongoing support and enhancement for the site. The DevOps platform should have the ability for at least two (2) additional in-house IT staff to access.
95	Section 5.5, Page 16	DevOps Requirements: How many cloud-based Continuous Delivery environments do you need (beyond Dev and Stage)?	Our current configuration provides development, staging, and production environments. These have been sufficient for our needs.

96	Section 5.5, Page 16	DevOps Requirements: How many cloud-based IDE environments do you need?	A baseline of two baseline IDE requirements would be acceptable for the Information Technology Services team, assuming the site was hosted on Acquia cloud platform. Additional licenses may be required for the vendor to be able to continue to provide support and development for the site.
97	Section 5.5, Page 15	Drupal to Drupal Migration: If you are performing a Drupal-to-Drupal migration please answer the following question: Are you utilizing Apache's modproxy module?	While our current CMS is Drupal, the college wishes to find the best CMS that meets the requirements of this project, which may be Drupal or may be another platform. With that stated, we are unable to answer this question and look to the vendor to recommend the right CMS solution for the college.
98	RFP Section 4.4 SOLUTIONS NOT HOSTED ON STATE INFRASTRUCTURE Page 8	We noticed the need for a HECVAT. Would HECVAT Lite be acceptable?	A Higher Education Community Vendor Assessment Tool (HECVAT) – Lite would be considered by the State provided that the vendor uses the most current version of this form and that all necessary information is included.
99	RFP Section 4.10 CONTENT MIGRATION Page 10	If the vendor is responsible for migrating content, please state approximately how many pages/assets of content are to be migrated and estimate the approximate number of templates that this content uses on the current website.	The amount of content to be migrated will depend on the new information architecture of the website, which will focus primarily on prospective students. Review question #17 for additional information.

100	RFP Section 4.10 CONTENT MIGRATION Page 10	Are any portions of the website being migrated that are not publicly accessible (e.g. behind authentication)? If so, please elaborate on the type of authentication and the nature of the content/tools/pages that are behind authentication.	No. All content in scope for migration is available publicly.
101	RFP Section 5.2 DELIVERABLES Page 12	We noticed that one of the new deliverables includes persona and user journey mapping to optimize conversion. Could you please elaborate on your expectations for this?	<p>The college developed some personas in 2019; however, we recognize the need to revisit and expand this work to ensure alignment with the evolving behaviors, expectations, and preferences of today's students.</p> <p>We expect the awarded vendor partner to collaborate with us in refining existing personas and developing new ones as needed, focusing on prospective student audiences. Additionally, we want to map user journeys to gain a clear understanding of how different types of prospective students interact with the website. User journey mapping involves identifying key touchpoints, potential barriers, and opportunities for engagement as users navigate the site to achieve their goals, such as applying, learning about programs, or scheduling a visit.</p> <p>This process is critical to optimizing the website for conversions. By understanding user behaviors, motivations, and pain points, we hope to design a website that provides a seamless, intuitive experience tailored to the unique needs of our prospective student groups, ultimately driving higher engagement and conversion rates.</p>

