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| Rennette R. Apodaca, MPA, CPPO | Scott Elder |
| Executive Director | Interim Superintendent |

DATE: 9/30/2020
BID/ RFP NUMBER: 21-022 RA
BID/RFP TITLE:  School Website Content Management System
ADDENDUM NUMBER: 2

The following are clarifications, changes, and/or questions and responses to Bid/RFP.

- Proposals must be submitted in Vendor Registry. See page 23 – Submittal Requirements

- No proposals will be accepted by other means such as email, fax, mailed in or delivered with samples, etc.  If proposal  is submitted by other means, it will be deemed non-responsive.

- No late proposals will be accepted. The only evidence to establish the time of receipt is the date/time stamp from the electronic bidding system (Vendor Registry)

- Vendor Registry link: https://vrapp.vendorregistry.com/Vendor/Register/Index/albuquerque-public-schools-nm-vendor-registration

- If you have issues with Vendor Registry, please contact their Customer Service at 844-802-9202 or cservice@vendorregistry.com

- There is no fee to submit a bid;  if you have issues or questions contact Vendor Registry at their Customer Service at 844-802-9202 or cservice@vendorregistry.com

- Albuquerque Public Schools Online Bidding System (Vendor Registry) utilizes the Internet and the World Wide Web which is comprised of systems that are completely out APS's control including but not limited to: the District, its agents, and registered suppliers' respective internet service providers. The District and its agents are not responsible for Internet outages, hardware failures, software failures, downtime, internet slowness, acts of God, power failures, and or user errors. All bids/proposals must be submitted before the due date regardless of your organization's ability to submit proposals online. It is the suppliers' responsibility to ensure that Bid offers arrive before the due date and time. Bidders understand and agree that technical support may not be readily available the day of and or the hours/minutes prior to a bid closing time (Due Date/Time). Bidders also understand and agree that internet access, browsers, and operating systems are not supported by the District and/or its agents. Bidders are strongly encouraged to review, create, and submit all electronic bid responses several days in advance of the due date and time

# Questions and Answers

1. **Who built the current school districts websites?**
   The Web Team built out the sites in School Loop and oversees/audits the sites for compliance issues. School webmasters maintain the content.

2. **If you worked with an outside vendor, have you maintained a relationship with them to-date**
   Yes

3. **Are there many non-technical users who will be creating/editing pages and content?**
   Yes. About 15% of users are non-technical.

4. **What are some of the things that you liked about the School Loop CMS?**
   The built in 508 error checker, WYSYWG editor, user management, mobile responsiveness, unified look District-wide

5. **What are some of the things you did NOT like about the School Loop CMS?**
   The design looks a little dated, roles and permissions could be expanded on, when we have to make a global change we need to update each site individually, locking down of components could be expanded on.

6. **What have been some challenges with building and managing such a large number of websites?**
   Training users, 508 compliance, checking for stale content

7. **Are you open to evaluating open source technology?**
   If the open source technology meets the RFP criteria

8. **Is the 145 websites mentioned just sites for individual schools?**
   There are 144 school websites covered under the RFP. There is also a district and intranet site.

9. **Page 18 mentions teacher websites - does each teacher get their own website?**
   Yes. Teachers create their own sites in Google Sites and integrate with the current CMS

10. **Does your web team have PHP experience?**
    No.

11. **Are there any security compliances that need to be met? Like PCI, PII, HIPAA, SOC 2, FedRamp, etc?**
Detailed in the RFP.

12. **Do you prefer a cloud-hosted solution?**
Detailed in the RFP.

13. **What are average monthly page views across all sites?**
Depending on the type of school, between 2,500 and 10,000 per month

14. **From a technical perspective - how are you defining success after the project's completion?**
100% of school websites are migrated without any downtime
100% of school websites meet accessibility standards outlined in the RFP
90% of school webmasters trained
80% of school webmasters can edit the site without additional training and support

15. **Are you looking for a vendor to provide full web design and UX services? Or, just implementing a CMS and developing a site based on designs you provide?**
Yes, we are also looking for assistance with design services.

