



## RFP 465-10

### Addendum 002 Issued 4-30-2010

Below are the questions we have received from various parties with respect to this Request for Proposal, along with our response (indicated in red font). Although we have endeavored to remove duplicate questions, we have presented the questions below in an unedited format. We hope this is helpful to you in preparing your proposal. Please remember that proposals are due by 4:00pm Mountain Time on **May 4, 2010**. Please follow the submittal instructions carefully when submitting your proposal. CMC is not able to accept a late submittal.

1. Has user research already been conducted? If not, what channels will be made available to the selected vendor for completing this research in the allotted time for this project? **Because online students tend to have the same needs everywhere, and because we are hoping to capture a greater share of the national/international market with this project, we will accept national research as sufficient guide for this project. No original research is required. We also have trend data for our online students from the past five or so years. Additionally, we have CMC class evaluation and user survey data.**
2. Can you please address the time frame and expectations of research, review and response from CMC and the creation of the web presence? **While we hope a substantial amount of this project will be completed before our fiscal year ends on June 30, due to the scope of the project, we understand that completion may take longer. Project must be completed by July 31, 2010 to support fall registration.**
3. What web platform (CMS) is Colorado Mountain College Currently using? **We use Intrafinity's SitePublish CMS. However, we anticipate that this platform will probably not be able to accommodate the needs of the business to customer site that we envision.**

4. What server infrastructure will be made available to the vendor receiving this bid. Are their services that CMC would like the vendor do connect with? Will a hosted solution be accepted for the web presence. **CMC has no available servers for this project. A hosted solution would be acceptable, depending on ongoing monthly charges.**
5. What is CMC's desired investment level for the development of this digital strategy? **Project range: \$30-45K**
6. How much data for the online learning division does the college already have? **See #1. We have enrollment and trend data for the past five years or more, including classes taken, performance and basic demographics. High-level data about online learning is available in our annual report: [http://www.coloradomtn.edu/faculty\\_staff/institutional\\_research/ir\\_annual\\_trend\\_data/](http://www.coloradomtn.edu/faculty_staff/institutional_research/ir_annual_trend_data/) Recently conducted current distance learning student survey measured: overall satisfaction, awareness of associate degrees, degree interest.**
7. What is meant by the "Integration of user research"? What types of 'user research' is contemplated? **We believe that this project is similar enough to online enterprises at other institutions, that national data and trends could be used to complete this project. The needs of our target customers are not unique to online learning, so original research of our customers is probably not necessary.**
8. Does this require the building/programming of the landing pages specifically for the SEM tactics? Or, is there an onsite team that will build the pages based off of the recommended strategy? **Landing pages built and optimized for SEM and SEO are part of the deliverables for this project.**
9. Does this project involve web development? If yes, please provide an outline of requirements such as estimated number of pages. **Yes (see #8). We anticipate that we will need 6-10 landing pages that will drive users to register for online classes. Some of these would be specialized for certain niche programs such as hospitality or solar. The project would recommend integration points between these pages and the main college site.**

10. Will online forms included in the scope of the project? If yes, how many online forms will be included? **We would need a form on every landing page. This could be a variation on the same form: basic contact info, check box or pulldown for interest area, open text field. We would need to be able to differentiate between programs/classes that students are interested in. We currently use a custom inquiry form built in .Net, and code for this could be made available**
  
11. Is there a database currently established to collect data? **We currently collect general inquiry data in a SQL back-end. We are discussing whether this db could be made available for this project.**
  
12. Is database setup part of this scope? **See #11. Because this is under internal review, proposals should be submitted with simple db set up and without.**
  
13. Is there a customer relationship management system (CRM) established or is it part of the requirements for this project? **We are in discovery phase with CRM, so it would not be available for this project. Simple Excel exports would suffice for this phase.**
  
14. Currently, does the Colorado Mountain College Online utilize a broadcast email system? If no, should this be included in the scope? If yes, which system is used and should this part of the scope? **We currently use MailChimp, a pay as you go solution. No need to include in the scope.**
  
15. Is social media execution included in the scope or will Colorado Mountain College manage the execution based off of the strategy? **CMC will manage the execution of social media solutions based on the recommended strategy.**