STATE OF WEST VIRGINIA
REQUEST FOR PROPOSALS
BLUE RIDGE CTC RFP#19-01
ADDENDUM NO. 2

TITLE: Website

USING AGENCY: Blue Ridge Community & Technical College

ISSUE DATE: October 24, 2018

ISSUING AGENCY: Blue Ridge Community & Technical College
13650 Apple Harvest Drive
Martinsburg, WV 25403

ISSUING AGENT: R. Craig Miller
Chief Financial and Administrative Officer

QUESTIONS & ANSWERS:

Current Platform

1.   Where is the current website hosted?

     Answer: WVNET

2.   When did the current site launch?

     Answer: 2012

3.   What is the amount of monthly traffic to the website?

     Answer: 20k

     a.   Do you know the bounce rates from landing pages of the website?

     Answer: Yes

Design

4.   Do you have a brand book or design guidelines you can share? For example, we noticed a handwriting font on the website (Daniel Cursive), is this a flourish on the website or part of an approved guideline?

     Answer: Yes, with the selected vendor. The fonts on the website are approved as part of our branding guidelines.

Project Team

5.   How large is the stakeholder group? How involved will they be in the project?

Answer: The primary team will consist of three individuals; however, this team will report back to the larger group of Executive Staff.

6. Is the core web team at Blue Ridge CTC familiar with structuring projects around Agile Software Development project management principles?

   Answer: Yes, the team is familiar with it.

   General

7. What are the most important KPIs for the Blue Ridge CTC website project? Examples: increasing the number of applications submitted, event engagement, better rankings in organic search, or something else?

   Answer: For this project, the KPIs are:
   i. Develop Responsive Version
   ii. Ensure/implement full website compliance with WCAG
   iii. Develop custom coding for Blackboard Management system

8. On page 3 of the RFP you say, "using the existing website and content, [you want to] design and implement a responsive version" of the website. Can you share the reasoning behind not altering the look and feel of the website? Is it budgetary, or other? Have you gotten user feedback about the navigation structure of the website? For example, on a number of internal pages, you have a long set of links in the left column of the page which make it difficult to quickly scan.

   Answer:
   a. We do not wish to redesign the website at this time.
   b. Yes, we have gotten user feedback.
   c. Yes, we do regular content audits to ensure accuracy of information on the website.

9. We do not recommend engaging in a WordPress responsive retheme. That alone would produce a good ROI for Blue Ridge.

   Our reasoning:
   ☐   This project is a significant investment from Blue Ridge CTC and the window of opportunity for additional investment may not open again for several years.
   ☐   Accessibility issues are often caused by content entry, not just the website theme. You will need to sanitize significant parts of your website content, not just update the WordPress theme.
   ☐   Your search ranking will improve somewhat by applying a responsive theme, but you will see much better organic search ranking by applying semantic markup, enabling SSL, completely overhauling the XML sitemap, and improving website performance.

   Instead of a retheme, we would strongly recommend a strategy and design engagement and WordPress-to-WordPress migration in order to reduce technical debt on the current website. Is your team open to the possibility of a strategic engagement, redesign, and migration?

   We believe a project budget of approximately $110,000–$125,000 would allow for our agency to do our best work. Does that budget align with your expectation? If so, is the current RFP a good vehicle for a project of that magnitude, or would a new RFP need to be issued?

   Answer:
   a. No.
   b. No.