16. **Are there any key integrations for the website outside of what's listed on page 19?**
No.

17. **Do you have a preference for a content management system? Are you open to open source CMS?**
This RFP is for a Website Content Management System. The specifications for the CMS are listed in the RFP.

18. **Do you require a separate website/domain name for each school? That's more than 150 schools. Please clarify.**
Yes, each school has its own domain name. Yes, APS has websites for about 144 schools.

19. **What is the budget envelope for this project?**
Offerors should submit their best pricing

20. **What rights and abilities are expected of the 'webmaster' outside of what could be managed through Active Directory/SAML integration and associated Roles/Groups/Permissions within the CMS, relating to "Ability to delegate a webmaster with specific rights for a certain period of time"?**
Sometimes there is a delay when an employee shows up in Active Directory, and site administrators would need to manually register, or temporarily register an account. Sometimes, an employee works at several school sites, but is only

listed in Active Directory for one school site. That employee would need to be manually registered at the other sites they work at.

21. **What features and capabilities are expected of a 'webmaster's dashboard' in "Ability for an administrator to view a webmaster's dashboard and easily identify items for action."?**
A webmaster can reach the sections they are allowed to edit, can see news bulletins, page histories, recently posted items, accessibility errors, the possibility to view stale or outdated content.

22. *What are the sites and URLs that will be part of this contract and project?*

- o https://amontoya.aps.edu
- o https://adobeacres.aps.edu
- o https://alameda.aps.edu
- o https://alamosa.aps.edu
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- o https://wilson.aps.edu

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- o   https://zuni.aps.edu

23. *Is this RFP only for the 145 school sites, excluding the intranet and main public facing website?*
Yes. There are currently 144 school sites.

24. *What is expected in maintenance for URLs in "URLs maintained for up to 145 sites"?*
Each school has an aps.edu domain name that is maintained by APS. If the CMS platform needs to generate different URLs that are mapped to the aps.edu URLs, that would need to be managed by the CMS vendor.

25. *What is the anticipated contract award date?*
This is to be determined.

26. *How many individuals are on the evaluation committee and what are their roles/job functions (e.g. web team staff, principals, teachers, etc.)*
There are 5 members on the committee. Two members of the web team, one dean, two senior director, and one manager.

27. *What is an average size (total number of published pages) of an Albuquerque school's School Loop CMS site?*
Between 50 to 120 pages (approximation)

28. *What is budgeted or what is the anticipated budget for this contract?*
Offerors should submit their best pricing and budget will be established on the best solution for APS*.*

29. *Is there a particular format expected for exported content?*
CSV file

30. *With this requirement "Ability to post and expire emergency news to all schools, individual schools, or a custom list of schools" is a single interface required for this, or is a per-site ability to post news sufficient?*
Yes, due to the amount of sites, and the urgency of an emergency alert, a single-interface is required.

31. *Is "Design a school website using CMS tools" to mean that the CMS has the ability to do so?*
Yes.

32. *How many different homepage templates and interior page templates do you currently have available for the individual school sites?*
Elementary: one template; Middle: two templates; High School: two templates. And then there is the option to vary the number of badges from 4 to 6 on each of those templates.

33. *What outcome is "Lock homepage and/or lock interior pages or components" aiming for? Preventing any ability to edit, or preventing simultaneous editing and possible deletion of work?*
This is to prevent non-technical site contributors from breaking, changing or accidentally deleting the home page, or other district mandated pages. For usability and accessibility,

all district school websites must use the same home page templates and top level navigation, with minor differences between Elementary, Middle, and High schools.

34. *What rights and abilities are expected of the 'webmaster' outside of what could be managed through Active Directory/SAML integration and associated Roles/Groups/Permissions within the CMS, relating to "Ability to delegate a webmaster with specific rights for a certain period of time"?*
Sometimes there is a delay when an employee shows up in Active Directory, and site administrators would need to manually register, or temporarily register an account. Sometimes, an employee works at several school sites, but is only listed in Active Directory for one school site. That employee would need to be manually registered at the other sites they work at.

