

General Questions

☑ _Can you share specifically how you were referred to The C2 Group? Understanding how you heard about C2 helps us better understand the impact of our outreach and marketing efforts.

- Partner referral
- Paid search
- General search
- Email campaign
- [Higher ed. conference/event](#)

Internal Support

☑ _Could you please share who prepared and wrote the RFP?

- Was it solely by Carl Sandburg College staff? [Yes](#)
- Was a consultant involved? If so, who was this consultant? [No](#)
- Was a marketing agency involved? If so, who was this marketing agency? [No](#)
 - _With whom will we meet for the project Discovery session? [Lisa Blake, CFO; Linda Lee, Director of IT, Robin DeMott, Director of Marketing/PR; Eric Thatcher, web programmer.](#)
 - _Who are the primary decision makers for the project as a whole? [Those mentioned above and the cabinet officers](#)
 - _Who will be the primary project stakeholders? [All above](#)
 - _Who would be the primary project contact or assigned project team for daily communication? [Eric Thatcher and Robin DeMott](#)
 - _Web projects usually spans technical teams as well as marketing teams. Would you categorize this project as IT-driven or marketing-driven? [Marketing](#)
 - _Can a defined list of content managers be provided with a hierarchy? [Yes](#)
 - _How many content managers do you have currently supporting the site? [20](#)
 - _What internal resource support do you have for this project? Are there dedicated content creators/administrators? [One Web Programmer](#)
 - _Do you have an internal development team? [No](#)
- If yes, how many internal developers do you have?
- If yes, are you anticipating that the internal development team be involved with the development of this project? If yes, what will be the involvement?

Content Management System

☑ _How long have you been using Drupal? [4 years](#)

- _What do you like about Drupal? [Open source, modules](#)
- _What do you dislike about Drupal? [Some of the complexity.](#)
- _What, specifically, is causing you to examine changing the CMS? Please list out specific issues that must be remedied by a new solution. [Wanting to see what else is available.](#)
- _What new CMS tools are you considering? [We aren't sure as the bids are in yet](#)
- _Did you work with a vendor on the current website CMS implementation? If so, who was this partner? [SEMGeeks](#)
- _Are you interested in a CMS "sand box" demo? [yes](#)

Development

☑ _Did you use a partner for the original development? [Yes](#)

- If so, who did you use? [SEMGeeks](#)
- If so, what worked or didn't work about that arrangement? Were responsive to your needs. [yes](#)
- If so, what about that experience lead you to open this project up to bid to other vendors? [Purchasing](#)

policy

- _Who is the design or development agency of record currently? [SEMGeeks](#)
- _How many URLs are expected to be part of this project? If multiple URLs, please list them. [1](#)
- _How many third-party systems are expected to integrate into the site? [0](#)
- Please list the third-party systems that are expected to integrate into the site.
- _Are there any components of the current site that will not be part of this new redesigned site? [no](#)
- _What will be used for site search? [yes](#)
- _What will be used for site analytics? [yes](#)
- _Is there a need for multilingual? [yes](#)

Servers and Hosting

- ▣ _What hosting options are you interested in? [We currently use Media Temple](#)
- _Who is responsible for hosting of the site currently? [Media Temple](#)
- _What sort of access is typically granted to outside vendors to the servers? [User](#)
- _What is the current server architecture and hosting for the site? [We just have one dedicated server](#)
- _How many servers are required for this project? [1](#)

Branding and Design

- ▣ _When did the website last receive a design update? [4 years ago](#)
- _Will a current brand guide be provided prior to the start of the project? [Yes](#)
- _Is there established branding that will be ready prior to the start of this project including brand guidelines and web standards? [Yes.](#)

Research

- ▣ _What is your expectation for any research around audience needs? Will project stakeholders be able to speak for the audiences or will focus groups be necessary? [Maybe both](#)
- _Are you interested in user personas? [possibly](#)
- _Are you interested in usability testing? [Yes](#)

Selection

- ▣ _How important is other higher education experience to the vendor selection? [Very important](#)
- _Will vendor selection be prioritized by proximity to Galesburg, Illinois? [No](#)
- _Will presentations take place onsite or via a conference call? [either](#)

Timeline

- ▣ _What is length of time ongoing web maintenance support will be required of this vendor? [Length of project](#)

Cost

- ▣ _What is the estimated budget range for this project? [One has not been established yet](#)
- _In this budget range, it is expected that the CMS license fees be included? [yes](#)
- _If the proposal exceeds the budget will a vendor be automatically eliminated from consideration? [no](#)
- _What is the ongoing web maintenance support budget post launch? [One has not been established yet](#)