

# Question and Answer Compilation 9-12-2024

1. To give our team a sense of the complexity of your current Drupal 7 website, please share the following:
  - a. Number of content types
    - 24
    - 2 can be excluded before we begin
    - Some could easily be collapsed as they are elements of another content type
    - Content Types with full page designs:
      - Club
      - FAQ
      - File
      - News
      - Newsletters
      - Page
      - Person
      - Policies and Handbooks
      - Program
      - Program – NC-SARA
      - Webform
  - b. Number of nodes (pieces of content)
    - See attached “XML Sitemap Statistics” for an idea of how big each of our content types are. Of the roughly 20000 nodes, about 50% are published.
  - c. Number of taxonomies
    - 27
  - d. Number of custom user roles
    - 22
  - e. Number of custom modules
    - 54
    - Most of these are Features exports related to content types, permissions and module configurations
    - Attached is a list of all enabled Modules “Modules \_ College of Western Idaho”
  - f. Number of content editors
    - 125 Accounts enabled
    - 25 roughly are active contributors spread across the college
    - 10 of the active contributors are Admin/Web/Marketing team members

- g. "Number of developers (...available for project planning?)
    - 1
  - h. (...available for development?)"
    - 1
2. Do you have brand guidelines? If so, when was the last time they were updated?
- a. [Brand Style Guidelines - https://cwi.edu/brand](https://cwi.edu/brand)
  - b. [Last Updated 3/22/24 with Font Colors and Font Style changes](#)
3. After looking through your site we came across several URLs. Can you confirm how many sites are involved in this project? Is it just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?
- a. [Https://CWI.edu](https://CWI.edu) is the only website involved in this re-platform
  - b. We do provide 2 blank page templates with header/footer for branding elements to:
    - [Funnelback - search.cwi.edu](https://search.cwi.edu)
    - [Page-Up - careers.cwi.edu](https://careers.cwi.edu)
4. Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. The scope can range from as minimal as a standardized user survey, to larger-scale focus groups, usability testing, social media engagement, and public installations.
- a. [User Research or changing the user experience \(UX\) is not a focus of this RFP. We would like to re-platform our website and transition our current UX to the updated platform. We are working in another partner \(Collegis\) to research and test UX changes to our website and have included a few of their changes in this project because it is the perfect time to implement them as we rebuild our digital style guide.](#)
5. Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?

- a. Goals & KPIs
    - Exclude
  - b. Personas
    - Exclude
  - c. Brand Identity Positioning (both visual & verbal guidelines)
    - Exclude
  - d. Site Map
    - Exclude
  - e. Audit of Content Types
    - Include, likely needed for Data Migration planning
  - f. Wireframes
    - Exclude
  - g. Desired Publishing Workflow
    - Exclude
6. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?
- a. Either is fine remotely or in person for any research needed
  - b. We do want users sourced from our community or similar demographic to Idaho's Treasure Valley area
7. Please list the integrations on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.
- a. JavaScript snippets
    - Element 451 forms, tracking pixel
    - Qgiv/Bloomerange form
    - Hubspot forms
    - Google Tag Manager
    - Clarity
    - Visual Website Optimizer
    - Google Ads
    - Microsoft Advertising UET
    - Facebook Pixel
    - Linked-In Pixel
    - SiteImprove
    - Twitter Ad Pixel
    - Lytics
    - Ocelot Chat
    - Springshare LibCal Hours
    - Springshare LibAnswers Chat
    - Springshare Search Widgets

- Ebscohost Search
    - Collegenet 25live Event Spuds
  - b. iFrame
    - H5P – Learning Modules
- 8. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.
  - a. We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor.
- 9. Is there an incumbent vendor responding to this opportunity?
  - a. No
- 10. Is CWI only considering proposals to migrate to Drupal 11 or are you open to other options? For instance, [Backdrop CMS](#) is a direct fork from Drupal 7 with much of the same infrastructure that could give CWI a modern framework at a fraction of the cost. Would you consider a move to Backdrop CMS?
  - a. Only Drupal 11
- 11. Are there any timeline drivers for this project other than Drupal 7 end-of-life?
  - a. Department Operational Goal for Fiscal Year