35. *What features and capabilities are expected of a 'webmaster's dashboard' in "Ability for an administrator to view a webmaster's dashboard and easily identify items for action."?*
A webmaster can reach the sections they are allowed to edit, can see news bulletins, page histories, recently posted items, accessibility errors, the possibility to view stale or outdated content.

36. *Will any new assets need to be created by the selected vendor? Will the sites use only existing content or is new content needing to be created?*
The vendor is expected to create the CMS templates and CSS styles with input and approval from APS. APS will provide content, images, logos, and branded items.

37. *What extent of customizations are expected in "Provides a customized user experience based on the identity of the user"?*
If you are a website administrator, you have different options on login, than a website editor, an employee with an account, or a page visitor.

38. *Can you elaborate on what you define as 'modules/applications' in "System has fully integrated modules/applications"?*
The CMS would provide News, Events, or other modules within the system without relying on outside or third-party integrations.

39. *What is the policy for passwords in "All non-District ADFS account passwords and password procedures must be district password policy compliant"?*
The passwords would meet a minimum number of characters with a mixture of numbers and special characters.

40. *Can you elaborate on what specific access and what system components as mentioned in "Provides emergency and temporary access to system components or resources for problem resolution"?*
--District Admin can login as an existing user to troubleshoot their account
--The CMS Vendor can login to troubleshoot issues

41. *What kind of interface is expected in "Interfaces with popular desktop applications (e.g., Microsoft Office)"?*
Please disregard this line item in the RFP (Appendix B, "Sheet 2. Tech", Item TI 4.1).

42. *What kind of integration is expected in "Integrates with GSuite for Education (Gmail, Google Drive, Google Sites)"?*
The ability to sync the CMS calendar with a Google Calendar. The ability to link a Google Site URL to a teachers contact information. The ability to sync with a Google Drive folder.

43. *What is the 'community engagement mobile app' here: "Integrates with community engagement mobile app" and what kind of integrations with it would need to be made?*
Some K-12 specific CMS systems have a companion community engagement app in development. Discuss if this is part of your system.

## HELP

44. *Can you elaborate on the expectations for a 'help system' in "Help system is integrated into application"?*
*The ability to submit a support ticket from within the CMS system.*

45. *In regards to support, how many individuals from APS will have the authority to reach out to the vendor for web support when needed, 24/7?*
To clarify, "24/7/365 unlimited support with timely resolution" means that if the system becomes inoperable at anytime that there is support to work to resolve the issue immediately and bring the system back online. Only the Web Team has the authority to act and make requests at this level.

46. *Will support need to be escalated to the APS web team first?*
The APS Web Team provides support, training, and documentation to the site users and prefers to manage requests for help first. Currently, the option is available for the site user to also reach out to the CMS Vendor for support, training, and documentation through a "Contact" link in the footer of each school's website, although that support option is not promoted by the APS Web Team.

## MIGRATION

47. *Will there be a structured export of content to be imported as in "Content migrated for up to 145 sites" -- or will content migration be a manual process?*
The migration is a manual process.

48. *Will APS provide resources to assist with the content migration?*
Ideally we would migrate all the sites over a 3 month period of time. With the resources within the department, the Web Team could realistically migrate 30% of the sites.

49. *Will individual site performance analytics be utilized in determining what content needs to be migrated?*
No. The schools have ownership over what content they want on their sites.

50. *Please provide details about the approximate number of pages that are anticipating to need migration services.*

Average number of pages per site: 60
Number of sites: 144
Web Team migrates 44 sites. Vendor migrates assistance for 100 sites.

60 x 144 = 8640  x .3 =  2592 pages Web Team (approximation)
                 x .7 =   6048 pages Vendor (approximation)

51. *With the migration of the existing sites' content and data, is all the information going to be migrated or only a subset?*

     ○ *If a subset, who will be responsible for identifying which pages will be migrated?*

       The schools would be responsible for migrating any images, documents, news or events.
       The Vendor would be responsible for migrating page content and home page items.
       The Web Team and school would work together to identifying pages to migrate.

## LAUNCH

52. *Is there a target completion date / go live date?*
    The existing contract expires June 30, 2021. There will need overlap of systems and rollout time to prevent loss of service. We would want all the sites live no later than July 30, 2021.

