

**RFP21-008**  
**WEST MICHIGAN WORKS! WEBSITE REDESIGN**

**ADDENDUM 1**

**Q:** First, if a company was to submit for both phases for this RFP, can they be selected for just one of the phases?

**A:** Yes, they can be awarded the contract for just one phase. Each phase is rated individually.

**Q:** Will Michigan based companies be given preference, I do not see that noted on your scoresheet but wanted to check.

**A:** Procurement regulations, both State and Federal, prohibit giving geographic preference in awards.

**Q:** Generally speaking my company does not use templates, we custom design every site we create. We do this because we find themes to be limiting and lacking in flexibility. Are you open to a custom design or would you prefer that we use a template?

**A:** Yes, we are open to a custom design as long as our staff can be trained on how to maintain the website.

**Q:** Do you have a set budget allocated for either phase of this project?

**A:** We do not have a set budget allocated. Please give us your best pricing for how you propose to complete each phase of the proposal. Please note that ACSET/WMW may want to enter into pricing negotiations prior to or after the award is made.

**Q:** We do not see any ecommerce functionality on your three websites. Can you please confirm that ecommerce is not within the scope of this project?

**A:** Ecommerce functionality is not in the scope of this project.

**Q:** Do either Job Seekers or Employers have an "account" on your website? For example, do they log in to your website via a form and then be able to view saved information about themselves (ie: profile, past event registrations, etc)? It appears functions such as this are handled solely with the third-party website [mitalent.org](http://mitalent.org) - please clarify if this registration and posting style functionality will remain on [mitalent.org](http://mitalent.org) or is expected to be included as part of your new website.

**A:** Registration and posting style functionality is not part of the scope of this project. It will remain on other sites.

**Q:** Please confirm: are you requesting a copy of our Articles of Incorporation and Current Bylaws as part of the initial proposal or prior to contracting.

**A:** As part of the proposal.

**Q:** Is it the expectation that the website will be designed, completed, launched and active online by 12/31/21? We saw in the RFP that the contract timeframe is from 8/1/21 to 12/31/21.

**A:** There is an option to extend for an additional year so the website would have to be completed by 12/31/22.

**Q:** Is it possible for vendors outside Michigan to participate?

**A:** Yes-vendors outside of Michigan may submit proposals.

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**Q:** Has a Q&A or an addenda been released yet?

**A:** The addenda will be posted next week by July 21<sup>st</sup>.

**Q:** Is the due date still the same?

**A:** Yes, the due date is the same.

**Q:** Do you have a style guide or a brand guide?

**A:** Please see attached. (Addendum 2 on website)

**Q:** Does Michigan Works have a CMS preference? Open source? Drupal/WordPress?

**A:** WordPress

**Q:** Who are your primary and secondary users?

**A:** Primary: Job seekers Secondary: employers, board members, staff

**Q:** Would you like detailed research in terms of your audience in the form of an audience needs assessment?

**A:** Assuming that will part of the IA process.

**Q:** Do you have a desired launch date? Is there a specific event driving the launch date?

**A:** No specific event, just is dire need of an update.

**Q:** What is the current hosting environment?

**A:** MediaTemple

**Q:** How many visitors does the current website receive on a monthly basis?

**A:** Approx 10-15K unique pageviews per month

**Q:** How many pages of content do you anticipate transferring to the new site?

**A:** Can't say. We're relying on the IA work to help us whittle it down.

**Q:** What are your current pain points with the existing website?

**A:** Important information is buried too deep, 3 sites instead of one.

**Q:** What are the current technical challenges (if any)?

**A:** NA

**Q:** How many site administrators will you have?

**A:** Three

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**Q:** Will you require different levels of admin permissions?

**A:** Yes

**Q:** Do you have any development or programming capabilities in-house?

**A:** Minimal

**Q:** Is there anything specific you like about the current website and wish us to retain or expand on its functionalities?

**A:** No.

**Q:** Do you have any ideal website samples?

**A:** Team has been compiling examples to share with the awarded proposer.

**Q:** Is there any content/pages that needs to be migrated? If yes, provide the number of pages.

**A:** We expect our content to be pared down after IA work so I don't have a number. But our current blog posts and public information will definitely need to be migrated.

**Q:** What kind of post launch support and maintenance are you looking for?

**A:** We would need advice/support if we run into problems with plug-ins or CSS that we don't have access to.

**Q:** Are there any third-party integrations vendor should be aware as a part of project?

**A:** We will need plug-ins for a scheduling calendar, tables and forms.

**Q:** We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud?

**A:** Please include the cost of hosting in the pricing of your proposal as a separate line item in your budget. However, we currently don't have anything on AWS and we don't want to setup or manage AWS ourselves. We manage hosting on Azure.

**Q:** Can training be performed using video conferencing or is it required to have trainer be onsite for training?

**A:** Video conference would be fine.

**Q:** Who are the stakeholders of this project?

**A:** Our Governing and Workforce Development Boards, Business Solutions team, Talent Solutions team, Leadership team and Marketing Department.

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**Q:** Please provide details regarding the Job Seeker's Create an Account and Profile Requirement for the new website.

