



Request for Information No. II

RFP No. 15/16-0002IT, Web Content Management Solution

February 4, 2016

Response to Vendors' Questions

- 2.1 Question: *"P3.10 Access to all of the user generated data through an automated scheduled process. Data can be accessed through a secure FTP (SFTP)." Will IUSD elaborate on the purpose for this? There are several potential reasons including automated content review but understanding the intent will aid response quality.*

Answer: IUSD would like to have a copy of the data on our end. We would use the data for analytics, backup, access logs.

- 2.2 Question: *"P3.11 Active Directory/LDAP integration for authentication/authorization." Is Active Directory centralized (one instance) for all potential content management system users (all district users in one single AD)?*

Answer: Yes.

- 2.3 Question: *"P3.13 The system shall be designed to anticipate and provide for increases in data storage needs, increasing size and scope of data sets on-line, and increasing number of users." Will IUSD elaborate on the current volumes, data storage, number of users and projected increases?*

Answer: IUSD has over 400 users that will need to be able to edit specific content/pages and currently has over 25 GB of data but does not include our 5 high schools. Vendors may itemize costs associate with storage increases or tiered storage costs in the cost proposal.

- 2.4 Question: *"P3.17 Describe vendor support for disaster recovery of the complete solution in the instance of data corruption, complete data failure, complete server failure, or complete site failure." Does IUSD have preferred vendors already in place for hosting and management? Some cost savings can be had if new services are integrated with existing. Having a working understanding of the current server/hosting infrastructure will aid in the design, implementation and management of any proposed Web Content Management solution. Please elaborate as much as possible/prudent.*

Answer: IUSD has no preferred vendors for hosting and management, however, anticipates that the website solution will house confidential student data, student photos, and other information subject to US Federal and California State student privacy laws. Therefore, any solutions to be considered must contractually agree to and demonstrate compliance with State and Federal regulations (specifically FERPA and SOPIPA) in terms of hosting student data and student data privacy laws.

- 2.5 Question: *"P3.31 The provider must certify that it employs and will continue to employ a dedicated CISSP certified security manager or the equivalent in certification to test the system and run ongoing checks/improvements." May this individual be sub-contracted? – It's recognized that such an individual will be required to pass the same scrutiny as the primary vendor's employees.*



Answer: Yes.

- 2.6 Question: Should we wish to submit more than one approach for a Web Content Management solution; should we submit two proposals or one?

Answer: IUSD will accept only one (1) response per Provider/Vendor. Also, see page 17, Optional Services and Costs.

- 2.7 Question: Does IUSD already have a preferred logging architecture?

Answer: No.

- 2.8 Question: Does IUSD have a preference for logging tools such as log4net?

Answer: No.

- 2.9 Question: Does IUSD already have a preferred centralized log aggregation system such as Splunk?

Answer: IUSD currently uses ArcSight for log aggregation.

- 2.10 Question: Does IUSD already have a service level goal for disaster recovery and high availability? It would be unfortunate to craft a solution which provisioned a co-located, balanced and flexible active/active solution of near fault-tolerance when such is neither required or budgeted.

Answer: IUSD does not currently have a service level goal but if vendor has a disaster recovery as part of the additional services, please add it to the Optional Services section in the RFP. Vendors may present tiered cost options representing different levels of service/availability guarantees.

- 2.11 Question: Client data is referenced several times within the RFP. In reading the RFP it would seem Client data might instead read "Student Data" and thus be subject to all increased security such data demands. Is this a correct assumption?

Answer: Yes, student data is part of client data and should be subject to increased security data demands (FERPA and SOPIPA).

- 2.12 Question: *Re: P4.13 Is there a storage limitation for photos, videos, and pages?* Is there some indication of the size and number of video files and images? If the number and/or size of the content is significant it may be wise to consider hosting the videos and images separately from the other page content.

Answer: IUSD currently has a media repository solution to host photos and videos. If vendor's solution has a built in option IUSD is interested in understanding what services it can provide.

- 2.13 Question: What hurdles do you face with your current implementation when updating/adding/deleting content, and would a more cohesive approach be optimal? Is it correct to assume content is managed manually, meaning the same task must be executed on each site individually (32 sites + District)?



Answer: IUSD's current environment is available for review under section 1.3. We are looking for a solution that can meet technology, functionality, and usability requirements listed out in Parts 3 and 4. IUSD would prefer a solution that allows individualized site control with the ability for centralized staff to quickly distribute important announcements, news items, events, and legally required documents across school sub sites.

