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**ADDENDUM 2**  
Date of Addendum: March 22, 2022

**NOTICE TO ALL VENDORS**

The Contract Documents for the above-referenced Project are modified as set forth in this Addendum. The original Contract Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the Contract Documents. Vendor shall take this Addendum into consideration when preparing and submitting a proposal, and shall acknowledge receipt of this Addendum in the space provided on the Proposal Form.

**BID SUBMITTAL DEADLINE**

The proposal submittal deadline remains the same and is not changed by this Addendum.

**1.0 – QUESTIONS AND ANSWERS**

The following questions and answers are provided as a matter of information to clarify issues raised about the Contract Documents.

Item	Questions and Answers
1.1	<p><u>Question:</u> Why are you moving from Kentico? Is it the licensing cost, functionality, ease of use etc.? We have a lot of CMS tools at our disposal, but want to understand what you didn't like about Kentico, so we can recommend a tool that will meet your needs.</p> <p><u>Answer:</u> Annual cost is a factor. Concerned about the ability to transfer the site from one host to another if needed. Kentico 11 could not easily be upgraded to v12. I believe this was due to Kentico moving from portal engine to MVC. This is a concern for future upgrades.</p>
1.2	<p><u>Question:</u> I see you are currently in Kentico 11? Portal engine or MVC?</p> <p><u>Answer:</u> Portal engine</p>
1.3	<p><u>Question:</u> Regarding the microsities we were just wondering if the design/branding would need to be updated on these microsities as well and would we be responsible for that as well?</p> <p><u>Answer:</u> The microsities were additions to the website post launch. We would like to pull these into the overall site design and structure by using a homepage template that is easily customizable.</p>
1.4	<p><u>Question:</u> What optimizations would improve your experience with current CMS?</p> <p><u>Answer:</u> User management, workflow management, ability to update individual page modules or parts without changing the template across the entire site. More flexibility and ability to customize across the board.</p>
1.5	<p><u>Question:</u> What areas of current CMS do you find most challenging?</p> <p><u>Answer:</u> Areas addressed in 1.4 answer.</p>
1.6	<p><u>Question:</u> How will you measure success of this project?</p> <p><u>Answer:</u> Cost, schedule, deliverables and working relationship.</p>
1.7	<p><u>Question:</u> What is driving the dates of this project?</p>

	<p><u>Answer:</u> Once we start the contract on July 1, we anticipate the project will be 12-18 months.</p>
1.8	<p><u>Question:</u> What happens if you miss any or all of the dates of this project?</p> <p><u>Answer:</u> A calendar will be developed that includes project milestones and deadlines. We will work with the web design company to develop the calendar and adhere to deadlines.</p>
1.9	<p><u>Question:</u> In regards to content migration: Will the entire .edu domain need to be migrated? Are there parts of the site that will not be migrated? Are there additional domains that need to be migrated? What form of data export is available from your current CMS setup?</p> <p><u>Answer:</u> Most of the public facing content will need to be migrated. There are some parts of the site that are not migrated, but not much. No add'l domains need migrating. The current CMS is Kentico 11 Portal Engine and has a SQL Database. You would have to review their documentation for the details.</p>
1.10	<p><u>Question:</u> Do you prefer that the CMS be installed locally on your own servers, or hosted as a cloud solution?</p> <p><u>Answer:</u> Cloud</p>
1.11	<p><u>Question:</u> Who currently hosts your website(s)? Are you looking to change this arrangement?</p> <p><u>Answer:</u> Cartika and yes for the new site. The current site must stay on Cartika until the new site is live.</p>
1.12	<p><u>Question:</u> How many developers do you have to maintain the new CMS?</p> <p><u>Answer:</u> 0</p>
1.13	<p><u>Question:</u> What is the established budget for this project?</p> <p><u>Answer:</u> We anticipate a budget of \$80,000 to \$100,000, but will evaluate the vendor bids and this total may change.</p>
1.14	<p><u>Question:</u> How important is a support plan/option for you with the new CMS?</p> <p><u>Answer:</u> It is of significant importance since we don't have a developer on staff.</p>
1.15	<p><u>Question:</u> What systems do you have that you would like integration with? Is there a priority of system integrations? What specifically would you like to integrate within these systems?</p> <p><u>Answer:</u> AudioEye and Google Analytics are integrated platforms on the CMS, but we currently do not integrate with another data source. An external company manages our Commercial Driver's License program and they have a form on the site that connects to their CRM through an integration bus.</p> <p>We would ultimately like to see the site integrated with Banner to create a dynamic course search, but we aren't ready to pursue that project at this time.</p>
1.16	<p><u>Question:</u> What are you currently using for catalog?</p> <p><u>Answer:</u> We create individual pages for each program and link to a PDF curriculum sheet that is extracted from our PDF catalog.</p>

