

Colby Community College CMS RFP Q and A (Rev. 2)

1. What's the purpose of the "SaaS environment" mentioned in the first point under the Scope section? SaaS (Software as a service) is needed where some specific services are being offered and a recurring payment comes from the end-user. Please clarify this. We would like a vendor that handles the installation, upgrades, updates, and maintenance in the cloud.
2. What third-party add-ons need to be integrated apart from Ellucian PowerCampus? Not at this time.
3. What kind of "Gadgets" (modules/plugins/hooks) are needed? What will the functionality be like? That may not be a universal term, but it is used in our current CMS. Gadgets are the shortcut items in the dashboard that allow for things like an SEO audit, redirect management, and a quick look at Google analytics.
4. Please elaborate complete set of activities needed for "Social media and digital marketing campaigns". Will there be paid campaigns as well or only organic SMM needed? As of now, the campaigns will be organic.
5. What's the expectation in the "Personalization" section under End-User section? Essentially, retargeting after a visitor returns to the site. The ability to personalize content based on pages previously visited by the user.
6. Do we need to develop a user login portal for students or will the existing "onelogin" portal be integrated as is? No. Onelogin will be integrated as it is now.
7. Apart from content management, are there any other administrative activities/functionalities required for the admin and/or sub-admin? No.
8. In the "Apply Now" section on the website, it eventually leads to a completely different section called "trojanweb.colbycc.edu/SelfService/Home/" which has a login module with a few sub sections (Planning, Admission, Search, Make a gift). Will this also need to be covered in this RFP? No. If so, please elaborate on functionality/features after logging in. Moreover, in this section, the "Make a Gift" page is not displaying anything as of now, but it talks about donation. Will there be any form or payment gateway since it doesn't seem like a part of the public website? No. That is a separate project.