



CONTENT MANAGEMENT SYSTEM
(Submission deadline is noon CST on September 16, 2022)

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Purpose

Colby Community College (CCC) is asking prospective vendors for proposals to supply a commercial content management system (CMS). CCC also intends to refresh the website templates to modernize the look and functionality of the site. Ideally, the college would work with a vendor that can complete both tasks.

Overview

CCC is searching for a turnkey commercial CMS solution that improves service to prospective and current students, donors, and partners with a personalized user experience through organization and high-end search capabilities. This will require a revision of the current layout and migration of content. The CCC website was last updated in June 2016. The current vendor, Percussion, recently notified the college of their intent to cease commercial support in June 2023 and end web hosting services in December 2022. With this, CCC will also request input on finding a new cloud host.

At the time of this request, CCC has about four CMS users and may add up to five more in the future. The college uses about six to eight templates. Approximately 1,000 to 1,300 pages and assets would need to be migrated.

This proposal request provides vendors with an overview, project timeline, scope of work, and required specifications.

Project Timeline

The following is a tentative schedule that will apply to this RFP but may change with the organization's needs or unforeseen circumstances. Changes will be communicated by email to all invited bidders.

Issuance of RFP	August 17, 2022
Questions/Inquiries Due	September 2, 2022
RFP Closes	September 16, 2022
Complete Evaluation for Recommendation	September 30, 2022
Award Notification (pending board approval)	October 18, 2022
Project Completion Deadline	April 2023 (approx.)

Scope of Work, Specification and Requirements

Colby Community College is seeking the following features in a content management system:

- Secured SaaS environment with server redundancy and uptime guarantees
- Integration with Ellucian PowerCampus for displaying catalog, course schedules, etc.
- Responsive design templates
- ADA & WCAG 2.1 compliance
- Administrator quality control

- Training sessions for admins and users
- Generate defined, or custom reports
- Global find and replace searches
- Multiple user levels for content contributors
- Create and customized WYSIWYG toolbars
- Create reusable assets such as code, forms, and image galleries
- Create pre-formatted HTML snippets that users can edit.
- Checks for spelling, links, W3C validation, and Accessibility before publishing.
- Define metadata tags, open graph, or structured content, and create search-friendly URLs for SEO
- Ability to schedule page publishes and cancel expired content
- Ability to recycle and restore files
- Third-party add-ons
- Content contributors
 - Drag and drop
 - In-context editing
 - Gadgets
 - Tag Management
- Social media and digital marketing campaigns
 - Publish to Social streams
 - Image Galleries
 - Forms (secure)
 - Multi-Channel Analytics
- End Users
 - Personalization
 - High-end search capability

Budget & Estimated Pricing

Vendors must submit the following cost breakdown for implementing their solution for CCC's project as described in this RFP. The vendor must agree to keep these prices valid for 45 days as of September 16, 2022.

Hardware: List, describe, and record the cost of each piece of hardware required to implement the proposed solution optimally.

Integration: Describe any labor, equipment, supplies, or other costs.

Maintenance: Describe and cost out any other ongoing costs associated with the operation and maintenance of your proposed solution.

Documentation and Training: If fees are associated with user or technical documentation, list them here.

Warranty: Include a detailed warranty

Insurance: Please mention any insurance the vendor has to protect the clients in case of DDoS, malware, Ransomware, etc., attacks that would prevent access to our operations or impact our public identity as an Institution.

Project Management: If project management fees are associated with your proposed software, list and describe them here. **Miscellaneous:** List and describe any other costs associated with your proposed software solution.

Exclusions

Any project exclusions or any portion of the proposal that cannot be provided must be disclosed in an area labeled exclusions.

Communication

Verbal communication shall not be effective unless formally confirmed in writing by a specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

Applicable terms and conditions herein govern communications and inquiries between Colby Community College and vendors relating to this RFP. Inquiries, questions, and requests for clarification related to this RFP are to be directed by submitting an email to Doug Johnson, Director of Public Relations, at doug.johnson@colbycc.edu.