53. *What is the time frame in which all sites under this project are to be completed, and is APS flexible with a time frame?*
    The ideal completion date would be July 30, 2021, before school starts. An alternative time frame could be discussed.

54. **What technology are you currently using?**
    We are currently using School Loop CMS. Teacher websites are created in Google Sites. School Loop is integrated with Active Directory.

55. **What Content Management System (CMS) is being used?**
    We are currently using School Loop.

56. **Are you currently on-prem or hosted in the cloud?**
    Hosted in the cloud.

57. **What design agency are you using or have used? Would you like to continue to use them?**
    Design is completed internally.

58. **Is there a redesign in the scope, or is it a list and shift?**
    There is a list and shift for content only. There will be a redesign or site refresh. There are 144 sites with about 50-150 existing pages per site.

59. **How many in the IT Dept. will be providing support?**
    Three members of the APS Web Team. One or two members of IT for Active Directory/CNAME/Url management.

## BUDGET

60. **What is the budget of the project?**
61. **What is the current spend on the customer web portal?**

    Offerors should submit their best pricing and current spend is $34,000 annually.

**INTEGRATION and REPORTING**

62. **What integration is required?**
63. **What types of reports do you plan to generate?**
64. **How will you manage users (account creation, authentications, etc)**

This information is listed in Appendix B, "Sheet 2. Tech, Infrastructure SI"

**CONTENT**

65. **What's the process of creating content and publishing?**
The schools are responsible for creating and publishing their own content.

66. **Is the content static, or is it dynamic and targeted in nature?**
The schools are responsible for creating and publishing their own content. The content does change over the course of the school year.

67. **Who will create content?**
The schools are responsible for creating and publishing their own content.

68. **How do you manage your content, and how would you describe the system(s) that is currently being used?**
The schools are responsible for creating and publishing their own content. The system being used is a Content Management System with a WYSIWYG page editor

69. **Who will have access / consume your content on runtime/websites (General public, enterprise wide, or limited to a business unit(s))?**
Webmasters and content contributors, district administrators have access to the system. Content is for Albuquerque Public Schools students, families, and potential students and families.

70. **What are the methods you are using for content distribution?**
The content is created in the Content Management System, and then published. There is a News and Events RSS feed that publishes content to the school sites.

71. **What is the usage per pageview, and the number of user accounts?**
There are over 500 webmasters. There are over 8,000 teachers and staff that are integrated into the system through Active Directory. The purpose of this is so that the teacher and staff name and email address appear on the Contact Us page. Teachers and staff also can access their account to add their title, phone number, and GoogleSite URL.

72. **Is the site localized?**
No.

73. **What are the pain points in the current system?**
Publishing global content or global changes need to be made to each school individually.

74. **What other obligations influence, or impact the timeline?**
The sites would need to be live by the start of the school year, which usually begins in August. August and September typically aren't available for any extra projects of this type as there is large workload of onboarding with schools and teachers. The time to train the webmasters on the system. There are about 50% of webmasters that do not need refreshers from year to year. And about 50% of webmasters would need training provided.

75. **Will deployment of content and code be provided?**
No.

76. **Will you want OT to provide oversight to your team for the installation, configuration and deployment processes OR would you want OT to perform these functions?**
Yes. This RFP is for a Content Management System. The expectation is that the Vendor provides this system as a finished product.

**NOT RELEVANT TO THIS RFP**

- *What are the businesses objectives that you plan to address?*
- *How do you plan to measure ROI?*
- *Do you mind providing a metadata extract from your present system?*
- *Where are the audience(s) for using the TeamSite tool located?*
- *How many environments will need to have TeamSite/LiveSite deployment (DEV/QA/Pre-Prod/Prod)?*
- *Who are the audiences using the TeamSite tool? Internal/External/IT/Content Updaters parties*
- *How many are high-availability (HA), and how many single node (applicable for LiveSite Only)?*
- *What type of performance tests do you plan to conduct, and do you need OT assistance with these tests?*
- *What presentation systems are in use or planned to be integrated with*
  - *WCM*
  - *E-Commerce*
  - *Custom Site/Application*
  - *Mobile Applications/Hybrid Mobile Apps*
  - *Replicated by CDN*

77. **Do you have a style guide or a brand guide?**
- [Yes we do have a branding guide](#). Although the each school has their own colors that they like to use.

