

Blue Ridge RFP Questions:

- For your multilingual support – what languages would you like your site to support?
 - Spanish

How large is your current email list?

We do not have an established list.

How large is your total current lead / opportunity pipeline?

We do not have a current lead pipeline from the website.

How large is your influx of new leads?

We need a pipeline to measure leads from the website.

- What is the average/estimated level of traffic to the site day-to-day?
 - We average 122,355 views per month
- How many pages/content pieces exist in the current site?
 - 300 pages
- Does the current site implement any custom code in the Theme or PHP files?
 - Yes, we have a custom theme.
- What kinds of features are desired in the Dynamic Form requirement?
 - What kinds of fields need to be available in the form builder? (i.e. Text, dropdowns, data pickers/ranges, radio/checkbox)
 - All of these options.
 - Any conditional requirements? (i.e. Hide/show fields based on condition, required fields)
 - Yes, conditional formatting is required.
 - Any custom field types required to be implemented?
 - Yes, there may be custom fields.
- What are the current security requirements that need to be maintained to the new site?
 - Must be equivalent to current measures. Currently using WordFence.
- What does “Advanced Security” mean from a requirements/functional perspective?

Examples of security categories:

 - **DDoS Protection**
 - **Whitelist/Blacklist capabilities**
 - **XSS Attack Prevention**
 - **Injection Attack Prevention**
- Is there an existing plugin that handles Calendars and Events, is this something that as the vendor, we would need to discover and implement?
 - We are currently using Events Calendar and Events Calendar Pro. The expectation is that the vendor makes recommendations for the most effective and efficient plug ins that align with the developed solution.

- Please explain the desired features and functionality of “Integrated Chat”. Is this a B2C chat, such as for technical support or customer assistance? Is this chat for clients/customers to communicate with each other?
 - This is for customers to communicate with members of our staff. We are currently using Olark.
- What kinds of analytics are targeted to be collected in the new system?
 - Page views, functionality issues, ADA compliance, etc.
- Can you explain the current caching issue?
 - When a page is updated, it does not automatically clear the cache of that page.
- Is there currently a CDN being utilized for caching/optimization of asset delivery, and if not, it is a requirement to have one implemented in the new system?
 - No.
- What degree of training is desired as part of the proposed solution?
 - Training should include any third party applications, specialize training needed for regular maintenance, and a general overview necessary to be a successful webmaster.
- What data points fall under the purview of “Custom Search”?
 - The Custom search must be able to return results for the main BRCTC domain and the subdomain acalog.blueridgectc. This is our academic catalog
- What is expected to be returned from this custom search to the user? (documents, links, articles, other)
 - All of the above. Links, documents, information about programs, enrollment information.
- Who are the target users of the custom search (End Users & Customers, or Internal Users/Admins, or other)
 - End users and customers.
- What are the integrations required for the new solution? Current Integrations Identified:
 - Acuity
 - Omnilert
 - Government Jobs (**single system** or multiple?)
 - Career Services Job Board (assuming this is an integration) This is a plug in.
 - CTC domain and Acalog subdomain (for custom search)
 - These are all correct.
- What is your not to exceed budget?
 - We do not have a do not exceed budget.
- How many proposals are you hoping to collect? Are you able to share who?
 - We hope to collect numerous proposals. No, we cannot share who.
- What's the preferred engagement model (Time and Materials, fixed price, etc)?

- Time and material/Dedicated team. Please note, change of scope or pricing after a proposal is accepted is subject to an additional finance review process.

- What is driving your desire to launch the new site in February, 2022?
 - This is the timeframe of this project.
- Are you open to a timeline that extends beyond the requested 2 month timeframe? A typical design and development project can take up to 13 months to complete.
 - No, we cannot extend beyond March, 2022.
- Do you have any further insight into what budget will be most realistic for you to support?
 - We do not have a specific budget in mind for this project.
- If you have no specific budget, do you have a do not exceed amount?
 - No, we do not.
- Are you open to receiving a few different options for how we can move forward?
 - Yes, that would be fine to include in the response.
- What research has been conducted to support your brand messaging?
 - Blue Ridge CTC has existing and continued research and support to maintain and brand messaging in our community.
- Do you intend for this work to also include user research and user testing?
 - Industry research should guide the development of the new website. User testing can/will be incorporated into the final stage of website development.
- Are you open to considering solutions outside of Wordpress if deemed most appropriate?
 - Wordpress is preferred, but we are open to other CMS options with supporting reasoning.
- When did you last update your existing image/video library?
 - Our image/video library updates annually; however, COVID has impacted those updates.
- What is your current hosting environment? Will our team deploy to an on-prem or cloud-based solution, or is your team confident in this?
 - We have a third party host. The final solution will be transferred to our host to launch.
- Do you have an idea of the number of templates/page types you utilize today?
 - We have approximately 300 pages on the website all using the same basic template.
- Where do you foresee your team(s) offering the most amount of support for this work?
 - Our team will be actively involved in all stages of development, testing, and implementation.
- Do you need support with your Google Tag Manager setup + configuration?
 - Yes.