## About Project

- Is the incumbent vendor participating in the RFI process? What are the challenges and issues you experienced with the current vendor partner?
  - No Incumbent vendors
- Why have you decided to float an RFP at this time?
  - To expedite a switch to Drupal 11 pending a Drupal 7 End Of Life of Jan 5 2025.
  - Are there any specific pain points or challenges with your current vendor that prompted the RFP?
    - No Existing Vendors, Limited Drupal 11 developer knowledge
  - Has the college worked with external vendors for past web development projects? If so, what challenges or successes have been encountered?
    - 12 Years ago, a vendor was engaged to start the current Drupal 7 platform, no knowledge of any issues related to that.
  - What other alternatives were considered before deciding to go for an RFP?

- Informal Bid Process was utilized to understand scope and timelines.

## Technical

- Are there any custom modules developed? If so Can you provide a detailed list of all custom modules and their functionality?
  - We utilize Features in Drupal 7 to store configurations of our content types and some module configurations. Inside of those content type features we have some custom module code to primarily identify when to add SCSS and JS, like when a view is displayed. PHP templates, panels layouts, shared image assets are all common place in these features.
  - Other miscellaneous module code will include:
    - Disabling of Panelizer's In-Page Editor
    - Custom Tokens used with Metatags configurations
    - Support for switching out Header/Footer on marketing-based landing pages
    - Preprocess functions to pass field settings over to CSS classes on Paragraph items
- Are there any proprietary or third-party integrations that require significant custom development?
  - These are listed in Exhibit A is our primary integrations listed in Organization Dependencies and Third Party Dependencies sections.
  - Significant work may include:
    - Funnelback / Squiz with JSON feeds provided for Program's and Person's. Then PHP template code across multiple templates to disable indexing on certain areas of the page.
    - Person Feed integrations via CSV and automatic Person Bio content type relationship management
    - Google Analytics / Google Tag Manager integration like: naming of elements, alignment of GA4 Events, 1<sup>st</sup> party cookie support on forms
- Are there any content types that require a redesign or restructuring?
  - Pages – 2 Layouts will need restructured into one.
    - Structured Fields, Panelizer Layout, View based Content Panes, Field Collections
    - Paragraphs with layout and component bundles
  - Newsletters – Redesigned Online and Email, Field Collections will need Restructured
- How much content is present in your existing website?
  - See attached "XML Sitemap Statistics" for an idea of how big each of our content types are. Of the roughly 20000 nodes, about 50% are published. Also some nodes are just components of other nodes.
  - Content Types with Full Page designs:
    - Club

- FAQ
  - File
  - News
  - Newsletters
  - Page
  - Person
  - Policies and Handbooks
  - Program
  - Program – NC-SARA
  - Webform
- Has a comprehensive content inventory been created for the migration?
    - No
  - Are all historical revisions required to be migrated, or should certain older revisions be excluded?
    - Historical revisions are not required, but a plus.
  - As per the scope laid in exhibit A “Migration of website features to a Drupal 11 platform – Content, Design, and Functionality” we understand that the existing design and content architecture be migrated to Drupal 11, no design changes or content architecture improvements are required?
    - We will focus on transitioning our current design and content architecture from the existing site. We will certainly listen and support improvements when identified.
  - As per Exhibit A there are wireframes available from your UX vendor Collegis please let us know what are all these wireframes for?
    - New designs for some page components. Currently have some for: Button CTA's, Rollover component, Few Homepage Components, Sticky Navigation, Blogs inside our News content type.
  - Can you confirm the scope of component redesign, including any plans for decoupled front-end solutions?
    - Scope of component redesign is take advantage of the Pattern library to Digital Style guide workflows as well as single directory functionality improvements. With our existing site design, not new data structures unless there are needed.
    - No Decoupled Solutions
  - Does the current scope of the RFP include splitting existing data into relevant reusable components as part of the migration?
    - We have lots of reusable components data structures already in place, but certainly open for improvements and that can be included in scope.
    - Some Content Types are just components of another Content type, so better solutions here would be in scope as well.
    - Field Collections module has been used for some older builds and will need transition to something.
  - Do you anticipate any changes to the existing integrations such as ADFS for SSO, Ellucian, PageUp, Funnelback, etc? Is there any documentation or technical specification for these integrations?