78. **Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?**
- Offerors should submit their best pricing and we currently pay $34,000/annually*.*

79. **Does the District have a CMS preference? Open source? Drupal/WordPress?**
- This RFP is for a CMS system.

80. **Who are your primary and secondary users?**
- Webmasters and content contributors, district administrators have access to the system. Content is for Albuquerque Public Schools students, families, and potential students and families.

81. **Would you like detailed research in terms of your audience in the form of an audience needs assessment?**
- No

82. **Do you have a desired launch date? Is there a specific event driving the launch date?**
- The sites would need to be live by the start of the school year, which usually begins in August. August and September typically aren't available for any extra projects of this type as there is large workload of onboarding with schools and teachers. The time to train the webmasters on the system. There are about 50% of webmasters that do not need refreshers from year to year. And about 50% of webmasters would need training provided.

83. **What is the current hosting environment?**
- The CMS is currently hosted in the cloud.

84. **How many visitors does the current website receive on a monthly basis?**
- Between 2,000 - 10,000 depending on the school type. High schools typically have more visitors

85. **How many pages of content do you anticipate transferring to the new site?**
    Average number of pages per site: 60
    Number of sites: 144
    Web Team migrates 44 sites. Vendor migrates assistance for 100 sites.

    60 x 144 = 8640  x  .3  =  2592 pages Web Team (approximation)
                     x  .7  =  6048 pages Vendor (approximation)

86. **What are your current pain points with the existing website?**
- Publishing global content or global changes need to be made to each school individually.

87. **What are the current technical challenges (if any)?**
- The ability to do a global update to specific pages across all websites at once.This ability would allow us to provide district mandated standardized content to all sites(ie: students handbooks). Currently we have to update each site individually.

88. **How many site administrators will you have?**
- There are 3 main site administrators. In addition, there are over 500 webmasters. There are over 8,000 teachers and staff that are integrated into the system through Active Directory. The purpose of this is so that the teacher and staff name and email address appear on the Contact Us page. Teachers and staff also can access their account to add their title, phone number, and GoogleSite URL.

89. **Will you require different levels of admin permissions?**
- Yes. At the minimum: site administrator, webmaster, content editor

90. **As APS using School Loop CMS, Do you have any Preference for CMS?**
    This RFP is specifically for a Web Content Management System.

91. **Does APS provide any CSS which vendor can follow sitewide or on individual components?**
    APS will provide input on website styling, but will not be providing specific CSS for the templates in the CMS.

92. **For integration with Student Information Systems Can you help us with technology stack like where the Student information resides.**
    APS would assist the vendor with Active Directory Integration with the CMS. This is assuming that the functionality is already built into the CMS. APS is not responsible for any CMS customizations that are needed for Active Directory Integration.

93. **As the APS needs to update the logo, Does the vendor need to redesign it?**
    The vendor will not need to redesign any logos.

94. **What is the estimated Budget for the base year?**
    Offerors should submit their best pricing
95. **Is content and digital assets being provided by the APS. Do you have existing branding and style guide lines?**
    Yes. Content, digital assets, and branding will be provided.
96. **Do the vendor have to write content?**
    No.
97. **How many pages are there now to be migrated?**
98. **What is the size of the content which needs to be migrated?**
    Average number of pages per site: 60
        Number of sites: 144
        Web Team migrates 44 sites. Vendor migrates assistance for 100 sites.

