

Proposal Clarification Questions

- 1. PDFs and accessibility: You note ~1,508 PDFs on the current site—should vendors assume PDFs migrate as-is, or is PDF accessibility remediation in scope? If remediation is expected, what standard (e.g., PDF/UA) and how should it be prioritized (all vs a subset)?**

The PDFs on our website will be migrated as is – PDF accessibility remediation is not required or expected for this project.

- 2. Redirects and SEO acceptance: Do you require a full redirect map for legacy URLs, and what are the SEO acceptance criteria (e.g., allowable 404 threshold, required metadata/schema, sitemap/robots expectations)?**

A full redirect map for all known legacy URLs is required. Post-launch, broken links (404 errors) should not exceed 1% sitewide, with zero 404s for top-level and high-traffic pages. All pages must include appropriate metadata, accessibility-friendly heading structure, image alt text, and relevant schema markup. An XML sitemap is required at launch.

- 3. Ellucian system and integration method: Which Ellucian product is the system of record, what integration method is available (API/export/other), and what is the required sync cadence (real-time vs scheduled) for:**
 - a. Program/course catalog content**
 - b. Employee directory content**

ACC uses Ellucian Colleague as the system of record. Integration methods and available interfaces will be confirmed with ACC OIT. Real-time synchronization is not required; scheduled synchronization is acceptable.

- 4. Ellucian API constraints (Ethos or other interface): Is Ethos Integration enabled for ACC's Ellucian environment? If not, what interface is available for directory and catalog data (e.g., Colleague WebAPI, Banner APIs, scheduled exports/flat files, middleware)? For the available interface(s), can ACC provide: (a) the list of approved endpoints/resources and available fields for catalog and directory data, and (b) any published constraints—rate limits/throttling, pagination/max page size, authentication method/token lifetime, and the recommended sync cadence?**

I do not have a full response for this question as our IT Director is not available today to provide this information. We will confirm Ellucian integration capabilities, including Ethos availability, with the selected vendor. API-based integration or scheduled exports may be used for directory and catalog data, subject to ACC OIT approval. Vendors

should support configurable sync cadence and comply with any published Ellucian interface constraints. Specific endpoint details will be provided during implementation.

5. Catalog details: For the “Level 1 catalog,” what specific outputs are required (web listing only vs web + PDF generation), and what data fields must be included?

The Level 1 catalog consists of web-based listings only. PDF generation is not required, but vendors may propose it as an optional enhancement. Required fields include title, description, credential type, credit hours, and program requirements.

6. Catalog PDF generation: For the requirement “Online and PDF generated academic course catalog,” do you require the CMS/catalog solution to generate the PDF catalog automatically from the same data source used online (templated PDF output), or is it sufficient for ACC to upload and publish a manually produced PDF alongside the online catalog? If PDF generation is required, what is the expected frequency (per term/year) and are there required PDF formatting/branding standards?

ACC’s current catalog is maintained manually as a PDF. With the new CMS, ACC’s preference is to move toward an online catalog. The ability to generate a PDF version from the same data source would be considered a value-added feature. Vendors offering this functionality should briefly describe available features and approach. There are no defined expectations at this time for frequency, formatting, or branding standards.

7. Employee directory fields and privacy: What directory attributes are required (title, department, phone/email, office, photo, etc.), and are there any privacy/suppression rules (staff excluded, contact fields hidden, etc.)?

We would like the directory to include title, department, phone, email, office location at a minimum, with the option to include a picture and a biography. Contact fields may need to be selectively hidden or masked for certain staff, based on privacy preferences.

8. Calendar scope and moderation: Should the CMS be the system of record for events, or should it integrate with an existing calendar platform? For submissions: required fields/taxonomy and who approves (central vs departmental approvers)?

The CMS should be the main calendar, we are not integrating with an existing platform. Required fields: Event name, date, time, duration, description. Optional fields: Contact name, contact email, contact phone. All events will be approved by the main website administrator, or other users who the admin gives permissions to in their absence.

9. Emergency alerts: Is there an existing emergency alert vendor/system to integrate (Rave/Everbridge/etc.), or is this strictly a website alert banner + workflow

requirement? What are the defined alert “levels,” and do alerts need scheduling/auto-expiration?

