Pre-bid questions regarding the website redesign & brand refresh

Questions	Answers
Objectives	
1. Is "increase enrollment and serve the community" an existing objective for the current website and digital content? If so, how is that measured and tracked?	To date, there have been little to no measurement of website analytics to objectives. This will change with the refresh.
2. Do you have targets in mind for how many more applications and enrollments you hope to achieve?	Yes, this will be determined/finalized during kick-off of the project.
Materials/brand review and assessment	
3. Approximately how many pieces/properties will need to be assessed in the brand materials audit?	Website, view book, recruitment collateral, planner, athletics (for understanding only), billboards, ads, videos, podcasts
4. How many sub-brands will be included?	~Four (see below)
5. Please identify/define your sub-brands (include examples please).	MOD, WOC, Workforce Development, Foundation/Alumni Association
6. Brand revitalization: Is there a plan for implementing the new brand on sites adjacent to the main website (e.g., sandburgchargers.com, sandburg.college-tour.com, givecampus.com, etc.)?	There is no intent to modify the existing Chargers site, but we are definitely open to the college tour being updated as well as applying the new branding to givecampus.com.
7. Brand revitalization lists most visual elements of the brand (logos, fonts, color palette, photography) for a redesign. Are fundamental aspects of the brand like values, promise and positioning also up for a refresh? Are there any aspects of the brand that are not currently being considered for revitalization?	All aspects can be considered.
8. How is the current brand perceived and what is the impulse for its reevaluation?	We'd be happy to share our opinion on that once the brand research the selected agency will perform is completed, which should include assessing brand perception as part of the entire exercise.

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9. During discovery/competitive assessment, have you identified the list of colleges and universities to assess?	We can provide you a list, yes.
10. What current web analytics do you have in place?	Google Analytics 4
11. Who are your primary and secondary audiences for the site?	Primary: Potential students Secondary: Alumni (to keep up with the college and potentially donate/give back)
12. For the website redesign, we would want to perform a critical assessment of the content to determine what works, what's missing and what can be sunset — even thought this isn't specifically called out in the RFP.	Yes, this should be part of both the website redesign *and* the branding/competitive assessment aspect of the RFP. With that said, we're essentially starting over with regard to the website. None of it works right now the way it should/could.
13. Will we have access to a representative sample of audience types (prospective students, current students, parents, etc.) so we can test designs with the primary users of the site?	Yes, we can likely make that happen.
14. What is your capacity for providing contacts for external brand perception research? For example, are there email lists of prospective traditional and/or adult/community students?	Some; not many
15. Are you looking for your selected partner to review and make recommendations and you're planning to complete design work in-house? Or are you looking for the selected partner to also design and produce those materials?	As part of the brand refresh, we would expect our selected agency to provide a few templates and a complete brand style guide, which we can use going forward as we create materials.
16. Do you require support to integrate the new brand into all materials/media? As part of this project or separate?	Not at this time.
17. Do you want support to socialize/roll out the brand?	No.
18. Could you confirm that as far as trademarking and registering of logos is concerned, that you're looking for your selected partner to make recommendations for a third party your team can work with? Or are you expecting your chosen partner to facilitate and complete this in-house?	We would expect our selected agency to guide and facilitate the process — whether through an existing third-party relationship and/or with best practices/itemized steps we can take to handle on our end. (Will depend on the existing relationships in place with the selected agency.)

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19. How recently have the mission/vision/values been revisited, and are there plans to revisit them in the near future?	2015, and potentially, yes.

Site design

20. Are you looking for three home page design choices?	Yes.
21. Are you looking for three of each unique subpage choices?	Yes.
22. How many unique subpage "themes/layouts" are there to be redesigned?	Three

Copywriting

23. Do you want any content writing? If so, estimate the number of pages needed.	Not beyond what's provided during the brand refresh.
24. Is https://sandburgchargers.com/landing/index in scope for the redesign?	No.
25. Is past the login of mySandburg in scope?	No.
26. Do you need SEO services?	SEO keywords would need to be provided/integrated into the site.

Graphic design/branding

27. You mention revitalization of your logos. Please describe the scope of this work (e.g., how many logos are involved, wordmark only or icons as well, etc.).	MOD, WOC, HLSA, BSA, Workforce Development, Foundation/Alumni Association
28. Is there a specific date on which you'd like the entire project, including the website, to be completed?	Ideally by the end of 2023.
29. What is the anticipated timeline for the brand revitalization? What is the desired launch date for the website redesign?	Ideally, the brand refresh would occur first, informing the look/feel/style of the website. We would like all completed by the end of 2023.
30. From a marketing and branding perspective, what organizations within higher education do you aspire to emulate as it relates to this project?	We will share during discovery.

CMS-related questions

31. What team currently maintains the web presence(s)? What is their skill set, and how big is the team?	Marketing has a dedicated web specialist who manages the site, as well as various representatives from each subject area.

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	Skill sets vary. We are looking to skinny this down/reign-in control.
32. Will you consider other CMS options at discovery. Should we provide a price for another solution, or just not address CMS at all, and keep our scope to HTML?	Yes, but it needs to have the same capabilities as Cascade.
33. What are the most important factors for you your team in determining the right CMS for the school?	Ease of use (user-friendliness), 'unbreakability,' ability to assign roles and workflows/approvals
34. Are there other features that would be important for you to have?	Ensure integration of third-party apps (e.g., Give Campus, Presto, etc.)
35. Do you require hosting of your production site or will you self-host?	We will need to discuss internally. Currently we use AWS.
36. Do you have an annual budget for ongoing CMS maintenance/support and licensing? Can you share that budget, even if it is a range?	Roughly $20k/year
37. Do you have any third-party integrations we need to know about?	Give Campus, Presto, mySandburg portal, Spectate, Clive
38. What other back-end systems on campus are integrated with your current CMS and would need to be integrated going forward?	See above.
39. How important is the integration with your current catalog system, Acalog?	It's just a link; not integrated into the site.
40. If a new CMS is desired, would you need support in migrating your current content into the new CMS? And how large of a team are we partnering with to migrate the assets?	Partially for certain aspects of the site (e.g., financial aid, academics, etc.). It will depend on the final content as to how much will need to be migrated. It would be two to three people, more than likely.
41. How many users are currently in the CMS and making edits/updates to your site? Would that number change if a new CMS is implemented?	10-15 active users/editors
42. What Cascade modules do you use? Do you plan to add any new ones?	Directory, event calendar, news, vanity URL
43. Do you use Cascade Clive for personalization? Is personalization something you would want to consider in the new site?	Not at this time. Maybe traditional/non-traditional in the future.
Other	
44. What agency was involved with the brand refresh in 2012? Has that agency been invited to participate in this RFP?	Propeller Communications; no
45. It's understood that you're looking for a full-service creative agency. Are creative agencies	No; the project calls for a full-service single agency to handle both tasks to

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that use trusted, long-term website development/SEO partners still considered?	ensure cohesiveness, consistency and internal control with one agency (no third parties).
46. Will preference be given to local, Galesburg, IL vendors?	No; all full-service agencies who meet all requirements will be considered without preference.
47. Will the project be awarded to the lowest bidding vendor?	Proposals will be evaluated based on the most competitive offer — taking into consideration the quality of services offered, fit with Marketing & Public Relations' philosophies and work styles, and how well the proposal meets the RFP requirements, selection criteria and college needs.
48. Will vendors with zero higher education experience be considered for this assignment?	No.
49. We're all about saving the environment. Will electronically submitted proposals be rejected?	Electronically submitted proposals will be accepted. Please send to dsmith@sandburg.edu.

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