        60 x 144 = 8640  x  .3  =  2592 pages Web Team (approximation)
                            x .7  =  6048 pages Vendor (approximation)
99. **Are there departments with Department pages to be templated out?**
    No.
100. **What is the expected project launch date?**
    The start date is TBD. Ideally we would migrate all the sites over a 3 month period of time. The existing contract expires June 30, 2021. There will need overlap of systems and rollout time to prevent loss of service. We would want all the sites live no later than July 30, 2021. The ideal completion date would be July 30, 2021, before school starts. An alternative time frame could be discussed.
101. **"TI 7.1. Full functionality of all proposed modules and requirements above are currently available in a SaaS framework. (Appendix B - 21-022RA.xlsx)". Is there any existing system that we could build on top of or do we need to create one from scratch? If there is one, what are the specifications?**
    APS does not provide any systems to build on top of.
102. **As per requirements, there should be "one [...] website for every school in the district" - so every school would have it's a separate account in the system, or having a separate CMS page(s) for each school is enough?**
    Yes, every school needs their own website with their own URL.
103. **"Designing a school website using CMS design tools" - should each school have its own "dashboard", editable in CMS?**
    Yes. The dashboard does not necessarily need to be editable though.
104. **"The ability to accommodate different approval workflows based on user role." Can we get more specific information about those workflows? Who does it apply to? What are all the user types in the system? Are there any outside those listed in TI 3.18 (Appendix B - 21-022RA.xlsx).**
    This information is available on pages 15-16 in the RFP 21-022 RA.
105. **"The ability to delegate a webmaster with specific rights for a certain period of time." Do we want to create short-lived admin accounts for the CMS? Or should the account rights be temporary?**
    Sometimes there is a delay when an employee shows up in Active Directory, and site administrators would need to manually register, or temporarily register an account. Sometimes, an employee works at several school sites, but is only listed in Active Directory for one school site. That employee would need to be manually registered at the other sites they work at.
106. **What is "Design Refresh Services" (Appendix C - Pricing - 21-022RA.xlsx)?**
    Please line item any design costs that you charge.

107. **Any details about password transmittal?**
Please review [Appendix B](#) for technical specifications.

108. **Can we use external services for file and image storage e.g. AWS?**
Yes, as long as there is a user-friendly, non-technical, integrated system in place for content editors and webmasters to access their files and images.

109. **There is no actual e-learning functionality, only school-based CMS?**
Correct

110. **Are there any limitations on the licenses of the software to be used?**
APS must have legal and full access to a complete CMS system for the contracted period of time in use.

111. **What's the timeline of the project? When is it planned to start?**
The start date is TBD. Ideally we would migrate all the sites over a 3 month period of time. The existing contract expires June 30, 2021. There will need overlap of systems and rollout time to prevent loss of service. We would want all the sites live no later than July 30, 2021. The ideal completion date would be July 30, 2021, before school starts. An alternative time frame could be discussed.

112. **Any limitations on the technologies used?**
Please review [Appendix B](#) for technical specifications.

113. *Could you please share who prepared and wrote the RFP?*
Camille Pansewicz, APS Web Team Manager wrote the RFP.

114. Was it solely by Albuquerque Public Schools staff? Yes

115. Was a consultant involved? If so, who was this consultant? No

116. Was a marketing agency involved? If so, who was this marketing agency? No

117. *With whom will we C2 meet with, if selected, for the project Discovery session?*
The APS Web Team, consisting of the Web Manager, the Digital Content Specialist, and the Web Graphics and Content Specialist.

118. *Who are the primary decision makers for the project as a whole?*
The APS Web Team

119. *Who will be the primary project stakeholders?*
The Communications Department and Web Team, school principals, current or potential students and their families.

120. *Who would be the primary project contact or assigned project team for daily communication?*
The APS Web Team

121. *Web projects usually span technical teams as well as marketing teams. Would you categorize this project as IT-driven or marketing-driven?*
Not applicable.

122. *Can a defined list of content managers be provided with a hierarchy?*
No.

123. *How many content managers do you have currently supporting the site?*
There are 3 main site administrators. In addition, there are over 500 webmasters. There are over 8,000 teachers and staff that are integrated into the system through Active Directory. The purpose of this is so that the teacher and staff name and email address appear on the Contact Us page. Teachers and staff also can access their account to add their title, phone number, and GoogleSite URL.

