

	<p align="center"><b>GUILFORD COUNTY SCHOOLS ADDENDUM 4</b></p> <p align="center"><b>Purchasing Department 501 W. Washington Street Greensboro, NC 27401</b></p>
<p><b>Direct all inquiries to:</b></p>	<p><b>Request for Proposals: 6607</b></p>
<p>Jarrold Ross</p>	<p><b>Bid due date: 1/3/2023</b></p>
<p>Rossj3@gcsnc.com</p>	<p><b>Commodity: Web Content Management and Mass Communication Tools</b></p>

**NOTICE TO BIDDERS**

This document serves as **Addendum 4** for RFP 6607 – Web Content Management and Mass Communication Tools. This addendum will answer additional questions that have been submitted by the published deadline to receive questions.

Q1) Could we confirm that you are comfortable receiving a proposal from a firm that would do one of the aspects of the RFP and do not require a firm to provide for both, is this correct?

A1) Yes. GCS is seeking both Web Content Management and Mass Communication Tools. Prospective vendors may propose to provide one or both services, and GCS will use the listed criteria to evaluate the best value for the district for each service.

Q2) Could we request an extension to the submission deadline?

A2) Yes. We have extended the deadline per addendum 3.

Q3) Would you need any copywriting or content migration services?

A3) A description of the anticipated content migration needs is in the RFP document.

Q4) Would you need any original or stock videography or photography?

A4) We are requesting that prospective vendors propose to plan and support the migration. GCS has extensive archives of district videos and photos that will be made available for the transition process and we are open to the need for additional content if it makes sense as part of the awarded vendor's proposal.

Q5) Would you require hosting, dns or ssl services?

A5) These requirements are described in the RFP document. Internal/external needs dependent upon vendor hosting model.

Q6) Is there a CMS that you have a preference for over the other?

A6) No.

Q7) What CMS platform do you use currently?

A7) Our current website was built in Blackboard which has merged with FinalSite.

Q8) How much content do you currently have on your website?

A8) You can review our web content at <http://www.gcsnc.com>

Q9) Could you let us know what the budget is for this work?

A9) The purpose of the RFP is for GCS to seek proposals to determine the best value for the district and no maximum budget has been defined. However, cost will be a factor considered in the evaluation process. The district's contract for hosted web and mass notification services for FY2023 cost approximately \$272,000.

Q10) Could we request an extension to the submission deadline?

A10) See question 2.

Q11) Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A11) GCS is able to accept proposals from firms located outside of the US. The selected proposal(s) will be based on the criteria outlined in the RFP, including the ability to provide security, to meet compliance requirements, and to deliver proposed project management and change management supports, training and customer service aligned to GCS business hours (~8-5pm Eastern).

Q12) Is it necessary for vendors to provide a narrative response to Sections 7.0 through 10.0 of the RFP? They are not listed in Part 5. Proposal Format (page 17), where vendors are given instructions on how to arrange their proposal.

A12) Vendors should submit information that will help the GCS review team meaningfully evaluate your ability to provide the services requested and meet the requirements listed in the RFP. The evaluation criteria are outlined in the RFP.

Q13) Where should we put our response to Section 6.0 Scope of Work in our proposal? Is it necessary to provide a detailed, line-by-line response to each item of the Scope of Work?

A13) Vendors should submit information that will help the GCS review team meaningfully evaluate your ability to provide the services requested and meet the requirements listed in the RFP. The evaluation criteria are outlined in the RFP.

Q14) Is it necessary for vendors to respond to the questions under the "Bid Submission" section on page 6?

A14) Vendors should submit information that will help the GCS review team meaningfully evaluate your ability to provide the services requested and meet the requirements listed in the RFP. The evaluation criteria are outlined in the RFP.

Q15) In the scope of work section, there are several requirements regarding scripting. Can you clarify what types of scripts the district wants to utilize for this project and what problems they hope to solve with staff loading server-side scripts?