- Can you describe your desired training further for both those who will manage and contribute to the site, as well as what you are requesting from a more technical standpoint?
 - Training should include any third party applications, specialize training needed for regular maintenance, and a general overview necessary to be a successful webmaster.
- Can you confirm if you are requesting copywriting for the new site?
 - Yes, we are requiring copy writing as part of the RFP.
- Do you anticipate handling content migration to the new site internally, or are you wanting to see options and recommendations for us to support?
 - This question is confusing. The new site should be build in an offline test environment. Once the final product is completed, it will then be transferred directly to our server.
- What is your plan to get traffic to the new site once live?
 - Our website domain will not change. We will coordinate the migration of the new site to our server with our web host.
- With a current pain point highlighted as email, are you seeking guidance on a communications plan and recommended usage for nurture efforts as a whole?
 - Yes, the pain point specifically focuses on the ability to incorporate lead capture technologies into the website and build out email marketing communications. Recommendations would be helpful.
- Can you provide the list of systems or 3rd party API integrations you might need?
 - We are currently using the following plug ins; however, we are open to other solutions that emphasis efficiency or operations.
 - Advanced Custom Fields Pro
 - Akismet Antispam
 - All in one WP mitigation
 - Broken Link Checker
 - Buttonizer
 - Classic Editor
 - Disable XML RPC
 - EWWW image optimizer
 - Health check and troubleshooting
 - JW player 6 plugin for wordpress
 - MCE table buttons
 - Ninja forms
 - Conditional Logic
 - File Uploads
 - Layout and styles

- Multi part forms
 - Olark Live Chat
 - PHP Compatibility checker
 - Query Monitor
 - Simple 301 redirects
 - Simple Job Board
 - Sucuri Security
 - Events Calendar/Pro
 - Updraftplus
 - Velvet Blues update URLS
 - Wordfence Assistance
 - Wordfence security
 - WP Fastest Cache
 - WP Rollback
 - WP Front Scroll top
 - Yoast SEA
- Approximately how many pages/assets of content are to be migrated? What format can/will the content be provided?
 - Currently have 339 pages on the website. Content writing is included as a requirement for this project
- Are there any multilingual requirements beyond using Google Translate or similar?
 - A Spanish version or comparable solution is included in the RFP
- How many templates does the City wants us to design?
 - There is no projected number of templates.
- Do you expect vendor to create content for the websites?
 - Yes.
- How many visits has the current site per month?
 - Average: 122,355
- If you could only solve three pain points on your current website, what would they be?
 - The listed pain points all need to be addressed within the solution.
- How many people manage and update content on a regular basis?
 - 2
- How many people are on your web team?
 - 4
- Will local or in-state agencies be given preference?
 - No.
- WordPress is the indicated as the preferred CMS. Is that also the college's current CMS? If not, what are you currently using?
 - Yes.
- What CRM does the college currently use?
 - Ellucian BANNER

- Please confirm the approximate number of pages of content on the current site (including all subdomains and microsites). What percentage of these pages is expected to be carried over to the new site?
 - 300. Approximately half.
- Detail your expectations for content migration (manually moving content from the old site to the new). Will the selected agency be responsible for migrating all pages or only certain sections and/or tiers?
 - Certain sections and tiers. Content and copy writing should be included in the proposal. Content updates will/may need completed.
- New content development is an important component of a website redesign. Will the selected agency be responsible for any new content creation?
 - Yes, content and copywriting should be included in the proposal.
- If you require new content development services, approximately how many pages of new content will the selected agency be expected to create?
 - Content will be updated as existing or created when needed. To support the proposed solution.
- Do the proposal forms count against the 10-page limit?
 - No.
- What is driving the extraordinarily aggressive timeline? Is there a specific reason a three-month (that includes finals, Thanksgiving, and winter break) timeframe has been determined? Is there room for discussion regarding a more realistic timeline or is the February 1 launch date non-negotiable?
 - Expending the budget is driving the timeline. This timeline can be extended though March, but not beyond.
- What is your estimated budget for this comprehensive and significant project? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?
 - We do not have a budget, nor do we have a do not exceed amount for this comprehensive and significant project.
- Regarding the requirement for the custom search of the BRCTC domain and Acalog subdomain: should this be a single search function that mingles BRCTC WordPress web page results with Acalog course catalog results in the same results list, or can they be two separate searches (i.e., a site search and a catalog search) that return different results?
 - Yes, this should be a single search.