102	RFP Section 5.2 DELIVERABLES Page 12	How many audiences require unique Journey Maps (i.e. students, alumni, faculty/staff, etc.)?	<p>The primary audience requiring journey maps is prospective students. Within this group, there are several subsets with unique needs and goals, including:</p> <ul style="list-style-type: none"> • high school students seeking information about dual enrollment opportunities • students pursuing a two-year degree, diploma, or certificate • international students exploring study options in the U.S. • adult learners returning to education to advance their careers or switch fields • continuing education students seeking short-term training or professional development <p>We want our awarded vendor partner to recommend journey maps that reflect the distinct pathways, barriers, and motivations for each of these subsets to ensure the new website effectively addresses their specific needs and supports their decision-making process.</p>
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103	RFP Section 5.2 DELIVERABLES point 2 Page 12	Will the vendor be responsible for training your content editors? If so, please advise how many end-users require training? Are you interested in a train-the-trainer approach?	<p>Yes, the vendor will be responsible for training content publishers and authors.</p> <p>Currently, the college has 10 users with full publishing rights. These users are on the Digital Strategy team, the Communications team, and the Information Technology Services team.</p> <p>Additionally, there are approximately 10-15 users with the content author role who can make some content changes but do not have publishing rights.</p> <p>Vendors are expected to address how they will provide training to college staff in their response to this RFP.</p>
104	RFP Section 5.2 DELIVERABLES point 5 Page 13	<p>You mention a “content audit” under point 5 of “Deliverables”. Is there a content audit underway by CPCC staff or is the vendor expected to perform this?</p> <p>Will the vendor be responsible for any content copywriting? If so, for the purposes of comparing pricing for different vendors, are you able to estimate the quantity of copywriting required?</p>	<p>A content audit is not currently underway. We expect the vendor to collaborate with college staff to help us understand what content is needed for the prospective student audience as they develop the new information architecture for the website. Since this is currently unknown, we are unable to provide an estimate for how much new copy will be required at this time.</p>

105	RFP Section 5.8 MARKETING point j Page 18	We noticed the requirement for the solution to integrate with AI chatbots. Could you please elaborate on the use case scenarios for these bots?	<p>We are working with the Element451 project team to build the knowledgebase so that the chatbot can provide accurate answers to questions our website visitors ask. Given that we do not have an AI chatbot, the college is interested in vendors' recommendations on what makes the most sense to prioritize.</p> <p>For the initial rollout, we expect the chatbot to only handle user-facing tasks. As our experience grows, we may want to explore more advanced features. Vendors should plan for their chatbot integration to be scalable and grow with our needs over time.</p>
106	RFP Section 6.1 OFFER COSTS Page 20	At the bottom of page 20, under "5. Site Hosting" you mention layouts for a number of pages. Is this related to the cost section? Please clarify what you mean by the expectation of "providing layouts" of these pages.	If there are different costs associated with designing and developing different page layouts (i.e., content templates), vendors should indicate this in Attachment D, Cost Form.
107	General	Since the release of the original RFP (88-240039-JE), have you received any demonstrations from vendors?	No, the college has not had any demonstrations from vendors.
108	General	Do you have a year one development budget?	As stated in Section 6.1, Offer Costs, "The State does not have a predetermined budget for this project. Vendors are expected to provide a comprehensive quote reflecting the total cost of their proposed solution based on the requirements and specifications outlined in this RFP."

109	General	Can you please advise how the cost is to be evaluated, for example, is it year one development and license & support costs or the total cost over 2,3, or 5 years?	The State will evaluate the total cost of ownership over the first three years, including year-one development costs as well as ongoing license and support costs for years two and three. Please ensure that your proposal clearly outlines these costs to provide a comprehensive understanding of the financial investment over this period.
110	General	What are your principal pain points with your current Drupal system?	Refer to question #45.
111	General	Could you provide details on any design research you've conducted thus far, and will this research be shared with the selected vendor?	<p>The college has not conducted any formal design research at this time. The awarded vendor partner will be expected to lead any necessary design research as part of the project.</p> <p>Additionally, the vendor must adhere to Central Piedmont's established brand guidelines, including typography, color palette, and photography strategy, to ensure the new website aligns with our institutional identity. Refer to Attachment J to review the Brand Guidelines and Editorial Style Guide.</p>