- No changes beyond our current implementations
- No official documentation for these
  - Ellucian is a CSV imported daily through feeds module
  - ADFS is SSO setup with Mini-Orange
  - Funnelback or Squiz is custom (blank) page template ingested by Funnelback, PHP Template tags for indexing, 2 XML based views from services views to sync our structured data from Programs and Person content types
  - Page Up is a custom (blank) page template ingested by Page Up, that includes some extra JS and CSS
- Are there any changes expected in the current SEO strategies, including metatag configurations or Core Web Vitals enhancements?
  - No changes to SEO strategies required
  - Metatags can be transition from current implementation
  - We would like to see a better usage of “application/ld+json” tagging where possible
- Is the Google Analytics and Tag Manager setup expected to evolve, and if so, in what way?
  - This responsibility is with our partner Collegis, they are managing our Analytics and Reporting. Connected to user research, A/B testing, and multi-touch attribution.
  - We will just want to make sure the re-platform is compatible with GA4 triggers and events setup.
- Will your current security monitoring tools (e.g., SIEM, vulnerability scanners) be sufficient for the new setup, or are any additional tools required?
  - Transfer of http access and error logs from Pantheon Hosting should be sufficient. Our existing monitoring tools should be sufficient.
- Are you open to using any third party solution for “Content Calendar Dashboard” functionality?
  - Certainly, we assumed if in Drupal we can keep management centralized with our content and reuse items like node authors. Then share dashboards with web contributors in the same system they use to edit pages.
- Can you explain how the various login systems (My CWI, Blackboard, Student Email, Self-Service Toolkit, Help Desk, and Web Admin) are integrated with the CWI website?
  - “Web Admin” is the standard Drupal user login, using the college’s SSO.
  - The rest are just links out to other college systems with their own SSO setups. The links are included mainly because Google provides our Login page as main result for students looking to login to the LMS, portal and Helpdesk systems.
- Are you continuing to use CSV import for staff listing or open for a better suggestion?
  - We do use the CSV import to synchronize the staff listing on a daily basis. Certainly, open for improvements.

- How is the content security policy managed currently?
  - [Report Mode only, sending to caspr.io](#)
  - [Exclusions are added as new embed or digital marketing pixels are used.](#)
- Are you foreseeing further changes to the GA4 implementation in Drupal 11?
  - [No](#)
- Will the moderation and revision workflows used in Drupal 7 (e.g., Workbench Access and Moderation) need to be enhanced or replaced in Drupal 11?
  - [We will need to replicate the moderation and revision workflows functionality in Drupal 11. Content Moderation is likely better on the Drupal 11 side.](#)
- We understand that the website is leveraging Lytics personalization platform, could you please share further details on the current usage of lytics and future roadmap that needs to be considered
  - [Lytics is not in scope. It is in a learning state, no customizations or functionality has been built.](#)