124. *What internal resource support do you have for this project; Are there dedicated content creators/administrators?*
The APS Web Team

125. *Do you have an internal development team?*
    We do not have an internal development team. The expectation of this system is that it is a complete product, and would need no development from APS. All development is provided by the vendor

If yes, how many internal developers do you have? none
If yes, are you anticipating that the internal development team be involved with the development of this project? If yes, what will be the level of involvement?


## Content Management System

126. *What, specifically, is causing you to examine changing the CMS? Please list out specific issues that must be remedied by a new solution.*
    The contract for the current CMS is expiring, so by law APS must submit a RFP

127. *What new CMS tools are you considering?*
    Offerors that respond to this RFP

128. *Did you work with a vendor on the current website CMS implementation? If so, who was this partner?*
    SchoolLoop CMS is our current vendor.

129. *Is there a design or development agency of record currently?*
    No.


130. *How many URLs are expected to be part of this project?*
    144


131. *How many third-party systems are expected to integrate into the site?*
    Please review [Appendix B for Technical Requirements](#).

132. *Please list the third-party systems that are expected to integrate into the site and the purposes of those integration. To be considered an integration, data needs to be exchanged between two sources.*
    Please review [Appendix B for Technical Requirements](#)


133. *Are there any components of the current site that will not be part of this new redesigned site?*
    No


134. *What will be used for site search?*
    Built in search engine as a first choice. Google search, second choice.


135. *What will be used for site analytics?*
    Google Analytics

    - *Is there a need for multilingual?*
      Yes. Integration with Google Translate

136. *How is source code versioning currently maintained?*
This would be managed by the vendor. Page content history edits need to be maintained within the CMS.

137. *How is access to development partners granted to internal systems?*
This proposal is for a completely built out CMS that is being provided by a vendor. Any integrations and development to the system is handled by the vendor.

138. *How often are code audits completed or reviewed?*
This would be managed by the vendor.

## Servers and Hosting
139. *Who is hosting the site currently?*
The sites are hosted by the current vendor.

140. *What sort of access is typically granted to outside vendors to the servers?*
Access is only granted to APS, APS employees, and the current vendor.

141. *What is the current server architecture and hosting for the site?*
The sites are currently hosted in a cloud environment.

## Branding and Design
142. *When did the website last receive a design update?*
2017.

143. *Will a current brand guide be provided prior to the start of the project?*
Yes.

144. *Is there established branding that will be ready prior to the start of this project including brand guidelines and web standards?*
Yes.

## Research
145. *What is your expectation for any research around audience needs? Will project stakeholders be able to speak for the audiences or will focus groups be necessary?*
This is not requested in this RFP

146. *Are you interested in user personas?*
No

147. *Are you interested in usability testing?*
Possibly for the home page

## Selection

 o [Please review page 21 of the RFP 21-022RA](#) for the questions below:
- What are the most important criteria for selecting a vendor?
- How important is other higher education experience to the vendor selection
- Will vendor selection be prioritized by proximity to Albuquerque, NM?
- Will presentations take place onsite or via a conference call? If required, via conference call

## Timeline

148. *Is there an expected timeline for this project?*
 The sites would need to be live by the start of the school year, which usually begins in August. August and September typically aren't available for any extra projects of this type as there is large workload of onboarding with schools and teachers. The time to train the webmasters on the system. There are about 50% of webmasters that do not need refreshers from year to year. And about 50% of webmasters would need training provided.

149. *What is your target start date? What is your target end date for this project?*
 The start date is TBD. Ideally we would migrate all the sites over a 3 month period of time. The existing contract expires June 30, 2021. There will need overlap of systems and rollout time to prevent loss of service. We would want all the sites live no later than July 30, 2021. The ideal completion date would be July 30, 2021, before school starts. An alternative time frame could be discussed.

150. *What is the length of time ongoing web maintenance support will be required of this vendor?*
 This is expected for the length of the contract. Please see Appendix B for specifics.

## Cost

151. *Offerors should submit their best pricing*

- What is the estimated budget range for this project?
- In this budget range, it is expected that the CMS license fees be included?
- If the proposal exceeds the budget will a vendor be automatically eliminated from consideration?
- What is the ongoing web maintenance support budget post launch?