112	General	Please describe the team who manages your website and their skillsets/roles.	<p>The Digital Strategy team at Central Piedmont is highly skilled and experienced in managing institutional websites. Our team brings a diverse set of capabilities, including:</p> <ul style="list-style-type: none"> • content strategy: expertise in developing and maintaining content that aligns with institutional goals and effectively serves our audiences • collaboration: proven ability to work closely with subject matter experts across the college to ensure content accuracy and relevance • project planning and execution: strong project management skills to plan, execute, and deliver web initiatives on time and within scope • SEO: in-depth knowledge and experience in search engine optimization to ensure content is discoverable and ranks well in search results • writing for the web: expertise in creating concise, engaging, and user-centered content tailored to different audiences • accessibility and user experience: a commitment to creating an inclusive and user-friendly website, with experience ensuring compliance with WCAG standards and designing for diverse audiences. This includes document accessibility, as well. • data-driven decision-making: skilled in leveraging analytics and other measurement tools to continuously improve website performance and user experience
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			<ul style="list-style-type: none"> • persona and user journey experience: implementing content strategy that aligns with personas and user journeys to enhance user engagement <p>Our team is committed to partnering with the awarded vendor to ensure the success of this project. Together, we want to create a website that delivers an exceptional experience for prospective students and other key audiences.</p>
113	General	Are there specific analytics tools currently in use that need to be integrated with the new website?	The college currently uses Google Marketing Suite, Siteimprove, and VWO. The vendor should ensure that their solution can accommodate these tools.
114	General	Could you please confirm how many content editors you anticipate will be logged into the web CMS?	<p>Currently, the college has 10 users with full publishing rights. These users are on the Digital Strategy team, the Communications team, and the Information Technology Services team.</p> <p>Additionally, there are approximately 10-15 users with the content author role who can make some content changes but do not have publishing rights.</p>
115	RFP Section: 5.5a Page Number: 16	Can you provide any additional details about the website's current hosting provider, including any issues or challenges with their service?	The college's website is currently hosted in Acquia's Cloud Platform. We have not had any issues with their service.

116	RFP Section: 5.5f Page Number: 16	Can you provide any additional information about the site's current security level and any past security breaches or concerns? How often does the website require emergency site recovery, and what are the most common causes of these issues?	The requested information is not pertinent to the requirements of this RFP. We encourage you to focus your response on addressing the specific needs and deliverables outlined in the document.
117	RFP Section: 5.5g, 5.5h Page Number: 16	Could you please confirm the required bandwidth and web space for the website? Can you share any statistics regarding your highest traffic spikes?	<p>In calendar year 2024, www.cpcc.edu averaged over 1,000,000 page views and nearly 172,000 active users per month according to Google Analytics. We typically experience seasonal dips in traffic and active users in June and December.</p> <p>The current data size for the website is as follows:</p> <ul style="list-style-type: none"> • file storage: 4.90 GB • database size: 1.2 GB <p>The college does not have specific bandwidth utilization statistics readily available. Please include any specific bandwidth pricing related to your solution in Attachment D, Cost Form.</p>

118	RFP Section: 5.4 Page Number:15	Can you provide any additional information about the site's current level of ADA compliance, and any existing efforts to maintain compliance?	<p>The college currently works to adhere to WCAG 2.1 AA. There are a few accessibility issues we are unable to fix on the current website that we hope to have addressed with our new site.</p> <p>The Digital Strategy team has a digital content specialist for accessibility on staff who helps ensure that content created for the website is accessible. In addition, the college uses Siteimprove to find and address accessibility concerns.</p> <p>As accessibility standards evolve, we are seeking a solution that can scale and maintain compliance over time, ensuring ongoing accessibility for all users.</p>
119	RFP Section:5.1 Page Number:12	Can you provide more information about the website's user experience with Enrollment and any feedback you have received from users? Do you have any Heatmapping or Analytics data to share with us at kick-off, or will we need to perform these reviews as part of the discovery of the project?	<p>The Digital Strategy team gathers feedback from enrollment through the director of student communications and the prospective students account executive, who share insights about user experiences and challenges related to the enrollment process.</p> <p>We also have heatmaps enabled on approximately 60 key pages of the website, providing valuable data on user interactions and behaviors. Additionally, analytics data from Google Analytics is available. This heatmap and analytics data will be shared with the awarded vendor partner during the discovery phase of the project to inform the strategy and design process.</p> <p>If further analysis is required, we are open to collaborating with the vendor to perform additional reviews as needed. Vendors should include their recommendations in their response to this RFP.</p>