## Design

- As the CWI team wants to implement an atomic design-based pattern library aligned with CWI.edu's current theme, Is there any existing design pattern library or design system in general that exists which houses all of the existing design components? Or the expectation is to design a new pattern library/design system as part of this work/project?
  - [No existing pattern library or design system.](#)
  - [We do have a collection of Adobe XD wireframes and SCSS theme and module implementation that should provide some good starting points.](#)
  - [Yes, the expectation is to design a new pattern library/design system as part of this work/project](#)
- As the RFP also talks about establishing the Digital Style Guide for the website, Is there any existing style-guide available with CWI? or this is more of an expectation to develop new branding and style-guide for CWI.edu's website that includes rework on logo, colors, fonts, imagery and content tone etc?
  - [Our existing Brand Style Guide is located at <https://cwi.edu/brand>](#)
  - [No expectations to rebuild logo, colors, fonts, imagery and content tone etc](#)
  - [The latest Brand Style Guide updates does include a font change from Mulish to Archivo. Archivo will need incorporated or reviewed with the new digital style guide components.](#)

## QA Related Queries

- Are there any specific accessibility standards or guidelines beyond the VPAT that we should adhere to?
  - [WCAG 2.1 AA standards must be adhered to. Manual tests with keyboard navigation and screen readers should be passable. Automated testing using SiteImprove must meet these guidelines.](#)



- WCAG 2.1 AAA standards should be incorporated when possible.
- What are the expectations around quality assurance for the project? (Is accessibility a current requirement? Is automation testing currently done? Is performance or security testing required to be performed before releases?)
  - Automated accessibility testing using SiteImprove
  - Visual Regression testing with Diffy during deployments
  - Security testing with Immuniweb scan performed weekly
  - Module and Core updates run on weekly basis
  - No automation testing with Drupal 7

## Proposal Related Queries

- Could you please confirm if submitting a physical proposal is mandatory? Section 2.1.3 of the RFP document mentions email proposals, but it's unclear whether this is in addition to a physical submission or if it's an alternative option.
  - Email proposals are fine by themselves.
  - Physical submissions are optional
- We couldn't find Exhibit D in the RFB bid pack. Do you mean to refer to Annexure D instead?
  - Yes
- Is there any particular pricing format that needs to be followed?
  - Please ensure it is clear and clear what the total cost is.
- The questionnaire responses are due on 10th September and the proposal response due date is 13th September which is a bit tight. Hence, is there a revised proposal response timeline that can be accommodated?
  - The RFP has been amended. Proposals are Due September 20. Please see the amendment documentation at [Procurement – Contracts & Purchasing | College of Western Idaho \(cwi.edu\)](https://www.cwi.edu/procurement-contracts-purchasing)

## Engagement Related Queries

- Could you share the current team structure managing the website on Drupal 7 or if this is by another agency, and if so, can you share details on the transition phase?
  - Web Team
    - 1 Manager / Developer
    - 1 Content Strategist / Editorial Review
    - 1 Web Designer / Web Contributor Manager
  - Marketing Contributors
    - 5~ Web Contributor roles for Program, News, Newsletter, Announcement, Hero, Occasion, Testimonial

- Departmental Contributors
    - 60 named maybe 15 active
    - Spread across the college departments
    - Web contributors for Page, File, FAQ, Person Bio, Clubs, Location, and Policy and Handbooks
- Are you looking for a long-term partnership for post-launch support, including updates and maintenance, or is the focus mainly on the Drupal 7 migration and integrating the design systems
  - The focus of the RFP mainly on the Drupal 7 migration and integrating the design systems
  - But we would like to establish a long-term partnership for post-launch support and to help augment future development projects
- Are you open for an offshore agency to be considered for this scope or would you prefer a hybrid or a complete US-based team
  - No preference
- Are there specific departments or individuals who will weigh heavily in the decision-making process, and who are the key stakeholders involved in it?
  - Marketing & Communications is the main stakeholders
    - Specifically, the Web and Creative team members
    - Vice President, Marketing
  - Information Technology from the security aspects
    - Sr. IT Security Analyst

## Budget

- What is the current budget spent on maintaining the Drupal 7 site?
  - Maintenance is covered internally by the web team, which consists of three full time employees.
- Given the timelines mentioned to finalize the vendor, we are assuming that the budget is planned and secured for the scope of the RFP budget. Hence, could you please share the tentative budget.
  - We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor.
- Is there a maximum budget for this project?
  - We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor.
- Are any items in “Exhibit A” a nice to have, or are they all must haves?
  - Must Haves
- If budget were an issue, are there any items in Exhibit A that you would prefer to

implement post-launch through ongoing support?

