Q: Does MCCC currently use OmniUpdate's digital marketing solution, OU Campus, for Email Marketing, Blogs, Newsletters, Landing Pages, SEO, and/or social media?
   
   A. Not yet.

Q: Does MCCC currently use OU Campus Live Delivery Platform for forms, surveys, and polls?
   
   A. Not yet.

Q: Regarding the audit of the current site, how deep do you intend to go? Would you like an at-a-glance audit, or do you want to inventory what you have on a URL-by-URL basis?
   
   A. We would like an inventory of what we have on a URL-by-URL basis.

Q. Who do you feel are your current competitors? Would you be interested in auditing their sites as well for a closer comparison?
   
   A. No.

Q. Who is expected to write or edit your content so it aligns with new CMS templates? Staff members of individual departments?
   
   A. A combination of the Marketing Department staff and the Web Administrator.

Q. What is the current workflow for adding new content or making site updates? What pain points do you encounter with that workflow?
   
   A. We will be developing a new approval workflow within the OU product for this project.

Q. Do you work with an editorial calendar to schedule updates?
   
   A. When scheduled updates need to be made, an email is sent to the Web Administrator, who puts it into her calendar.

Q. How many content contributors/content creators do you think you will need to train to use the new CMS system?
   
   A. 15 or under.

Q. Have you set aside budget or determined staffing for any data entry work or QA involved with migrating to the new system?
   
   A. There is a budget, but we are not in a position to divulge the amount. This process is to help us assess the cost of such an endeavor.

Q. Are departments responsible for their own sections of the site? How much faculty support is there behind the redesign?
A. Certain departments will be responsible for their own sections of the site. There is faculty support.

Q. What types of search engine optimization efforts are you engaging in now, if any? What is your current process for generating visual content for your site? This includes images and the videos on your YouTube site.

A. These may change as a result of this project.

Q. Under website design goals you list: "Develop a homepage that features prominent, clear calls to action that underscore the site’s main goals.”: what do you feel are the site’s main goals?

A. Foster enrollment. Provide simpler access to information.

Q. Cross browser: what browsers are you hoping to support?

A:
Firefox- 41, 42, 43
Chrome- 45, 46, 47
IE- 9, 10, 11
Safari Mac OS X- 7.x, 8.0.x, 9.0.x
Safari iOS
Android Browser

Q. My MC3 Login: is this portal a part of the scope of the project?

A. We would like to include a redesign of the Portal Page as an option to this project that may be selected based on funding.

Q. What CMS are you currently on? What is driving you to move to Omni Update?

A. Joomla. We wanted a CMS that provided a customizable workflow, Global Find and Replace, and a seamless Responsive Design.

Q. How many team members will be involved in the website redesign? To what extent will the marketing team be involved?

A. Under 10. The Marketing Team will be working closely with IT.

Q. What is the anticipated project start date?

A. Spring 2016
Q. Do you have goal for a launch date?

A. TBD.

Q. Generally when working with internal development teams, we do the front-end development to assure cross-browser compatibility and fluid responsiveness—is HTML a part of this scope, or will we be handing PSD files off to Omni Update?

A. HTML

Q. Do you currently use Google Analytics? If so, will we have access to them?

A. Yes. No direct access. Can provide reports.

Q. Do you plan to re-use photos and videos, or will you use all new assets?

A. We may reuse some, but we are hoping for new assets.

Q. Can we assume that any URL outside of www.mc3.edu is out of scope? (i.e. athletics, the libraries pages, online bookstore, etc)

A. Yes.

Q. Is there anything specific about the current website that really bothers you?

A. It is not mobile friendly or responsive. Also, we would like to downsize the page count.

Q. Your goals feel very reactive and based upon past experiences. Can you share a little more about your big picture goals? We usually use this format: If this redesign process is more successful than your wildest dreams, what would be different in 3 years? Common answers include: Increased enrollment. Fewer complaints around campus. Higher quality applicants. Fewer phone calls. More phone calls.

A. The redesign would ideally help us reach our Marketing goals and increase enrollment. Simpler access to the information one is searching for.

Q. Websites can bring out many strong feelings around campus. Often campuses will try to solve these problems by excluding people, but we’ve found that this only leads to bitterness and resentment so we have created an inclusive process which gets the right input from the right people at the right time. This minimizes the amount of time your team-members must invest in the process and also ensures that concerns are heard in a respectful and focused way and leads to a high amount of campus-wide satisfaction. In order to ensure the lowest risk and highest level of satisfaction, are you willing to allow us to talk with all stakeholders for at least 15 minutes each, or will you be excluding certain stakeholders from the project?
A. Absolutely.