120	RFP Section:6.2-3c2 Page Number:21	Is live virtual training with accompanying written documentation (step-by-step guides with screenshots) adequate for your team, or is in-person training a must-have for this project?	Live virtual training with accompanying written documentation is acceptable. Vendors should indicate the training modality (in-person, remote, hybrid) in Attachment D, Cost Form.
121	RFP Section:2.1 Page Number:5	Regarding the Element451 API integration, can you be more specific about what data would be sent to the CRM platform as a result of which User actions on the site? (What data are you looking to see in your CRM, and what triggers the transmission of data?) Are you open to automation solutions like Zapier to handle the data flow and transformation?	<p>The integration with Element451 will primarily involve collecting data from prospective students who engage with the website. Typical data transmitted to the CRM may include contact information (e.g., name, email, phone number), program interests, and other relevant details submitted through forms such as request-for-information forms or event registrations. These transmissions are typically triggered by user actions like form submissions.</p> <p>We prioritize data security and compliance with all relevant privacy standards, so any integration must adhere to our security protocols to protect student information.</p> <p>Additional requirements and specifics for this integration will be developed by our internal Element451 project team in collaboration with the awarded vendor.</p>
122	RFP Section:6.1 - 4 Page Number:21	Are there any specific features or functions that the website currently lacks that you would like to see as potential future development?	Refer to question #45 for some of the struggles we have with our current website that we would like to resolve as part of this project.

123	RFP Section:4.11 Page Number:11	Are there any specific metrics or insights that you would like the vendor to provide through site functionality or analytics? What platforms does CPCC currently use for analytics, heat mapping and SEO? (Google Analytics, HotJar, Clarity, etc.) Are these existing platforms what you will want us to keep and integrate into the new site? If not, what platforms are you wanting to pursue?	<p>The college currently uses Google Marketing Suite, Moz, Siteimprove, and VWO. The vendor should ensure that their solution can accommodate these tools.</p> <p>In terms of metrics and insights, we desire the vendor's solution to ensure that we can continue to track and report on:</p> <ul style="list-style-type: none"> • website traffic and user engagement (e.g., page views, session duration, engagement rate, etc.) • conversion rates for key actions, such as inquiries, and event registrations • funnel performance metrics to monitor the prospective student journey • heatmap data to analyze user interaction with critical pages • accessibility compliance scores to ensure ongoing adherence to WCAG standards • SEO performance, including keyword rankings and site health insights • mobile and desktop performance metrics to ensure responsiveness and usability <p>Additionally, the vendor should recommend any enhancements to improve the college's ability to gather actionable insights and optimize the user experience.</p>
124	RFP Section:6.1 Page Number:21	If there is no defined budget for this project, is there a desired budget range or NTE number for this project?	Refer to question #33.

125	RFP Section: 3 Terms and Condition Page Number: 58 Item# 3b.	<p>Vendor personnel shall perform their duties on the premises of the State, during the State's regular workdays and normal work hours, except as may be specifically agreed otherwise, established in the specification, or statement of work.</p> <p>Question: Do we have to perform the duties on premises? Or will that work can be performed remote (within NC state)?</p>	<p>Work does not need to be completed on premises; vendors based inside and outside of North Carolina are considered eligible. However, the college will evaluate any additional risks, costs, or other factors associated with engaging such vendors before making an award decision.</p>
126	RFP Section:4.0 Graphic Elements Page Number: 93	<p>We have seen a branding guidelines, logo designs, etc.</p> <p>Question: Do we have to prepare the User Interface (UI)/User Experience (UX) design, content, images, text and videos based on the guidelines? Or will you be able to provide all the content, image files, text and videos?</p>	<p>Central Piedmont will work with the awarded vendor partner to provide photo and video assets during the discovery phase of this project. We do not anticipate that the vendor will need to create new photo or video assets.</p> <p>However, the vendor may need to provide some written content to fill any gaps identified during the user journey mapping process. Refer to question # 102 for additional information.</p>
127	RFP Section:1.0 General Question/Purpose Page Number: 5	<p>Question: What are all the three major pain points on current system?</p>	<p>Refer to question #45.</p>