- Content Calendar Dashboard
- Content Security Policy
- JSON-LD implementations for each content type
- Will the Storybook pattern library be integrated into additional Drupal sites in the future?
  - No plans for future Drupal sites
  - While not in scope we would like to use it as a model for themes in other platforms. To share component code and elements like font, colors, button designs etc.
- When it comes to node revisions, Kanopi recommends standing the existing Drupal 7 site in a sandbox, so that revision history can be referenced at any time. a link to the corresponding Drupal 7 node, can exist in the backend of the new Drupal 11 site, for ease of reference. This allows the content model to shift where need be (especially when coming from panels), and the old system to be referenced easily. Not to mention it drastically, drives down migration and development efforts. **Is this a sustainable model for your team?**
  - Sandboxed site is an acceptable solution for revisions history
  - We prioritize the best use a content model over keeping a history.
- Of course, Revisions of each entity can be migrated. It duplicates the number of migrations as we first migrate the canonical node, and then migrate the revisions. It also adds significant time to each migration. If you have 10,000 nodes and have an average number of revisions at 30, that is an additional 300,000 nodes that need to be migrated. **Is this a mandatory requirement for this project?**
  - Revisions migrated to Drupal 11 is not a mandatory requirement, we would like to have them easily accessible for reference typically needing a year back. The suggestion of a Sandbox of the old site would be acceptable.
- Are you limiting the number of revisions in your Drupal 7 site using node\_revision\_delete or a similar way?
  - We do have node\_revision\_delete on Drupal 7 currently. It is not automatically removing revisions though; we simply use it to drop one node's revision's when the Moderate page fails during page loading and keep at least a year's worth of revision history.

## 1. Project Scope and Objectives:

- What are the specific goals for this project beyond upgrading to Drupal 11?
  - Referenced the Scope from Exhibit A
    - Build an atomic design pattern and style guide from existing site style and features

- Integrate Style guide and Drupal 10 Component library for alignment and reduce development duplication
  - Establish WebOps hosting model with developer toolsets, incorporating security best practices
- Are there additional improvements or features that are priorities?
  - Incorporate newer component styles and/or functionality changes - established with existing UX vendor Collegis established by wireframes.
  - Newsletter Design
  - Content Calendar Dashboard
  - Content Security Policy (CSP) Ready
- Will the upgrade need to focus on optimizing site performance (e.g., page load times, mobile optimization)?
  - Yes

## 2. Content Migration:

- How much content will need to be migrated, and will it require any restructuring, updating, or reformatting during the migration from Drupal 7 to Drupal 11?
  - See attached XML Sitemap Statistics for an idea of how big each of our content types are. Of the roughly 20000 nodes, about 50% are published.
  - Some nodes are just a component of other nodes and could be restructured.
  - Content Types with Full Page designs:
    - Club
    - FAQ
    - File
    - News
    - Newsletters
    - Page
    - Person
    - Policies and Handbooks
    - Program
    - Program – NC-SARA
    - Webform
- What types of content need to be migrated?
  - Data migrations will include Nodes, Paragraphs Bundles, Field Collections, Media, Files, Images, URL Redirects, and Taxonomy
- Are there custom taxonomies, menus, or URL structures that need special attention during migration?
  - Some taxonomies have a field structure beyond default
  - Menu structures particularly the hierarchy needs maintained
  - URL patterns and redirects are important to keep links alive, especially from unpublished content.