A15) CSS and HTML

Q16) In the scope of work section, there is a question about having back-up telephone-only access. Can you clarify the district's definition of "back-up telephone-only access"? Will other solutions for sending emergency notifications during power/internet outages suffice?

A16) We need to be able to send emergency messages in the event of a power and/or internet outage which could include cell towers. We are open to options for meeting this need.

Q17) How many websites will you need the vendor to migrate/maintain?

A17) The RFP includes an estimate of the percentage of our current websites we expect will need to migrate.

Q18) How many staff members will need access to the website/each school site?

A18) The district has at least 500 current staff members who regularly update web content.

Q19) At what frequency is content usually updated? Historically speaking.

A19) Daily.

Q20) Do you have a wireframe of the existing site? In other words, some type of database/excel sheet/diagram that portray the current site structure and URLs.

A20) GCS maintains basic site map – (URL [Site Map \(gcsnc.com\)](http://Site Map (gcsnc.com)) )

Q21) Section 1.0 Purpose & Background, Page 2

This section provides helpful information about the district itself - may I ask how many teachers GCS has?

A21) The district has 10,000 employees. Roughly half of those are classroom teachers.

Q22) Section 1.0 Purpose & Background, Page 2

While it's clear GCS is looking for a "dynamic, innovative solution," what are the District's other goals for this project? Additionally, are there any struggles the District currently has with their communication tools/solutions that they are looking to solve through this project?

A22) The evaluation criteria are outlined in the RFP. Our current pain points are that the website looks busy and dated, parents tell us it is difficult to find what they are looking for, and the user interface for content management is not very intuitive for non-experts so most of the content that is added is formatted very basically. Due to the latter pain point, often users choose to upload formatted PDF documents rather than text which limits the ability for non-English speakers to access content. On our mass notification tools, our current solution only provides 1-way messaging with limitations on text formatting.

Q23) Section 5 Proposal Format, Page 17

Where in the specified Proposal Format should our references go?

A23) As long as it is labelled clearly, you can decide.

Q24) Section 18.0 Service Requirement, Page 16  
Section 5 Proposal Format, Page 17

It is specified that our proposal contains a section for "Service Requirements." Can you specify what you're looking for in this section of our proposal? While an explanation is provided on page 16, we're unsure how we need to respond to this as it seems more like a statement than requesting information from vendors.

A24) Responses demonstrating the elements requested in the Scope of Work will likely reflect these requirements.

Reference	Vendor Question
No reference	Do we have to continue to use asp.net? Vendor needs to determine/disclose what outcome would impact leaving asp.net.
No reference	Are you open to using WordPress? GCS does not have a pre-determined preference for a particular platform. The evaluation criteria are outlined in the RFP document.
Interface, Navigation, and Compliance, Page 7	Should we do user testing by interviewing a few users? The GCS internal support team will be able to connect the awarded vendor with appropriate users and viewers as needed.
No reference	What do you like and dislike about the current website? The current website is relatively easy to use basic features for content management and managing users and access levels is working well. Our current pain points are that the website looks busy and dated, parents tell us it is difficult to find what they are looking for, and the user interface for content management is not very intuitive for non-experts so most of the content that is added is formatted very basically. Due to the latter pain point, often users choose to upload formatted PDF documents rather than text which limits the ability for non-English speakers to access content.
Reporting, Page 11	For archiving, how far back do you want the content to go? In general, five years. In some cases due to records retention requirements, we may want archives that go back farther, such as for board-related materials.
Content Management System, Page 8	How many documents are on the current website? You can review our web content at <a href="http://www.gcsnc.com">http://www.gcsnc.com</a>
Content Management System, Page 8	How many videos/audio needs to be added to the new site? That has not yet been determined.
No reference	What is North Carolina tax rate? 6.75 percent is the Guilford County Tax Rate
Minority and Women Owned Business Enterprise (MWBE), Page 3	Should we show proof of MWBE certification? Yes.
Public Liability Insurance, Page 3	What is a resident licensed agent? Your insurance must be valid in NC.