- Errors and omissions in this RFP and enhancements: Vendors shall bring to Colby Community College any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, vendors shall recommend any enhancements that might be in the best interests of Colby Community College. These recommendations must be submitted in writing and be received before September 16, 2022.
- Inquiries about technical interpretations must be submitted electronically before September 16, 2022.
- Inquiries for clarifications/information that will not require addenda may be submitted verbally to the buyer named above at any time during this process.
- Verbal and/or written presentations and pre-award negotiations under this RFP.
- Colby Community College will make a good-faith effort to provide a written response to each question or request for clarification that requires addenda within five (5) business days. All questions, answers, and addenda will be shared with all recipients.
- Colby Community College will not respond to any questions or requests for clarification that require addenda if received after September 16, 2022. All pertinent RFP information will be posted to our website only. The URL for the projects included on the vendor page under "Active RFPs" at Colby Community College is: www.colbycc.edu/about/vendors

Proposal Submission

Proposals will be sent to Doug Johnson, Director of Public Relations, doug.johnson@colbycc.edu, until noon CST on September 16, 2022. Email submissions will be accepted, or the proposal can be mailed to 1255 S Range, Colby, KS, 67701, Attention: Doug Johnson.

Vendors are required to prepare and submit, at their own cost, one signed original proposal. Submission must include the vendor's complete response, including all attachments, product services, and specifications. Electronic submissions must be in PDF format.

Selection and Notification

The Colby Community College Board of Trustees will meet for its regular meeting on Monday, October 17, 2022, and vote on a vendor recommended by the college. The selected vendor will be notified on or about October 18 after approval by the Board of Trustees.

Statement of Disclosure

The board reserves the right to reject any or all bids, to accept that bid that appears to be in the best interest of the college, to waive any informalities in any part of any bid, and to reject any or all bids received after the date and time specified. Any bid may be withdrawn prior to the scheduled time for the opening of bids. The bidder to whom the award is made may be required to enter into a written contract with the college and provide a performance or public works bond as required by law or the Board of Trustees (where applicable).

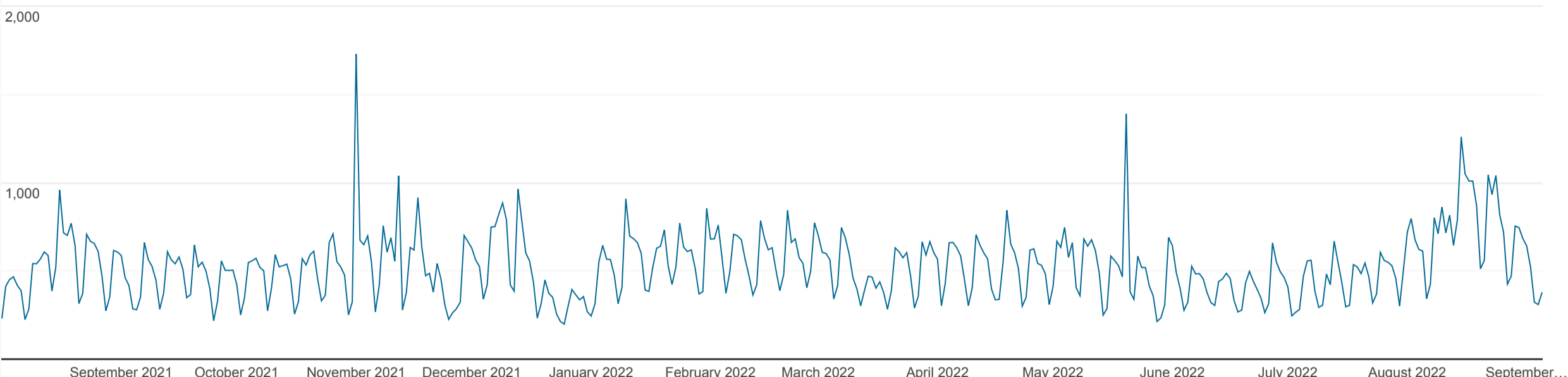
Active Users

Aug 1, 2021 - Sep 5, 2022

All Users
100.00% Users

Active Users

- 1 Day Active Users
- 7 Day Active Users
- 14 Day Active Users
- 28 Day Active Users