## Other Questions

152. *How many pageviews did Albuquerque Public Schools have over the past 365 days?*
 About 1 million page views per month.

153. *Is content migration expected to be a part of this RFP?*
  Average number of pages per site: 60
   Number of sites: 144
   Web Team migrates 44 sites. Vendor migrates assistance for 100 sites.
   60 x 144 = 8640 x .3 = 2592 pages Web Team (approximation)
          x .7 = 6048 pages Vendor (approximation)

- If yes, does the Albuquerque team expect the chosen vendor to complete the content migration for all the sites or will the Albuquerque team handle the content migration?
- If content migration is expected to be handled by the vendor, how many pieces of content and media need to be migrated?
- How would the current content be exported from the current CMS? What does that process look like?

*154 .How many templates is the current site composed of?*

**Home page templates**
Elementary: one template; Middle: two templates; High School: two templates. And then there is the option to vary the number of badges from 4 to 6 on each of those templates.

**Interior page template options (column percentages)**
With sub-navigation in the left column: 20-60-20, 20-80, 20-40-40
Without sub-navigation in the left column: 50-50, 20-60-20, 70-30, 100

- Could the Albuquerque team please provide the list of templates?
- Does the Albuquerque team envision these templates will be the same for the new site? *If applicable.*

- *Please describe the functionality of community engagement mobile application.*
Some K-12 specific CMS systems have a companion community engagement app in development. Discuss if this is part of your system.

  - Please describe the functionality of BrowseAloud and how it currently interfaces with the Albuquerque sites.
Browsealoud is a third-party accessibility utility that is integrated into the site through javascript. Please the [description of BrowseAloud on APS.edu](#) for details.

**155.** **Do you have a preference for proprietary vs. open-source content management platforms? Which open-source platforms will you consider?**

This RFP is for a Content Management System, so if the system in your proposal meets the specs in the RFP, then your proposal will be under consideration.

**156.** **Are there any particular requirements for the domain of each website? Are persistent unique domains required, or would redirects be acceptable.**
The current set-up is a vendor URL that redirects to an APS URL.

**157.** **Is user impersonation a requirement? Would super user access to all sites work for district staff?**

This feature is used for when an admin needs to login as another user to troubleshoot their account, or login as another user to update their account information. I believe this is a preference and not a requirement.

**158.     Regarding the Google integrations, what does the district want to see with Google Pages and Gmail integrations? Would Google Drive iFrames work?**

The current integration is that a Google Site URL is integrated with the Teachers contact information that is on the Contact page. There is not a current Gmail integration into the platform. The Google Calendar embed is through an iframe. Any iframe integration needs to be accessible.

**159.     I noticed there is a requirement to add users outside of ADFS. Currently we require all users to either be setup through ADFS or through standard logins. Is this an issue?**

- Sometimes there is a delay when an employee shows up in Active Directory, and site administrators would need to manually register, or temporarily register an account.

- Sometimes, an employee works at several school sites, but is only listed in Active Directory for one school site. That employee would need to be manually registered at the other sites they work at.

**160.     Would you consider proposals that recommend an open-source CMS such as Drupal?**
This RFP is for a Content Management System, so if the system in your proposal meets the specs in the RFP, then your proposal will be under consideration.

**161.     How many pieces of content (web pages, images, files, etc.) do you anticipate needing migration and what source(s) will these be migrated from?**

The content and assets would be migrated from the current sites.

Average number of pages per site: 60
Number of sites: 144
Web Team migrates 44 sites. Vendor migrates assistance for 100 sites.

60 x 144 = 8640  x  .3  =  2592 pages Web Team (approximation)
                        x  .7  =   6048 pages Vendor (approximation)

**162.     Are there any third party data integrations that need to be accounted for in this scope?**
Please review Appendix B for Technical Requirements.

**163.     Is there a defined budget you can disclose?**
*Offerors should submit their best pricing.*

**ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL:**
**Addenda not signed and returned may consider the RFP non-responsive and may be rejected.**

_____
**COMPANY/FIRM NAME**


_____
**SIGNATURE**


_____
**DATE**