128		What platforms (e.g., desktop, mobile, tablet) do your users primarily use?	<p>In 2024, the breakdown by platform according to Google Analytics was:</p> <ul style="list-style-type: none"> • 57% desktop • 42% mobile • 1% tablet
129	Section 5.8	<p>When it comes to the AI Chatbot Integration,</p> <ol style="list-style-type: none"> Where do you envision using the chatbot within the solution? Could you elaborate on the main tasks you expect the chatbot to perform? 	<p>The chatbot should be accessible globally across the website, ensuring it is available for users at any point during their interaction with the site. In addition, the college should have the ability to exclude the chatbot from certain pages, as necessary.</p> <p>The solution should be scalable, allowing it to evolve and adapt as new pages or features are added to the website in the future. This flexibility will ensure it continues to meet user needs as the site grows.</p> <p>We are working with the Element451 project team to build the knowledgebase so that the chatbot can provide accurate answers to questions our website visitors ask. Given that we do not have an AI chatbot, the college is interested in vendors' recommendations on what makes the most sense to prioritize.</p> <p>For the initial rollout, we expect the chatbot to only handle user-facing tasks. As our experience grows, we may want to explore more advanced features. Vendors should plan for their chatbot integration to be scalable and grow with our needs over time.</p>

130	Section 5.2	Who will be responsible for creating the final website content in preparation for launch?	<p>The vendor will partner closely with the Digital Strategy team and the Communications team to create content for the new website. This collaboration will ensure the content aligns with the college's branding, voice, and messaging goals.</p> <p>While the college will provide subject matter expertise and existing content where applicable, we may need to rely on the vendor's expertise in writing content specifically tailored for prospective students. This partnership will be essential to delivering clear, engaging, and conversion-focused content in preparation for launch.</p>
131		Will you provide the selected vendor with all the necessary materials (images, videos, final copy)? If not, we can provide recommendations on how to write alt-texts.	<p>Central Piedmont will work with the awarded vendor partner to provide photo and video assets during the discovery phase of this project. We do not anticipate that the vendor will need to create new photo or video assets.</p> <p>However, the vendor may need to provide some written content to fill any gaps identified during the user journey mapping process. Refer to question # 102 for additional information.</p>
132	Section 5.2	Will you provide the vendor with user persona materials, or do you expect the vendor to conduct user research completely independently?	<p>Yes, personas were created in 2019 but may need to be updated to support the prospective student audience. This information can be shared with the awarded vendor during the discovery phase of this project.</p> <p>Vendors are expected to include any costs associated with developing personas and user journey mapping in their response to this RFP in Attachment D, Cost Form.</p>

133	Section 4.4	<p>(From RFP) The Conversion-focused website will be required to receive and securely manage data that is classified as medium risk. Refer to the North Carolina Statewide Data Classification and Handling policy for more information regarding data classification. The policy is located at the following website: https://it.nc.gov/document/statewide-data-classification-and-handling-policy.</p> <p>Question: As per the document, data classified as medium risk can't be stored on external cloud storage unless explicitly authorized by the State CIO.</p> <p>Is it correct that all medium risk data will be stored in the college's own CRM database and MUST NOT be stored in the website's Content Management System storage?</p>	<p>The college does not intend to store medium-risk data in the website's Content Management System (CMS). However, in the event it is necessary for the vendor to store any data within their system, the vendor would need to implement additional compensating controls to securely manage medium-risk data. The specific measures required will depend on what triggered the medium-risk designation and must comply with the North Carolina Statewide Data Classification and Handling policy.</p>
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