

Date: January 9, 2007

To: All Prospective Respondents

From: Houston Community College System-HCS, Procurement Operations

Subject: Informational Letter #1, Request for Proposals for Web Content and Portal Implementation Services (Project No. 07-12)

The following questions regarding subject RFP were received in the Purchasing Department prior to the deadline of January 8, 2007.

1. One of the first things that need to be done is a content audit to assess what is value and non-value content. Has this effort been done at HCC? If so, can you provide a ballpark number of content items that will be migrated? If not – can we assume that we will be required to assist in the content audit?

HCC Response: A content audit has not been performed. Yes, the vendor will need to provide direction, however, it is expected that the college will be completing this task.

2. We discussed taxonomy and my sense was that some of the design work needs to be done. Is that correct? If so – will HCC provide a person to help us get the taxonomy finalized? We can provide the guidance, process and facilitation but we will need an HCC person to help gather the information from the various colleges and put it together.

HCC Response: HCC has created and filled a Taxonomist position for this project. This person will work with the vendor to develop the taxonomy and will facilitate the gathering of information from the various colleges and departments. This person has extensive knowledge of HCC web pages and content, but not the discipline of content taxonomy.

3. On the user interface side of things – has HCC decided and agreed on a creative design, look and feel and colors for the new site? If not – should we plan on adding that to our scope?

HCC Response: HCC has not agreed on a look and feel for the new site. We have prototypes that have been developed as a result of early phases in this project; however we want fresh ideas as well, so as to make a better decision.

4. Can you provide a detailed scope for each of the items mentioned in the portals capabilities summary shown below

HCCS Response:

TABLE 2: PORTAL CAPABILITIES SUMMARY

<ul style="list-style-type: none">• Active Directory Integration –utilize the HCC AD for LDAP authentication, SSO and role based access.• Calendar Events – Phase I requires a	<ul style="list-style-type: none">• PeopleSoft Info Retrieval – Since much of the data about students and classes exists in the PeopleSoft system at HCCS, the portal should integrate with PS by directly requesting, retrieving and posting such
---	--

“system wide” calendar that will draw events from all six colleges and well as departments. Because the implementation of a calendar that will feature all events or activities across the institution is so broad in scope, it provides a good test case to introduce the discipline of web publishing or content management and the related governance model which this will necessitate.

- Directories/Locator – the portal will provide a set of “find-it” or “yellow pages” type directories that will help website users quickly locate people, places or things of interest across HCCS. Some may already exist and only need integration within the portal.

- Online Help – this feature will enable site-users to help themselves solve their own dilemmas and needs. This may take several formats, such as “What is this?” type buttons located on each webpage.

- FAQ – Frequently Asked Questions that can be compiled through analysis of common search engine queries, requests for help by email, website form or call centers. These will be published in intuitive places to facilitate website self service.

- How-to’s – Similar to FAQs, however, be instructive in nature by providing a step by step approach to performing a task such as how to enroll, how to get financial aid, etc.

- Localized Branding – Graphical interface conventions to be implemented that will allow colleges and departments to distinguish their organization of their services to their website audience.

- Maps – existing maps reviewed,

information to students on their portal pages, or make the relevant PS web pages available.

- Remote Access – provide accessibility to faculty, students, staff and the community from anywhere at anytime.

- Rich Search – search will be implemented such that user queries will bring back relevant content, web pages, forms and more from across all HCCS websites. In addition, a process will be implemented around search such that commonly executed search queries are monitored and feedback routed back into user-navigation/usability activities as well as online help, FAQ and how-to features.

- System-wide Calendar – a robust calendar that allows sorting by theme activity, locations, sponsoring organization and more.

- Single Sign-On – to allow users to log on to the portal one-time and be able to access all their relevant information, services and applications, without again being prompted for username/password credentials.

- Student-centric navigation – a navigational structure to be implemented that takes into account student’s behaviors and popular cultural conventions that will make HCCS websites more navigable and intuitive.

- Surveys – next gen websites are two-way in nature. HCCS would like to solicit feedback form users on all manner of topics in a simple, intuitive and informative format which provides results back to administrators quickly.

- Standard Look and Feel – a set of

standard maps agreed upon and published and made searchable to facilitate easier access to customers.

- Operational Tracking and Monitoring – the ability to collect metrics as a means of tracking progress of the tasks toward the project goals.
- Personalized Content and Services – A “MyPages” concept that will aggregate services and information of unique interest to each website user.

images/graphics and visual layout structures that are repeatable, standard and manageable, yet allow the flexibility and localized control and appearance needed by various components of HCCS.

- Taxonomy – a robust mechanism for identifying, classifying and sorting HCCS web pages, content and applications is to be developed and implemented.
- Timely Content – integral to the notion of web content management and web publishing is the need to insure the content is relevant and to provide a mechanism to expire it off the system. HCCS will start with the Calendar and then move progressively to more sophisticated subject areas and features as the discipline and process of web publishing becomes more ingrained in the institution.
- Workflow – a set of processes to be implemented that will automate the creation, editing and oversight of information published to the web portal. In addition, the act of publishing, unpublishing and archiving will also be automated by “workflow”.

5. Based on our discussions, my sense is that there has been some work done on the templates as well as on the scope. Are there any deliverables that came out of these efforts? If so, we would like to see those so we can provide a more meaningful estimate.

HCCS Response: Please visit

<http://www.esiteful.com/work/case.study/government.np/hcc.aspx> for an overview on the work done by eSiteful. The subsequent “Implementation Blueprint” document that was developed for HCCS is confidential document.

6. When do you estimate the actual work to commence on this project?

HCCS Response: HCCS would like to start work almost immediately after the contract is awarded. Our current goal is February 1, 2007.

7. In the Instructions to Proposers, Proposal Requirement #4, it states that “ Proposers shall provide a detailed implementation plan and Scope of Work proposals which address

the three project phases identified in Attachment #3, Section 9 and Attachment No. 2. This will include an immediate Phase I Statement of Work..." Are prospective proposers to provide a Statement of Work for Phase II and III as well ?

HCCS Response: No. HCCS would like prospective proposers to provide the detailed implementation plan and Scope of Work for all phases and the Statement of Work for Phase I. Upon the acceptance and completion of Phase I, HCCS will negotiate the statement of Work for Phase II. Upon the acceptance and completion of Phase II, HCCS will negotiate the Statement of Work for Phase III. All statement of work acceptance is contingent upon milestones being met in the successful completion of Phase I.