### 3. Design and Branding:

- Is there an existing digital style guide?
  - No, just a wireframe collection
- Are there any specific design preferences or branding guidelines?
  - Design preference is what has already been established on site
  - Brand Style Guide is available at <https://cwi.edu/brand>
- Will the existing theme need to be redesigned, or can it be updated?
  - Redesigned to incorporate the Pattern Library and Digital Style Guide
  - We would like to copy our current theme as much as possible
  - Currently using a customized subtheme of Omega 4 on Drupal 7
  - Not sure how beneficial it is to transition that directly to Drupal 11
- Does the upgrade involve implementing a new responsive design?
  - We can keep our existing responsive designs currently onsite
  - Any new components will need to have a responsive design to be considered complete

### 4. Contrib and Custom Modules:

- What contributed and custom modules are currently being used?
  - Attached is a list of all enabled Modules “Modules \_ College of Western Idaho”
- Are there any modules that need to be rebuilt or replaced in the Drupal 11 environment?
  - All modules will need a solution in Drupal 11
  - Assume your more concerned about Custom modules
  - We do utilize Features in Drupal 7 to store configurations of our content types and some module configurations. Inside of those content type features we have some custom module code to primarily identify when to add SCSS and JS, like when a view is displayed. PHP templates, panels layouts, shared image assets are all common place in these features.
  - Other miscellaneous module code will include:
    - Disabling of Panelizer’s In-Page Editor
    - Custom Tokens used with Metatags configurations
    - Support for switching out Header/Footer on marketing-based landing pages
    - Preprocess functions to pass field settings over to CSS classes on Paragraph items
- Are there unique features (e.g., custom workflows, integrations) that need to be re-implemented in Drupal 11?
  - Listed in Exhibit A is our primary integrations listed in the Organization Dependencies and Third Party Dependencies sections.
    - Significant work may include:

- Funnelback / Squiz with JSON feeds provided for Program's and Person's. Then PHP template code across multiple templates to disable indexing on certain areas of the page.
  - Person Feed integrations via CSV and automatic Person Bio content type relationship management
  - Google Analytics / Google Tag Manager integration like: naming of elements, alignment of GA4 Events, 1st party cookie support on forms
- Workflows include:
  - Person and Person Bio content type relationships are automated via daily PHP script. Daily CSV import kicks this off.
  - Program content type:
    - Degree Cost data has a custom PHP import, run as need when data gets updates, via CSV.
    - Career or IDOL Occupations have a custom PHP import, run as need when data gets updates, via CSV.

## 5. Integration and Workflow Automation:

- Are there any existing integrations with third-party services or internal systems that will need to be re-implemented or updated?
  - Person content type feed synchronization with daily CSV import.
  - Person content type XML feed provide via URL to Funnelback
  - Program content type
  - ADFS SSO – Currently using Mini-Orange
  - Funnelback / Squiz – Search when no URL is found, using Search 404 currently
  - Funnelback / Squiz with JSON feeds provided for Program's and Person's.
  - Funnelback - PHP template code across multiple templates to disable indexing on certain areas of pages.
  - Funnelback – custom PHP Template
  - Page Up – custom PHP Template with custom JS and CSS
- What kind of WebOps workflows does CWI expect?
  - See Exhibit A section “5. Establish Hosting Infrastructure and Web Operations Processes”. To Expand:
    - Local Dev toolsets to automate with Gulp/Webpack, Bable, Drush, Terminus, Node, Composer, Storybook Publishing
    - Continuous Improvement environment should test to builds for PHP, node, Drupal, theme and Storybook. Then run unit and visual regressions testing, deploy to Pantheon multi-dev or deploy to dev environment on approved pull requests.
- Where is the site currently hosted? Will it continue to be hosted here?

- Hosted with Pantheon on a Performance Extra Large plan, we are good to continue with Pantheon.