1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
377 % of Total: 100.00% (377)	2,800 % of Total: 100.00% (2,800)	6,254 % of Total: 100.00% (6,254)	14,107 % of Total: 100.00% (14,107)

Website CMS and Redesign RFP Questions and Answers

1. Is the bid open to an international technology consulting company Presence in USA and Development Centre in India? **Yes**
2. Is there any domestic or international travel required for vendor team members for this project? **No**
3. Do you have any tech-stack preference to redesign website? (Wordpress, Drupal, etc.) **No.**
4. Is any multilingual support required? **CCC currently uses Google for multinational translation to help international students. This prevents us from having to create multiple pages. We are hopeful to keep this, or a similar tool.**
5. Could you confirm that the vendor is not expected to modify or rewrite any content? **Yes. Colby Community College will provide content.**
6. Is there any budget ceiling that we need to consider? **The college would like to stay in the \$80,000 to \$90,000 (USD) range.**
7. Do you expect the selected proponents to provide ongoing maintenance and support? **Technical support** If yes, for how long? **For the duration of the contract.**
8. Do you want the proponents to propose a hosting solution for your website? **Yes.** How long would the hosting be needed? **For the duration of the contract.**
9. Do you have any third-party's API you would like to implement into your future website? **Yes. To be determined which ones.**
10. Is there a bulk export option available in your present CMS for migration. **Yes.**
11. How do you want the Ellucian Powercampus to be integrated using Link or App. **Ideally, an app. However, we will explore all options.**
12. What kind of Reports are to be generated. **To start, basic traffic reports.**
13. Are there any selling/payment options involved? **Not right now.**



Colby Community College CMS RFP Q and A (Rev. 2)

1. What's the purpose of the "SaaS environment" mentioned in the first point under the Scope section? SaaS (Software as a service) is needed where some specific services are being offered and a recurring payment comes from the end-user. Please clarify this. We would like a vendor that handles the installation, upgrades, updates, and maintenance in the cloud.
2. What third-party add-ons need to be integrated apart from Ellucian PowerCampus? Not at this time.
3. What kind of "Gadgets" (modules/plugins/hooks) are needed? What will the functionality be like? That may not be a universal term, but it is used in our current CMS. Gadgets are the shortcut items in the dashboard that allow for things like an SEO audit, redirect management, and a quick look at Google analytics.
4. Please elaborate complete set of activities needed for "Social media and digital marketing campaigns". Will there be paid campaigns as well or only organic SMM needed? As of now, the campaigns will be organic.
5. What's the expectation in the "Personalization" section under End-User section? Essentially, retargeting after a visitor returns to the site. The ability to personalize content based on pages previously visited by the user.
6. Do we need to develop a user login portal for students or will the existing "onelogin" portal be integrated as is? No. Onelogin will be integrated as it is now.
7. Apart from content management, are there any other administrative activities/functionalities required for the admin and/or sub-admin? No.
8. In the "Apply Now" section on the website, it eventually leads to a completely different section called "trojanweb.colbycc.edu/SelfService/Home/" which has a login module with a few sub sections (Planning, Admission, Search, Make a gift). Will this also need to be covered in this RFP? No. If so, please elaborate on functionality/features after logging in. Moreover, in this section, the "Make a Gift" page is not displaying anything as of now, but it talks about donation. Will there be any form or payment gateway since it doesn't seem like a part of the public website? No. That is a separate project.