

Addendum #1

Website Design and Content Management System

Issue Date: Thursday, December 16, 2021

Bids Due: Wednesday, December 29, 2021 at 1:00PM

**The bid opening for this item has been extended to Wednesday, December 29, 2021 at 1:00PM.
Bids must be submitted in accordance with the instructions on page 1 of the original solicitation**

1. Is that the expected budget for only year one costs, or for the whole contract term?

It references one year's cost.

2. For the Timeline for Implementation and Contract Duration, it says "the new site must launch on July 1, 2022" but right below that the initial year-long term of the contract is stated to be July 1, 2022 to June 30, 2023. How does PPSD anticipate a vendor completing the website build on the first day of the engagement, or is that a typo? If not a typo, would PPSD contract with a vendor prior to July 1, 2022?

The contract ends with our current website on June 30. We would need a site built to go live by the July 1 date. A contract would be signed before that date so production could occur.

3. Is the projected budget of \$60k - \$80k for the total annual cost, or just for the build of the website? Should bidders offer a cost proposal to provide maintenance for subsequent years?

That figure is what we've paid for annual costs on our current site and includes the build out. We would like for the proposal to project site maintenance for subsequent years. We would be doing the site updates internally,

4. On page 13, under the key component about translation, it's noted that "Documents are required to be uploaded in multiple languages as well." Is this something the selected vendor is requested to provide a solution to? Does the department need translation services in the production of such documents?

We have our own translators that translate the documents into multiple languages. So we just upload them. But we do need a translation solution like google translate for the website itself.

5. Given that you updated the templates for your website at the beginning of the current school district, why are you wanting to change your web design/CMS at this time?

We updated the templates with our current website provider for a new design look but it is the same site. The contract is up for renewal and our district policy is that we must go out to bid. The current CMS are prefabricated templates and do not allow for a lot of flexibility in design.

6. Would you like us to structure our proposal according to the Proposal Requirements found on page 15 or according to the Evaluation Criteria found on pages 16-17? If you would prefer us to structure it after the Proposal Requirements, we were wondering where you would like us to provide answers to some of the Evaluation Criteria that are not directly mentioned in the Proposal Requirements.

I would structure it based off of the requirements we are looking for in a site. I will follow the criteria when reviewing but the elements reflect what we are looking for in a site.

7. On a similar note, would you like us to directly respond to the key items in your Scope of Services? If so, where?

Keep it simple and provide examples of other school sites or similar experiences you have and the elements you utilized in them that would benefit our families and district. Some of the key things are that the site is accessible to all. We have a large majority of multilingual learners so that the site can translate will be at the top of our list. And that people that do not know how to code can edit as needed so it is WISYWIG.

8. Our proposals usually run somewhere between 80-100 pages for a full overview of the CMS functionality and our methodology. Is this your desired length for the proposal, or would you prefer a shorter version?

I would say a shorter version and then we can ask for more details if needed. I would like details on your CMS system and how it functions but simpler is better.

9. Does PPSD want vendors to include photography and videography services in the pricing and service offering?

No, we have two professional photographers and a professional videographer on our team so we will not need that. We would love to be able to integrate the videos created into the site though. Currently we can only do iframes off YouTube.

10. What is PPSD website's current analytics (ex. Visits, bounce rates, referrals...)?

Currently our analytics show:

Oct 1 – Nov 1:

654,405 pageviews

137,095 visitors

442,588 sessions

78% bounce rate

11. For the microsites, do PPSD expect each microsite to reside on a subdomain? And will there be a primary domain for each entity that redirects to microsite?

One primary domain and then subdomains is how it is currently set up. So we have providenceschools.org and providenceschools.org/central

12. The RFP states that the website serves as a resource, guide and portal. Can you please specify the uses and needs of the portal? Can you detail the functionality expected of the web portal (ex. login, document management, profile services...)?