**A:** We don't require job seekers to create an account.

**Q:** What automation is available in the current site and what automation is desired for the new site?

**A:** Not sure what you mean by "automation."

**Q:** Where is the jobseeker information stored?

**A:** We don't store any job seeker info on the site.

**Q:** What information does the job seeker have access to, that can not be viewed on the public website?

**A:** Again, we don't have any info on the site that's not public.

**Q:** Please provide the requirements for the Jobs development as part of this project, including migration requirements.

**A:** This is a third-party app.

**Q:** Please define the backend automation process when a job seeker signs up for a Virtual Job Fair. What automation is available in the current site and what automation is desired for the new site?

**A:** This is done through a third-party app or through Gravity Forms. The appropriate individuals are notified when a form has been submitted.

**Q:** Why did you make the decision to no longer have multiple web domains?

**A:** Very confusing for users and for us to maintain.

**Q:** What is the overall goal of the new combined website (e.g. greater reach statewide or throughout the USA)? Is there an international component?

**A:** No international component. Just hoping to make the site easier to navigate and manage.

**Q:** Do you anticipate needing new content and copywriting/editorial support as part of the design and build phase?

**A:** No, we'll do that.

**Q:** Is your interest in pursuing a WordPress "template" approach due to budget constraints or are you open to a custom site (if it can be achieved within your budget and timeframe)?

**A:** A custom site would be fine, as long as it's pricing is competitive and we can manage/maintain it.

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**Q:** To what extent will social media be a part of the new website strategy, design/build?

**A:** It isn't now and wasn't a consideration, however we are open to ideas.

**Q:** Are you seeking search engine optimization services?

**A:** No, we do that in house.

**Q:** How many people will be involved in the website project team? What is your process for approvals?

**A:** Our marketing team (4) and a representative from our business solutions and talent solutions teams.

**Q:** Does the reference in the Statement of Need you mention "a recent audit and site organization" mean the work that will be completed in Phase A or has the organization completed a recent audit?

**A:** It will be completed in Phase A.

**Q:** You reference kiosk slides in your Statement of Need. Please elaborate the details for this requirement.

**A:** These are slides displayed on screens in our services centers. We use a slide plugin to create them.

**Q:** What elements do you like and dislike on your website?

**A:** Dislike not having breadcrumbs

**Q:** What key drivers are determining that timeline?

**A:** The pandemic and a move to more online services really pointed out the need for a site update.

**Q:** Do you have any tools such as Salesforce, Eventbrite, MailChimp, Ecommerce? Or can you provide a list of the current tools that may need to be integrated into the new website?

**A:** We use MailChimp, Eventbrite, FreshChat, Alchemer, JotForms

**Q:** Do you need to integrate chat features?

**A:** Yes.

**Q:** When did you last complete a content audit?

**A:** Never done one on this site.

**Q:** What percentage of current content pages is expected to be carried over to the new site?

**A:** Will have a better idea after IA work is done.

**Q:** Will the selected agency be responsible for migrating all needed pages or only certain sections and/or tiers?

**A:** Not all.

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**Q:** Is the conversion of documents and pre-existing attachments (PDFs, etc.) to being 508 compliant part of the project or will the organization be making their documents compliant?

**A:** Organization will do.

**Q:** If you require content development services, approximately how many pages of new content will the selected agency be expected to create? Estimated optimized content pages needed?

**A:** Not needed

**Q:** Will any content creation whatsoever (copy, photos, videos, etc.) be required?

**A:** No

**Q:** Do you have writers on staff/ photographers/videographers?

**A:** Yes

**Q:** Do you need help with content strategy and governance?

**A:** No

**Q:** Is the organization branding expected to be updated as part of this project, or does the organization expect to change its identity/branding or brand guidelines prior to the completion of this project?

**A:** Brand will not be updated.

**Q:** Any specific payment gateway preferred to accept secure online transactions?

**A:** No

**Q:** Are there any defined security standards that you need to meet with this redesign, or are you okay going with our recommendations? (e.g., Content-Security-Policy standards, intensive code-review processes, etc.)

**A:** Fine w recommendations.

**Q:** What work have you already done or are currently doing in relation to search engine optimization?

**A:** We do in house on an regular basis.

**Q:** Should the new website support additional languages? If so, which languages should be supported?

**A:** We have abridged Spanish and Arabic sites that have not been updated on a regular basis.

**Q:** What internal website development and support resources does the organization have available?

**A:** We have two staff who do content development, maintenance, SEO

**Q:** Please list all 3rd party integrations that must be supported in the new website and any additional considerations we should know about, in order to respond to this RFP.

**A:** Not sure, but I think FreshChat and MailChimp

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**Q:** What internal team or teams will we be working with on this project with the vendor?

**A:** Marketing team

**Q:** Are you currently using Google Analytics to measure website engagement? If so, do you currently manage the GA yourself or do you use a 3<sup>rd</sup> party?

**A:** Yes, we do in house.

**Q:** Who currently hosts your website, or is it currently hosted on premises?

**A:** WP Engine

