



SPARTANBURG COMMUNITY COLLEGE

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| Solicitation Number | SCC - 455 |
| Date Issued | 04/06/21 |
| Procurement Buyer | Tami Steed |
| Phone | (864) 592-4671 |
| E-Mail Address | steedt@scsc.edu |

Request for Proposal / Amendment 1

DESCRIPTION: **WEBSITE REDESIGN**

USING GOVERNMENTAL UNIT: **SPARTANBURG COMMUNITY COLLEGE**

The Term "Offer" Means Your "Bid" or "Proposal".

SUBMIT OFFER BY (Opening Date/Time): **04/20/21 2:00 p.m.**

QUESTIONS MUST BE RECEIVED BY: **03/31/21 2:00 p.m.**

NUMBER OF COPIES TO BE SUBMITTED: **(1) Original Copy, (5) Identical Copies (marked "copy") (1) Redacted Copy (marked "redacted") (1) copy on a flash drive.**

Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Spartanburg Community College
Attn: Tami Steed
REFERENCE BID #SCC-455
P.O. Box 4386
Spartanburg, SC 29305

PHYSICAL ADDRESS:

Spartanburg Community College
Purchasing Office
REFERENCE BID #SCC-455
Ledbetter Building Room 238
Spartanburg, SC 29303

CONFERENCE TYPE: ~~Non-Mandatory Pre-Proposal~~
~~Conference In person or Virtual~~

DATE & TIME: **03/30/2021 10:00 AM**

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION:

**Spartanburg Community College
Ledbetter Building Room 253
107 Community College Drive
Spartanburg, SC 29303**

**AWARD &
AMENDMENTS**

Award will be posted at the Physical Address stated above on **05/03/2021**. The award, this solicitation, and any amendments will be posted at the following web address: <http://www.scsc.edu/vendors>

You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.

NAME OF OFFEROR

(Full legal name of business submitting the offer)

OFFEROR'S TYPE OF ENTITY:

(Check one)

- ☐ Sole Proprietorship
☐ Partnership
☐ Corporation (tax-exempt)
☐ Corporate entity (not tax-exempt)
☐ Government entity (federal, state, or local)
☐ Other _____

AUTHORIZED SIGNATURE

(Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)

TITLE

(Business title of person signing above)

PRINTED NAME

(Printed name of person signing above)

DATE SIGNED

Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION

(If offeror is a corporation, identify the state of Incorporation.)

TAXPAYER IDENTIFICATION NO.

PAGE TWO

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| HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business) | NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause) |
| | <div style="text-align: right; margin-bottom: 5px;">Area Code -</div> <div style="display: flex; justify-content: space-between;"> Number - Extension Facsimile </div> <div style="text-align: right; margin-top: 5px;">E-mail Address</div> |
| PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause) | ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses) |
| <div style="margin-bottom: 5px;">___ Payment Address same as Home Office Address</div> <div>___ Payment Address same as Notice Address (check only one)</div> | <div style="margin-bottom: 5px;">___ Order Address same as Home Office Address</div> <div>___ Order Address same as Notice Address (check only one)</div> |

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|---|----------------------|---------------|----------------------|---------------|----------------------|---------------|----------------------|
| ACKNOWLEDGMENT OF AMENDMENTS Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision) | | | | | | | |
| Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date |
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| DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause) | 10 Calendar Days (%) | 20 Calendar Days (%) | 30 Calendar Days (%) | ___ Calendar Days (%) |
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PAGE TWO (SEP 2009)

End of PAGE TWO

(Return Page Two with Your Offer)

AMENDMENTS TO SOLICITATION (modified):

(a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <https://www.sccsc.edu/vendors/purchasing-solicitations.php> (b) Offerors shall acknowledge receipt of any amendment to this solicitation

(1) by signing and returning the amendment,

(2) by identifying the amendment number and date in the space provided for this purpose on Page Two,

(3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged. [02-2A005-1]

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Amendment No. 1

Questions / Answers

1. In the RFP, you list "seamless integration" with several third party services. How do you envision Ellucian will be used on the site? And how are you using Cloud Pano and Calendly as it relates to the website?

CloudPano is an embedded link on our site for virtual tour

Calendly provides forms we build and embed in links on our pages for scheduling appointments

Ellucian/Colleague provides academic course information and continuing education classes

2. The RFP states that the vendor should provide "tools for Marketing & PR to succeed in building buy-in within an organization historically resistant to change." Do you mean throughout the website redesign process or following the launch of the new website?

During research phase and after launch – We just need as much data as we can to support why we design or present information on the website the way we do. For example, EVERYONE wants access to THEIR information on the home page. We need help supporting why we won't always accommodate that request.

3. Please confirm that the redesign process does not include a redesign of any off-site domains, portals, or platforms outside of [sccsc.edu](https://www.sccsc.edu).

Correct

4. Please confirm that the \$125,000 budget for this RFP is set aside strictly for the selected vendor. Are we correct in our understanding that additional funds will be allocated for the implementation and work completed by Modern Campus?

Correct, Modern Campus's role in migration/implementation is not included in this part of the budget, or timeline. The last 2-3 months of this year-long project will primarily be with Modern Campus.

5. Are vendors required to complete the Nonresident Taxpayer Registration Affidavit prior to award as part of our proposals—or can this be submitted upon award?

This can be submitted upon award.

6. Why a redesign now? (reasons outside of recent CMS migration if available)

Our current site design is 5+ years old

We want to re-vamp and re-strategize to make our website more of a marketing outreach and recruiting tool, not just passive information

7. What are the Primary Business Goals beyond those stated in the RFP?

What goals do you seek for the redesigned site? I.e. traffic increases by X%, Y # of contact or other form fills, X # of downloads, etc.