It is a resource for families looking for information and referrals to community agencies like in our Family and Community Engagement section. Human Resources uses the site to share all of its staff documents. And we have multiple logins so schools are encouraged and required to update their own websites with district help when needed. Some schools also have particular sections of their sites such as guidance that are managed by that staff.

13. The RFP mentions incorporating videos and photography, as well as the potential for other media, within the website. Will high resolution imagery, video, and any other media be provided by PPSD?

Yes, I am a professional photographer and we have another person on our team that is a professional videographer so we have high res imagery and video.

14. Is there a platform PPSD is currently using or would prefer for digital accessibility tools integration?

One of our board members has referenced that we integrate reciteme.com into our site. We also need to integrate Let'sTalk our customer service platform so I was hoping for something more seamless than reciteme.com.

15. Is there any preferred platform for calendar/event integration?

Currently, we use what blackboard provides for calendars in our websites. I am able to push no school days and professional development days or district wide events onto all of our microsites. We have various participation from schools to update their sites so this is important that I can push to all the sites.

16. Regarding forms, will leads need to be passed through a third party?

The schools and district use google forms and survey so that would be great to integrate.

17. The current site features a user log in area; is account management (including log in, registration, user dashboard) part of this RFP?

Yes, we would need the same sort of CMS account management. I am able to add new staff to manage their sites or sections of the websites. As well as remove them.

18. We assume you're looking to redesign the website using the current branding assets, including logo, colors and fonts, as is. If not, to what extent would you like to rebrand? For example, update the fonts or update / extend the color palette? Or redo the logo?

Yes, we would be using current branding assets. We do not have a brand book so you can be creative with complementary color palettes and fonts.

19. If not rebranding, will you provide the designer with a brand guideline documenting the logo, colors and fonts to use in the new design?

The district does not have a brand guide. We do have high res versions of the logo in eps, jpg, png.

20. Should we assume that all of the types of content and features currently on the site will be part of the new site?

Yes

21. Will any new types of content or features be added to the new site?

We would like to integrate our videos better and do more features on students and schools.

22. Will any types of content or features on the current site not be included in the new website?

None

23. Are there any features that you would like to improve?

Better video integration and internal landing pages that would better serve the district. The homepage is nice but interior pages are very limited with design.

24. Does the RFP scope of work include designing and building a site for the flagship template as well as the three school and special projects templates?

Yes, but a flagship and at least one or two template options for schools. Currently we have a system that we use one flagship template and then two others that the schools utilize if not using the same one as the district but we have multiple templates to choose from.

25. Are you expecting that the new website will be a multisite solution where the content for the providenceschools.org and all the schools and special project minisite will be managed together via a common CMS? Do you have any requirements for separate content? For example if an admin logged in, would they see all the content for the main site and all the sub template sites or a subset of the content, say for one school, depending on their permissions?

Yes, that is how it is currently set up with one master CMS and I set permissions throughout the sites. We have three master users who can edit all sites and the district. Then there is usually a principal and website maintenance person at each school that has access. Some schools utilize pages inside their site for teachers to use as well with restricted access to only their pages.

26. User Roles / Permission: If possible, can you provide more information on the different roles and responsibilities of CMS users? How many roles are there and what are each role's permissions?

We have administrator roles that can edit any site. And then we have roles specific to schools and specific to pages or sections.

27. Other than admin / editor CMS users logging in, are there any other logged in features available at providenceschools.org to other types of users, such as teachers? We noted this [login page](#). Is this the CMS login or front end user login? If the latter, what features are available for logged in users.

No, that is just the CMS login. There are no features for special logged in users.

28. Are there any CMS/database specific publishing workflows we should be aware of and required to implement? i.e. review / approval processes?

We do not have a staging or approval ability in the current site. I tend to just hide links so staff can review before connecting it into the site. It would be nice if we could stage pages.

29. As hosting appears to be part of the scope of work, can you provide the monthly average number of sessions, users, and page views. Can you also provide the monthly average bandwidth in gigabytes.

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I did a quick look on pingdom and it looks like the page size is 6.7MB