#### **6. Security and Compliance:**

- What are the security requirements and compliance standards that need to be followed?
  - See Exhibit A section “Security”

#### **7. Post-launch Support:**

- What level of support does CWI expect post-launch?
  - See Exhibit A section “Training and Support”
- Will ongoing maintenance, hosting, and security updates be included?
  - No, See Exhibit A section “Long Term Support Options” as we would like to see your support options, but it is not part of the RFP
- Will there be a need to train staff on how to use Drupal 11, especially if new features are introduced?
  - See Exhibit A section “Training and Support”

#### **8. Timelines and Deadlines:**

- Can the proposal due date be extended by 2 weeks to allow for mail delays?
  - The RFP has been amended. Proposals are Due September 20. Please see the amendment documentation at [Procurement – Contracts & Purchasing | College of Western Idaho \(cwi.edu\)](#)
- If the deadline can not be moved, will you accept electronic submissions of proposals?
  - Yes, Electronic submissions are acceptable.

#### **9. Evaluation Criteria:**

- How will our proposal be evaluated?
  - Please refer to the evaluation criteria in section 4.1.
- Are there any specific features, capabilities, or qualities that will be weighted more heavily during the selection process?
  - Please refer to the scoring structure outlined in section 4.1.

#### **10. Budget Constraints:**

- Are there budgetary limitations or preferred cost structures that we should be aware of when preparing our pricing proposal?
  - We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor. Please ensure it is clear and clear what the total cost is.
- Could you share a budget or range of acceptable costs for this project? (e.g under \$50,000, \$50,000-\$100,000, \$100,000-\$250,000, \$250,000+).

- We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor.
1. Would you please clarify the role that Collegis will play in this project? What UX deliverables have they already produced that would be foundational to this project? There is a reference to wireframes, would you be able to list the wireframes that have been produced in advance of this project?
    - Collegis will not have any direct involvement with the project. CWI engages with Collegis on various projects across the college. Web optimization has been an initiative for a couple years, during the engagement we have received recommendations and tested various aspect of our website. We have not had a chance to include some of them.
    - Recommendations with wireframe to include:
      1. Button / CTA / Link designs – requires some review across all components
      2. Homepage Components
      3. Blog (vs News) Layouts
      4. Sticky Header / Footer – Testing still pending
  2. Is it fair to say that you are not expecting to change much of your content as part of the re-platform? If new components and/or functionality are added to the implementation as part of the project, would you look to take advantage of down the road? Or, are you expecting that a portion of this project is redesigning pages and the components and content on those pages? Any context you are able to provide is appreciated.
    - No content changes were expected related to re-platforming, like finding new content pieces. Would like to utilize what we have, then plan content gathering later if new components / functionality is enabled.
    - We do expect to utilize as many new components / features as possible, if that means some manual page building vs automated migration to get there then let's plan it. CWI Web Team can help with hours moving to a new page structure where needed.
      1. I am referring our Pages content type with 2 very different layout concepts (field collections and paragraph) but happy to explore others if needed.
      2. About 200 Pages in these formats, the rest of our content types are very structured datasets.
      3. Ultimately, we want to achieve a simple and flexible Page content type building experience, as we include many contributors across the college with very little web experience.
  3. Are you currently using Storybook or will this be your first foray? If yes, how are you currently using it?



- Not using on this site, have used with a different Drupal 10 site particularly the Emulsify setup. Used for the single directory component concepts with Drupal, accessibility testing, and published storybook site for design reviews
4. D10 is the latest current version of Drupal and would be our assumed target platform if the project were to start next month and finish as soon as possible. At some point in 2025, D11 would stabilize and a minor D10 to D11 project would be achievable. Is D10 acceptable to you?
    - We want to be ready for D11 preferable D11.1, and not introduce D10 only features.
    - All depends on the timeline but if we need a minor project to get from 10.5 to 11.1 then that is acceptable.
  5. For D7 modules with no path forward to D10 (e.g., Panels) are you open to and expecting recommended alternatives from us?
    - Yes, we aim to incorporate all best practices and your recommendations
  6. Do you expect all of your Content Types to be retained and carried forward or do you envision some rationalization / reduction / consolidation as part of this project?
    - We envision some rationalization / reduction / consolidation as part of this project.
12. To give our team a sense of the complexity of your current Drupal 7 website, please share the following:
- a. Number of content types
    - 24
    - 2 can be excluded before we begin
    - Some could easily be collapsed as they are elements of another content type
    - Content Types with full page designs:
      - Club
      - FAQ
      - File
      - News
      - Newsletters
      - Page
      - Person
      - Policies and Handbooks
      - Program
      - Program – NC-SARA
      - Webform
  - b. Number of nodes (pieces of content)