Proposal Submittal, Page 4	Is the proposal number 6607? Yes
Proposal Submittal, Page 4	Why would a vendor submit more than one proposal? Vendors may choose how they would like to submit for consideration for one or both the request for Web Content Management Services and Mass Notification Services.
Proposal Submittal, Page 4	What is the time of opening? 1 pm
Bid Submission, Page 6	Can I include evidence in comparable projects of my subcontractors? Yes.
Bid Submission, Page 6	Can we include resumes and bios? Yes.
Bid Submission, Page 6	Can I include images of my work along with descriptions? Yes. We would also be interested in reviewing links to work samples.
Interface, Navigation, and Compliance, Page 7	What languages do you need the the website translated to? Do you also want the messaging translated? GCS generally translates messages into at least our top 5 languages other than English. Ideally, the website will translate into many languages. There are currently over 118 languages spoken in GCS. <a href="#">See our English Learners department website for more information.</a>
No reference	Who are the decision makers on this project and how many are there? The recommendation will be made by a diverse team of proposal reviewers and interviewers with the Chief Communications Officer as the lead. It will be considered by the Superintendent. Depending on the dollar amount of the final contract, it may require Board of Education consideration.
Design, Content Assessment and Migration, Page 8	Which CRM do you use for sending newsletters? Schools generally use Blackboard/Finalsite for sending newsletters. Some central office departments use Constant Contact.
Design, Content Assessment and Migration, Page 8	How many templates do you need for newsletters? There is not a required number of templates.

Two-way mass notification and messaging, Page 8	<p>What do you currently use for two-way mass communication and messaging?</p> <p>Our current mass notification application is Blackboard/Finalsite.</p>
Content Management System, Page 8	<p>Should we continue to use cablecast.tv for live streaming?</p> <p>Our current live streaming capabilities meet our needs for broadcasting school board meetings and feeding our cable TV station. We are open to solutions that would integrate better with our website.</p>
Two-way mass notification and messaging, Page 8	<p>For two-way communication, can people call back or reply to text messages?</p> <p>Currently, robocalls are sent with a return phone number that rings a school or central office number, depending on the sender. Our current text messaging capability does not allow replies.</p>
Two way mass notification and messaging, Page 8	<p>Can you explain how the different rosters will be used?</p> <p>Rostering is needed to target messages to specific audiences such as an individual school, a grade-level (e.g. seniors), or students assigned to the same classroom/teacher.</p>
Functionality, Page 9	<p>Will we create the forms or will your team manage all forms?</p> <p>The GCS team will support however is needed. Form functionality is primarily sought for future form creation needs.</p>
Functionality, Page 9	<p>Do you need us to host the data on our own account?</p> <p>We are looking for a hosted web solution. If this question is about data generated by forms, we would prefer the ability to host these data within GCS to ensure the privacy of student information.</p>
Technology, Page 10	<p>Which applications will need single sign on?</p> <p>Applications with multiple GCS users such as web content management and messaging should use single sign on.</p>
Reporting, Page 11	<p>What analytics tool do you currently use?</p> <p>Google analytics</p>
11.0 General Provisions, Page 12	<p>What should we put as appendices?</p> <p>Any additional information or work samples you feel would be useful for us to review to evaluate your fit for this project.</p>