- 2.14 Question: Do you envision this solution being integrated into any other district wide solution? If yes, which ones?

Answer: If IUSD runs reports on website activity, logs, or creates content within the new CMS, IUSD should have the ability to export that data from the CMS.

- 2.15 Question: How do you keep current global content, such as staff directories, calendars, schedules, etc. synchronized on each site? How frequently is this content updated?

Answer: There are permissioned IUSD liaisons that have access to modify content on multiple pages. When changes need to be made, liaisons have the permissions to update content. De-duplication of effort is a consideration in this RFP and will be reviewed as part of the manageability/usability of the solution.

- 2.16 Question: What data integrity issues do you currently encounter?

Answer: To give an example, if a new clerk joins a team at a specific school site, the information doesn't connect with the information that's posted under School Site Contacts at the District office.

- 2.17 Question: Given the choice of self-hosting or having a third party host the new sites, which do you have a stronger preference for? Please provide details on the reasons for your preference and any other considerations involved.

Answer: IUSD doesn't have a preference as long as the solution meets the District's needs. If vendor is able to provide both options, we would like to see the pricing on both solutions.

- 2.18 Question: Do you have any reservations or concerns about self-hosting the new sites? If so, please provided details regarding your reservations and concerns.

Answer: No.

- 2.19 Question: Section 1.3 of the RFP states: *"IUSD is currently hosting 32 school sites (high schools are excluded) plus the district website on a local server."* Where and on what technology are the high school sites hosted? Are they excluded from the scope of this RFP?

Answer: Currently, high schools are hosted at IUSD's data centers but the District is looking for a K-12 and District solution. High school sites are included in the scope of this RFP.

- 2.20 Question: Page 16 of the RFP lists *"Transition from Existing Systems (Blackboard)"* as one of the implementation items to be considered for calculating the base costs. Do you currently have any sites hosted by Blackboard? If so, are they to be included in the scope of this RFP?



Answer: IUSD no longer has Blackboard data to be migrated into the new CMS. However, we do have content to be migrated from existing sites (primarily stored on local servers in support of sites managed through Adobe Contribute and Dreamweaver).

- 2.21 Question: Please provide details (software and hardware) regarding the environments and platforms on which the current sites reside.

Answer: Please refer to section 1.3 Current Environment.

- 2.22 Question: Does your current active directory or user management system support the district and all school sites? If the active directory or user management system currently does not include the high schools, is the intent to include them in this proposed solution?

Answer: Active Directory supports District and school sites. The intent is to use Active Directory to drive roles and permissions on District and all school websites.

- 2.23 Question: Do you currently use a template approach to set up new sites, or do you build each one from scratch?

Answer: The District uses a template to roll out sites.

- 2.24 Question: Have you used any dedicated or cloud based hosting providers in the past? If so, which ones?

Answer: There are a handful of pages that are hosted on an external WordPress.

- 2.25 Question: How do you currently manage the web content at the district level and does that differ from how web content is managed at each school?

Answer: Please refer to section 1.3 in the RFP.

- 2.26 Question: Which of the following best describes the contributor skill level of the current user base (select as many as apply – please prioritize contributor skill level in order):

- A. Power Users / Site Owners
- B. Departmental Contributors (Internal)
- C. External Contributors
- D. CMS Administrators (Maintains the CMS solution)
- E. Departmental Personnel (i.e.. Press, Campaigns)
- F. All the above
- G. None of the above

Answer: B, E, A, D

- 2.27 Question: Who is responsible for creating the content for the site? Will the current website's content be re-purposed in the new solution?

Answer: The District provides the main page template and controls the main page navigation. Current website content will be re-purposed in the new solution.



2.28 Question: Please provide examples of the current challenges with publishing web content.

Answer: Please refer to section 1.3 for current environment. There are times when changes don't appear on pages until refreshed.

2.29 Question: Please provide examples of challenges with communications and management using your current solution.

Answer: The District is looking for a solution that would enable staff to control content from one point and have that content push to other schools, such as alerts that affect all sites.

2.30 Question: What best describes the current budget for the project?

- A. 100K - 250K
- B. 251K - 350K
- C. 351K - 500K
- D. 500K or above

Answer: This project has been authorized by Executive Cabinet and the Board of Education. However, the final budget will be determined and adopted based on the proposal that best meets the District's needs. Vendors should not work backward from a number, but present costs based on the solution and services necessary to fulfill the RFP requirements.