- See attached “XML Sitemap Statistics” for an idea of how big each of our content types are. Of the roughly 20000 nodes, about 50% are published.
- c. Number of taxonomies
  - 27
- d. Number of custom user roles
  - 22
- e. Number of custom modules
  - 54
  - Most of these are Features exports related to content types, permissions and module configurations
  - Attached is a list of all enabled Modules “Modules \_ College of Western Idaho”
- f. Number of content editors
  - 125 Accounts enabled
  - 25 roughly are active contributors spread across the college
  - 10 of the active contributors are Admin/Web/Marketing team members
- g. "Number of developers (...available for project planning?)
  - 1
- h. (...available for development?)
  - 1

13. Do you have brand guidelines? If so, when was the last time they were updated?

- a. [Brand Style Guidelines - https://cwi.edu/brand](https://cwi.edu/brand)
- b. Last Updated 3/22/24 with Font Colors and Font Style changes

14. After looking through your site we came across several URLs. Can you confirm how many sites are involved in this project? Is it just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?

- a. <https://CWI.edu> is the only website involved in this re-platform
- b. We do provide 2 blank page templates with header/footer for branding elements to:
  - Funnelback - search.cwi.edu
  - Page-Up - careers.cwi.edu

15. Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. The scope can range from as minimal as a standardized user survey, to larger-scale focus groups, usability testing, social media engagement, and public installations.

- a. User Research or changing the user experience (UX) is not a focus of this RFP. We would like to re-platform our website and transition our current UX to the updated platform. We are working in another partner (Collegis) to research and test UX changes to our website and have included a few of their changes in this project because it is the perfect time to implement them as we rebuild our digital style guide.

16. Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?

- a. Goals & KPIs
  - Exclude
- b. Personas
  - Exclude
- c. Brand Identity Positioning (both visual & verbal guidelines)
  - Exclude
- d. Site Map
  - Exclude
- e. Audit of Content Types
  - Include, likely needed for Data Migration planning
- f. Wireframes
  - Exclude
- g. Desired Publishing Workflow
  - Exclude

17. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?

- a. Either is fine remotely or in person for any research needed
- b. We do want users sourced from our community or similar demographic to Idaho's Treasure Valley area

18. Please list the integrations on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.

- a. JavaScript snippets
  - Element 451 forms, tracking pixel
  - Qgiv/Bloomerange form
  - Hubspot forms
  - Google Tag Manager
  - Clarity
  - Visual Website Optimizer
  - Google Ads
  - Microsoft Advertising UET
  - Facebook Pixel
  - Linked-In Pixel
  - SiteImprove
  - Twitter Ad Pixel
  - Lytics
  - Ocelot Chat
  - Springshare LibCal Hours
  - Springshare LibAnswers Chat
  - Springshare Search Widgets
  - Ebscohost Search
  - Collegenet 25live Event Spuds
- b. iFrame
  - H5P – Learning Modules

19. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.

- a. We budgeted 150,000. We are aware this project may go over that amount, but the most competitive price is an evaluated factor.

20. Is there an incumbent vendor responding to this opportunity?

- a. No

21. Is CWI only considering proposals to migrate to Drupal 11 or are you open to other options? For instance, [Backdrop CMS](#) is a direct fork from Drupal 7 with much of the same infrastructure that could give CWI a modern framework at a fraction of the cost. Would you consider a move to Backdrop CMS?

- a. Only Drupal 11

22. Are there any timeline drivers for this project other than Drupal 7 end-of-life?

a. Department Operational Goal for Fiscal Year