<p>13.0 Schedule of Events, Page 13</p>	<p>We didn't see any info on how to submit the vendor notification of intent. If we didn't submit the vendor notification of intent, does this disqualify us from submitting a proposal?  <b>The notification of intent is not required for this RFP.</b></p>
<p>14.0 Notice of Acceptance</p>	<p>If we present the proposal in person, will the whole team be needed there or at least one person?  <b>Vendors selected for an interview/presentation will be asked to do a presentation to a team who will be meeting in person. It is not necessary that the whole team be physically present.</b></p>
<p>15.0 Terms and Conditions</p>	<p>What does "GCS reserves the right to require a performance bond mean"?  <b>This is not required as this is not a Construction Bid/Proposal. Our Terms and Conditions are written to cover all aspects of potential bids (Goods, Services, and Construction).</b></p>
<p>17.0 References, Page 15</p>	<p>Do we have to have school district references? What if they are not schools but have some similar features/functionalities?  <b>GCS is a large organization with ~125 individual school sites and roughly 75 departments. References from similar organizations will be considered based on the evaluation criteria.</b></p>
<p>1. Insurance Coverage, Page 25</p>	<p>Do we need automobile insurance?  <b>Auto insurance is only required if vendor personnel are driving as part of their work on the project. This section of the RFP is standard language.</b></p>
<p>18. Samples, Page 21</p>	<p>Do we need to include our name, bid number and item number on the samples of our work? If so, what is the item number?  <b>Labelling them with the vendor name and bid number is adequate.</b></p>
<p>No reference</p>	<p>Can each school have one page instead of a full menu of pages?  <b>This will be determined collaboratively during the design phase of the project. That said, there are a number of required elements of a school website such as posting school improvement team information that may make a single page unwieldy.</b></p>



<p>Design, Content Assessment and Migration, Page 7</p>	<p>What pages and content are we keeping and not keeping from the current site? Are there any new pages that will be added for the website redesign?  This will be determined collaboratively during the design phase of the project. An estimate of how much we think we likely be retained is in the RFP Scope of Work.</p>
<p>Design, Content Assessment and Migration, Page 7</p>	<p>Have you all done a content audit or will we be doing this?  This will be determined collaboratively during the design phase of the project.</p>
<p>Design, Content Assessment and Migration, Page 7</p>	<p>Will we need to create any new content for this project scope?  This will be determined collaboratively during the design phase of the project.</p>
<p>No reference</p>	<p>How many announcements will the new website contain at any one time?  This will be determined collaboratively during the design phase of the project.</p>
<p>Content Management System, Page 8</p>	<p>How many events will the new website contain at any one time?  This will be determined collaboratively during the design phase of the project.</p>
<p>No reference</p>	<p>How many news items are we adding to the new website?  This will be determined collaboratively during the design phase of the project.</p>
<p>No reference</p>	<p>Do you have to be registered in the state of North Carolina?  We are able to consider vendors from outside the state.</p>
<p>No reference</p>	<p>What the is the maintenance budget?  The purpose of the RFP is for GCS to seek proposals to determine the best value for the district and no maximum budget has been defined. However, cost will be a factor considered in the evaluation process. The district's contract for hosted web and mass notification services for FY2023 cost approximately \$272,000.</p>

No reference	<p>What would you prioritize as the top 3 requirements that must be done first for the website?</p> <p>Our current pain points are that the website looks busy and dated, parents tell us it is difficult to find what they are looking for, and the user interface for content management is not very intuitive for non-experts so most of the content that is added is formatted very basically. Due to the latter pain point, often users choose to upload formatted PDF documents rather than text which limits the ability for non-English speakers to access content.</p>
No reference	<p>How will your website contribute to your business goals? (Example: Website will market our mission and our services.)</p> <p>Our strategic direction is available for review here: <a href="https://gcs-better-together.webflow.io/">https://gcs-better-together.webflow.io/</a></p>
No reference	<p>How many users visit the website daily?</p> <p>From December 11-12, we had:  29,005 site visits  57,958 total page views  22,963 targeted visits</p>
No reference	<p>How many photos are expected? How many users will have upload rights?</p> <p>Many of our current webpages feature photos. We do not have an estimate of the number expected. There are currently over 500 active users creating web content.</p>
Interface, Navigation, and Compliance, Page 7	<p>Will we have access to your current website users, staff, and partners to perform user research?</p> <p>Yes.</p>
No reference	<p>Do you need your site setup to meet WCAG accessibility guidelines?</p> <p>Yes.</p>
No reference	<p>Would you all like for us to include some small website changes within the maintenance plan or just website updates?</p> <p>We would like our new website to upgrade over time. If there are different price points for different service levels, you can include those choices in the response.</p>