We stated the basic goals in the RFP, and are looking for any guidance from research, testing, etc. for measurements of success. Broad goal is increasing engagement and meeting enrollment goals for SCC

8. Timeline and drivers:

Can you provide more insight into the proposed timelines and anticipated 9-month project length? Do you intend that to be a file hand-off date to the Omni Team?

Once a firm is selected, we will work with vendor to complete overall project in approximately one year, the final 10-14 weeks focused on migration

Are there any major events/initiatives we should be aware of?

Not that relate to this

9. Budget:

How is this project being funded?

The project is funded through approved college funds

10. What is the status of the brand?

Is there a rebranding effort, an evolution, or staying the same?

Brand evolution is already in progress, will build on the existing actions in place

11. What level of stakeholder involvement do you envision for this project?

Small group of decision makers or large?

Small

Have you gone through a project like this before?

Yes

12. What sort of research have you done leading up to this project assessment?

Have you completed any user research? Brand research?

Research for this project is included in the RFP. We have not done any prior specifically for this project.

13. How much content is currently on the site?

Will your team be responsible for documenting and whittling down the content, or do you need help with that component?

We will do it

If new copy is found to be needed, will you create in-house based on our recommendations, or would you like us to produce the copy as well?

We will take care of copy, but we are looking for guidance on content strategy based on results from research

14. What is the current number of authors and editors on the site?

Do any users outside of SCC contribute?

All internal, less than 15 editors

15. Do you have a governance plan in place today or would that be potentially part of this project as well? (workflow, permissions, etc)

Using our current CMS, Modern Campus, we have governance/permissions already set.

16. Are all third-party plug-ins and integrations listed in the RFP active on the current site?

Yes

17. Do you have a rough idea of the current # of different page types you utilize?

Right now, 3

18. Who are your top 5 competitors and why?

N/A

19. Do you have any sites you look to for inspiration? Do you have any Aspirational College website examples?

No

20. Do you have an on-going website support and services partner? If not, are you interested in seeing our support services as optional services in our response?

Not for this particular project

21. What has worked well on your current site, and where would you like to see the most improvement?

Our visual branding is strong, and our information is managed fairly well. We need improvement in moving from passive to active, engaging, dynamic site with a cohesive strategy/message.

22. If we have no information that needs to be redacted from the original response we provide, do we need to provide a statement saying so or...?

If the bidder is not submitting a redacted copy, include a sheet that states the proposal contains no proprietary information.

23. Do you have any relatively recent persona or other user research already developed? If so, could you share it with us?

No - we are dependent on vendor to help with this.

24. Could you provide clarification regarding the usability testing mentioned on page 12 of the RFP? Are there specific processes you would like to follow for this usability testing?

We are looking for vendor recommendations on this, we are not locked in.

25. What Modern Campus modules do you have or plan to purchase for the new site (besides alerts and news)? If so, do they need custom designs for the modules?

SCC has licenses for the following Omni CMS modules Insights, Search, and Emergency Alerts. We also use 3rd party CALENDAR (Dude Solutions), and SITE IMPROVE

26. Do you have any preference on the usability testing structure? In-person, online, tree testing, etc?

No preferences, looking for recommendations and guidance here

27. Is any content writing or assistance in migration needed?

No, we will do in-house.

28. Do you have solid imagery for the new site or will you need to shoot new photos/video?

We do have solid imagery/videos

29. What is your internal team structure (writers, support staff, etc)?

1. Webmaster/Creative Design – 1 member
2. Marketing Content/Strategy and creation – 2 members
3. Content migration/page building – 1 member as lead, team will be built later
4. IT Implementation – 3 members

30. What do you see to be your approval process for key milestones?

Approvals will be through Webmaster primarily, IT Director secondary

31. What Omni CMS modules do you currently use?

ALERT, NEWS, INSIGHTS and FORMS

32. Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?

No plans to change at this time

33. We are unable to locate a faculty/staff directory on the current website. Are you planning to add this functionality as part of the website redesign? If so, are you planning to use the Omni CMS Faculty Directory module?

No plans to at this point

34. Is the college's Events Calendar (<https://calendar.sccsc.edu/>) powered by Dude Solutions? With the redesign, will the calendar stay as-is? Or will it be managed with the Omni CMS Calendar module?

We plan to keep Dude Solutions at this time

35. Can you please discuss the level of integration needed from the chosen design firm for the 3rd party services? Do any of the following 3rd party services need to be implemented by the design agency? Or will Modern Campus be responsible for all 3rd party integrations?

We need designer to be aware and bring up any concerns, integration is not required, just the ability to drop the coding on the page to provide access to the other solutions.

- Acalog
- Calendly
- CloudPano
- CustomViewbook
- Dude Solutions Calendar
- Ellucian
- Google Analytics
- Omni CMS offerings, such as Alerts, News Feed
- SiteImprove
- TawkTo

36. Will the site simply link out to these 3rd party services mentioned above or will they require a more in-depth integration by Modern Campus?

Integration is not required, just the ability to drop the coding on the page to provide access to the other solutions.

These are all primarily already set in Omni CMS, and are implemented as links and RSS feeds. We just want web designer to be aware of them and account for them where needed. There isn't a "hard line" hand-off from design to Modern Campus, there will be some overlap but nothing out of ordinary scope of expectations if you have worked on a site for that platform before.

37. Submission Requirements:

Would you consider an electronic submission instead of submitting hardcopies?

We didn't make this proposal set up to submit electronically please submit hardcopies.

38. Other Sites You Like:

What other websites do you like that are similar in purpose or functionality to your site?

We don't have any specific sites that we like or that are similar.