2.31 Question: Is part of the scope to migrate content from your existing sites to the new solution?

- A. If yes, above, what is the total space used by the existing sites?

Answer: Yes, migration is part of the scope. Existing site collection (not including high school content) exceeds 25 GB.

2.32 Question: Has the District inventoried the content and sites to be migrated? Please provide details regarding the determination on what will be migrated and what will be left behind.

Answer: IUSD will work with each school site and District liaison responsible for content in determining what content will be migrated.

2.33 Question: How will the successful implementation of this solution improve IUSD ranking nationally and within California?

Answer: IUSD is undertaking this project as a reflection of its Strategic Initiatives and core values related to communications and community engagement. Our requirements were defined to impact those interests. The potential impact of this project on the District's test scores and ranking are not a consideration for evaluation.

2.34 Question: What are your top 3 expected outcomes for the successful implementation for managing your web content?

Answer: Modern design, intuitive for end users, responsive to account for multiple device types, and easy to edit for our liaisons.

2.35 Question: Does IUSD have a communication and information strategy? If yes, please share.



Answer: IUSD's communication strategy is being reviewed and refined at this time. This project represents a component of that work. However, we do not have a finalized document to share at this time.

- 2.36 Question: Will your IT department support this solution and the framework, or will the solution be managed by the end user?

Answer: It will be a hybrid. District will be responsible for overall layout and design. Solution content will be managed by our liaisons.

- 2.37 Question: Is there a specific timeline or milestones important to the district, to meet during this project?

Answer: The District's goal is to have the District site fully implemented by the summer. District would also like to have templates available this summer to begin the transition of school webpages. However, vendors should present a realistic project plan based on the scope of work and their experience with similar-sized project.

- 2.38 Question: How do you plan to measure the effectiveness of this implementation?

Answer: If vendor's solution offers analytics, please include it in the presentation. In addition, IUSD has existing survey instruments for assessing parent/community engagement as well as school climate that will be reviewed to evaluate this project.

- 2.39 Question: How does the IUSD envision parent, staff and community collaboration leveraging the enhancements you plan to implement through this RFP?

Answer: IUSD envisions a more engaging and personalized website experience for our community. The specific requirements in the RFP reflect key components of this effort.

- 2.40 Question: Is it your intention to centralize the management of your web content within your IT organization or to distribute it to your various end users?

Answer: Please refer to answer to 2.36.

- 2.41 Question: What are the key business and technical drivers for the IUSD that has led to the timing of this RFP?

Answer: IUSD is a growing community and school district. We are in the midst of tremendous changes in instruction, facilities and technology. Managing this change is essential to the district's continued success. In addition, IUSD plans to leverage increased funding from the State to tackle strategic projects like our communications systems over the next few years.

- 2.42 Question: In your Strategic Initiatives vision statement you reference the following Strategy under Item VI—the leveraging of technology—“ Create online communities that connect staff, students...” and you also express a desire to streamline business processes that allow you to focus more of that time on instruction. How does the goal and purpose of this RFP achieve those priorities?



Answer: The website is a key component of this strategic initiative. The website project is the continuation of efforts to improve IUSD communications systems, including push/emergency notifications (SchoolMessenger- 2012), a learning management system (Canvas- 2014) and a media repository (Kaltura – 2015).

2.43 Question: Is it the expectation of the selected vendor to remain onsite for the duration of the engagement, or is some remote work acceptable?

Answer: Some remote work is acceptable for duration of engagement.

2.44 Question: Does IUSD have a budget for this project?

Answer: Please refer to answer to question 2.30.

2.45 Question: Can IUSD expand as to what type of integration points you are looking for with regard to Canvas, School Messenger, Vimeo, YouTube, Kaltura and SharePoint?

Answer: IUSD would want the ability to embed material from these external sources.

2.46 Question: Is IUSD looking to self-host or cloud host?

Answer: No preference.

2.47 Question: Is there a budget range or ceiling that has been established for contract that will result from this RFQ?

Answer: Please refer to answer in 2.30.

2.48 Question: Is there an incumbent contractor currently providing these services?

Answer: No.

2.49 Question: Has IUSD worked with any design firms or agencies in the last 3 years?

Answer: No.

2.50 Question: What is the estimated timeline for completion of the project?

Answer: Please see response to question 2.37.

2.51 Question: Will you need the selected vendor to create or edit content (textual, video, imagery, etc.). Will copywriting services be required? If so, how much content (in terms of pages or word count)?

Answer: No.