Reporting, Page 11	<p>For tracking website analytics, would you like Google Analytics installed? Or do you have a different tool in mind?</p> <p>We currently use Google analytics, and we are open to other options.</p>
No reference	<p>Is building any portals or adding portal features part of this project scope or are we only linking to portals or doing single sign on integrations?</p> <p>Currently, secure portals are linked to our website, and none are managed through the website tools.</p>
Functionality, Page 9	<p>Who will be maintaining the data?</p> <p>Each school or department has a coordinator who maintains their website. The Communications department is responsible for the main pages, and the website as a whole.</p>
Functionality, Page 9	<p>Would you want to add additional data points to info already built?</p> <p>Migrated content may need to be updated. This will be determined collaboratively during the design phase of the project.</p>
<a href="https://www.dpi.nc.gov/third-party-data-collection-reporting-worksheetdocx/open">https://www.dpi.nc.gov/third-party-data-collection-reporting-worksheetdocx/open</a>	<p>Regarding data integrations, which systems are we suppose to connect to, read and write from, and what data fields?</p> <p>Our student/parent contact information is contained in PowerSchool.</p>
Security, Page 10	<p>How many content authors and website administrators are expected for the new website? Any there any special events where the website visits will jump?</p> <p>There are over 500 content authors currently. Our web traffic ebbs and flows through the year with peaks during choice applications, enrollment, graduation, and the beginning of the year.</p>
Functionality, Page 9	<p>Is the content management system expected to allow admins to create and host forms or just link to something like Microsoft forms?</p> <p>The website needs to be able to display integrated forms. GCS staff currently can access Microsoft forms and Google forms.</p>
Content Management System, Page 8	<p>How many video/audio files will be played per day, month?</p> <p>We do not have this data.</p>
Content Management System, Page 8	<p>Any live video streaming expected?</p> <p>We currently livestream to YouTube and broadcast on our cable TV channel.</p>

Technology, Page 10	<p>Are admin and content author users only Active Directory / Azure AD based or a combination of both AD and external?  <b>Both. Most are employees in AD. There are a small number of contractors and volunteers who may need to be able to access content author tools.</b></p>
Two way mass notification and messaging, Page 8	<p>Can you elaborate on two-way communication?  <b>We currently have one-way messaging capabilities. We would like to enhance our communications with tools that allow parents to, for example, respond to text messages and get a response from district staff.</b></p>
13.0 Schedule of Events, Page 13	<p>Is it possible to extend the due date until December 28th?  <b>See question 2.</b></p>
13.0 Schedule of Events, Page 13	<p>Does the response have to be received by December 21st or postmarked by December 21st?  <b>See question 2.</b></p>
14.0 Notice of Acceptance, Page 13	<p>Once contract is awarded, how many onsite visits will be required by the selected vendor?  <b>None are required. This will be determined based on the project plan and collaboration with GCS.</b></p>
No Reference	<p>Will district resources for the project be 100% dedicated to the project or shared with day-to-day responsibilities?  <b>At this time, there are no GCS staff that are 100% dedicated to this project.</b></p>
1.0 Purpose and Background, Page 2	<p>"This implementation will include the migration of existing tools and content in use by GCS to the new platform by July 1, 2024." What are the current tools that are being used?  <b>Our current website was built in Blackboard which has merged with FinalSite.</b></p>
16.0 Executive Summary, Page 15	<p>For #2 under 16.0 Executive Summary, can you explain what the expectation is here?  <b>We would like to review evidence of past success in similar projects.</b></p>
17.0 References, Page 15	<p>Our subcontractor has school district experience in project management, can we use the subcontractor past performance as a reference?  <b>Yes, so long as this relationship is clear.</b></p>

1. Taxes, Page 20	Which tax exempt form has to be submitted for exemption? <b>School districts are not tax exempt in North Carolina.</b>
Special Requirements Regarding Criminal Background A, Page 22	What information has to be provided to the SRO or Principal for school access? <b>This requirement is for construction projects only. Our Terms and Conditions are written to cover all aspects of potential bids (Goods, Services, and Construction).</b>