1.17	<p><u>Question:</u> Does Lehigh CCC have existing or new brand guidelines that can be referenced for the new website?</p> <p><u>Answer:</u> <a href="https://www.lccc.edu/about-lccc/media-and-communications/logos-style-guide">https://www.lccc.edu/about-lccc/media-and-communications/logos-style-guide</a></p>
1.18	<p><u>Question:</u> In terms of web content creation, does Lehigh CCC have a photographer/videographer and content writer on staff?</p> <p><u>Answer:</u> Staff are able to take photos and short videos, but we contract out for professional level videography and photography. Also, staff will be responsible for the majority of the text on the site.</p>
1.19	<p><u>Question:</u> Who are recent competitors and/or comparators?</p> <p><u>Answers:</u> Competitors are other colleges and universities in the Lehigh Valley area.</p>
1.20	<p><u>Question:</u> Can you provide examples of higher education websites or even those outside of higher ed that you aspire to?</p> <p><u>Answer:</u> Agency can do a search of area community colleges, as well as universities. All have good aspects that we would consider replicating. Additional brainstorming will be conducted with awarded agency.</p>
1.21	<p><u>Question:</u> What is the desired launch date for the new site?</p> <p><u>Answer:</u> The project is 12-18 months in duration. An exact timeline and calendar will be established in coordination with the awarded agency.</p>
1.22	<p><u>Question:</u> Please provide a list of 3rd party integrations that must be supported in the new site.</p> <p><u>Answer:</u> See Addendum #1</p>
1.23	<p><u>Question:</u> Are you using your current site as a Digital Asset Management tool? Have you considered investing in a 3rd party Digital Asset Management tool?</p> <p><u>Answer:</u> Not at this time.</p>
1.24	<p><u>Question:</u> What is your benchmark for views for the new site?</p> <p><u>Answer:</u> This information will be shared with the awarded agency.</p>
1.25	<p><u>Question:</u> You mentioned you are currently using 50 templates, please itemize what those are.</p> <p><u>Answer:</u> This information will be shared with the awarded agency.</p>
1.26	<p><u>Question:</u> There is mention of no need for a content audit, but there is also mention of simplifying content and reducing redundancy. We typically do a content audit when we are working with a site that needs migration and clean-up. What is the thinking behind excluding the content audit?</p> <p><u>Answer:</u> Content audit and site audit have been confused. We are going to have to audit the site to some extent to improve navigation and reduce the size of the site. We do not need to go through the content on every page.</p>
1.27	<p><u>Question:</u> In regards to the sitemap, have you created a new one already? Or is the hope that</p>

	<p>the new sitemap will not be drastically different?</p> <p><u>Answer:</u> Sitemap will probably be very similar to the existing.</p>
1.28	<p><u>Question:</u> How many lead gen campaigns do you typically run a year? What is the role the new website will play in those campaigns?</p> <p><u>Answer:</u> We annually run between 3 to 5 lead campaigns, but we are looking to increase lead generation campaigns. Landing pages would contain information and embedded CRM forms.</p>
1.29	<p><u>Question:</u> What do you like and dislike about the current design?</p> <p><u>Answer:</u> In our department, we are not big fans of the sliding image on the home page although many of our colleagues want events and updates on this. Need to have an alternative for alerts, events, updates, but not a slider. Like the clean look, and large photos. However, it's difficult to find dramatically horizontal photos to fit the top of the page. Also, there's too many options (14) at the top and we need to consider consolidation of these drop downs.</p> <p>The site is seven years old and will be close to nine by the time we launch a new one. That is a long time in terms of web design. We are looking for significant changes in the design.</p> <p>We are prepared for an entirely new look and feel. Not opposed to a completely new design.</p>
1.30	<p><u>Question:</u> How much of the existing site design are you hoping to retain?</p> <p><u>Answer:</u> We are prepared for an entirely new look and feel. Not opposed to a completely new design.</p>
1.31	<p><u>Question:</u> Are we staying within the confines of the existing brand or will there be flexibility to push the envelope?</p> <p><u>Answer:</u> We are open to new ideas.</p>
1.32	<p><u>Question:</u> What happens if the focus groups provide information that changes the scope of the engagement, e.g. site structure, content, etc.?</p> <p><u>Answer:</u> We will consider those new ideas, in balance with what our end user needs and wants. A focus group with students will be key.</p>
1.33	<p><u>Question:</u> Improvements in navigation's is listed under project elements but it is stated later that a content audit will not be required and sitemap will be similar to the current experience. What will be informing the improvements in navigation, and what if we find that a content audit is required and the sitemap should be updated?</p> <p><u>Answer:</u> Content audit and site audit have been confused. We are going to have to audit the site to some extent to improve navigation and reduce the size of the site. We do not need to go through the content on every page.</p>
1.34	<p><u>Question:</u> VPAT- What exactly does this entail? That the user-facing site is accessible? What level of compliance? That the authoring side is accessible? This gets into ATAG and involves way more effort.</p> <p><u>Answer:</u> See Addendum #1, This is a certification of your software. This is in the RFP. This is not in the RFP.</p>
1.35	<p><u>Question:</u> Are you working towards any particular event/deadline?</p>

	<p><u>Answer:</u> No, there is no specific event that we are targeting, just estimating 12-18 months for the full project.</p>
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**END OF ADDENDUM**