Q. Overall, do you feel that your campus suffers from too many meetings or not enough meetings?

A. We do have a lot of meetings. However, they tend to be constructive and some are fast-paced.

Q. If we told you that you have so much low-hanging fruit on your current website that we could launch a new site within 1-2 months of signing a contract with you that would SIGNIFICANTLY improve your conversion rate, how would that make you feel? Excited? Scared? Curious? Skeptical?

A. I think we would be very excited. I can imagine there would be some skepticism before we see the actual results. We tend to be fast adapters.

Q. We have proven that focusing on building websites that solve the BIGGEST problems first pays off hugely. Not only are you not losing students while waiting for the redesign, but we’ve found that by building a site in 1-2 months and then measuring and improving for the next 4-5, we can create a MUCH more effective experience than if we tried to launch in 6 months with the “perfect” solution. Does this philosophy resonate with you?

A. Considering our current enrollment situation, we would be inclined to take the iterative solution. However, we would not want the iterations to confuse users.

Q. What broad institutional goals does the college hope to satisfy through the redesign of your website? E.g. increase enrollment, community support, fundraising goals, etc.

A. Primarily increased enrollment. However, improving access to information / reducing in-person or telephone student support calls would be an additional goal.

Q. Can you offer additional detail on the intended scope and objective of this stated project goal: “Supply the College with a strategy to improve on effectiveness of all marketing and communications; utilizing multiple modes of communications, including social-media, text messaging, etc.”

A. Comprehensive strategy development will not be part of this project. However, when there is applicable relationship to the design of the website, conversations and planning related to these modes of communications will apply.

Q. What department will be responsible for managing the work described in the RFI?

A. A partnership between the Marketing and Communications department and the IT department.

Q. What internal staffing resources are available to support content creation/migration?

A. We have one internal dedicated Web Administrator but have access to 3rd-party contract assistance if needed.
Q. If Omniupdate is integrating the templates into the CMS system, would we be responsible for only providing a fully coded design? Would we be responsible for doing any direct coding with your CMS platform?

A. They would only be responsible for providing the fully coded design.

Q. Will the college be responsible for integrating the approved HTML/MEDIA/CSS template designs into the OmniUpdate CMS system?

A. Omniupdate will be integrating the templates into the CMS system.


A. TBD.

Q. What current site usage analytics does MCCC employ outside of OmniUpdate?

A. We use Google Analytics, and we recently started using Crazy Egg for specific areas of the site.

Q. What CRM does MCCC currently use?

A. Ellucian Recruiter.

Q. Does MCCC have a budget for this project?

A. There is a budget, but we are not in a position to divulge at the moment. The part of the process is to help us assess the cost of such an endeavor.

Q. Will MCCC require any parts of the website to be hosted/maintained?

A. No.

Q. Can you provide a range in budget that you need to fall within for this project? Is this $100,000 - $150,000 / $125,000 - $175,000 / $150,000 - $200,000 / $200,000+

A. There is a budget, but we are not in a position to divulge the amount. This process is to help us assess the cost of such an endeavor.

Q. I assume you need an agency to provide the front end development to implement the new design onto your CMS?

A. Yes.

Q. Additional needs for this project include what look to be a decent amount of strategy, personalization, SEO, plus the design, IA including the responsive design. Is there any expectation to do any back end development with your CMS?
A. No back-end development, but the expectation is that the design will understand the abilities of the CMS.

Q. Could you explain your process once the RFI's are submitted. Will you come back with questions? Narrow down to the list of agencies that will receive a RFP? Then once the RFP is submitted narrow down further to your top 3? Any future on-site presentations?

A. Once the RFI’s are submitted we will create an RFP based off of the responses. In person interviews will be scheduled with those vendors that have ranked high on an assessment rubric that will be included in the RFP.

Q. How high will you be ranking Higher Ed experience vs. experience outside the space?

A. We prefer to be working with a company familiar with Higher Ed.

Q. Whether companies from Outside USA can apply for this? (From India or Canada)

A. Sure.

Q. Whether we need to come over there for meetings?

A. Absolutely.

Q. Can we perform the tasks (related to RFP) outside USA?

A. It depends. We are envisioning the initial phases of this project to require on-site interviews, etc.

Q. Can we submit our proposals via email?

A. No. Please see the instructions that were included with the RFI.

Q. In the past, our work with OmniUpdate has been structured in a way that our firm does strategy, IA, design and front end development, and then turns the project over to OmniUpdate for implementation. Can you tell me if this would be an executable solution in your eyes?

A. Yes.

Q. Can you provide additional detail about the marketing strategy that you’re seeking, and elements that should be considered other than the website?

A. This proposal only includes design work associated with the website.