Strictly a website alert banner + workflow requirement. There are no defined alert levels. Alerts do not need auto-scheduling or auto-expiration.

10. Forms handling: For CMS forms, where must submissions go (email, database, CRM/ticketing), what are the retention requirements, and what anti-spam controls are required (CAPTCHA/rate limiting)?

Submissions should be sent to email, CMS forms should only serve as temporary intake, long-term retention will happen in our existing systems. General inquiry form submissions should not be retained in the CMS for more than 12 months. Anti-spam controls should include CAPTCHA.

11. Identity provider and SSO/admin auth: What is ACC’s identity provider (Azure AD, Okta, Google, AD FS, etc.) and preferred protocol (SAML vs OIDC/OAuth)? Is SSO required for CMS/admin login (and if so, do you require MFA enforcement and automated provisioning via SCIM)? Any audit-log retention/export requirements?

I do not have a full response for this question as our IT Director is not available today to provide this information. I believe our identity provider is Azure, preferred protocol is unknown to me at this time. SSO is not required for CMS login by website staff, we currently have separate log-ins for our CMS, but MFA is necessary. SCIM is not required.

12. Accessibility monitoring: Do you currently use a third-party accessibility monitoring platform (e.g., Siteimprove, Monsido, etc.) that the new site/CMS must integrate with, or should vendors assume accessibility monitoring/scanning and reporting will be provided as part of the CMS/hosting solution (including scan frequency, reporting outputs, and responsibility for remediation guidance)?

ACC currently utilizes Siteimprove. ACC’s long-term preference is to reduce reliance on third-party accessibility monitoring tools in favor of CMS-hosted accessibility features; however, Siteimprove integration is not required for this project.

13. Hosting/security baseline: Any required security/compliance artifacts (e.g., SOC 2), vulnerability/patch SLAs, backup/DR targets (RPO/RTO), or data residency constraints?

Hosting and security requirements will be defined and approved by ACC OIT. Vendors should assume standard higher-education security practices and be prepared to provide documentation related to security controls, vulnerability management, backup and disaster recovery, and data residency, as requested by ACC OIT.

- 14. Hosting sizing inputs: Can ACC share baseline and peak traffic (monthly sessions/pageviews, peak concurrent users), bandwidth/egress, and any performance/availability expectations (uptime target, DR/backup RPO/RTO), so vendors can size the hosting tier appropriately?**

Average monthly sessions for 2025: 39,277. Peak traffic occurs at the beginning of each semester (January and August). Total daily sessions January 12: 2,869. Total daily sessions August 25: 3,456. The hosting solution must provide sufficient bandwidth to support traffic spikes without performance degradation and include at least 1 TB of monthly outbound data transfer (egress), with a preference for 2 TB. The website should be available 99.9% of the time. In the event of an outage, the site should be restored within 4 hours, with no more than 4 hours of data loss.

- 15. Workforce training and development programs: For workforce training/non-credit offerings, do you need functionality beyond standard pages and the credit catalog—such as a separate non-credit catalog, search/filter, online registration/checkout, lead/inquiry workflows, or integrations with a continuing ed/LMS/registration system? If yes, what is the source of record and what is required at go-live?**

Nothing is needed beyond standard pages.

- 16. Community education/personal enrichment: For “community education” (personal enrichment) offerings, do you need dedicated functionality—such as a searchable community education catalog, online registration/checkout, waitlists, and session scheduling—or will these be handled as standard pages/forms? If there is an existing platform, what is it and should the website embed it or integrate with it?**

Standard pages and forms.

- 17. Governance workflow specifics: For multi-stage approvals, what is the expected workflow model (roles/steps by department/content type) and any required turnaround expectations?**

Multi-stage approvals will typically be handled by the website administrator, there are no required turnaround expectations.

- 18. Submission packaging: For email submission, do you prefer one consolidated PDF (proposal + SLA/MSA + SOW) or separate attachments, and are there email size limits / link-sharing rules / ZIP rules?**

One consolidated PDF is preferred. Outlook typically accepts up to 25 mb per email message, if you need to split up your submission that is permitted.

19. Online giving/donations: Do you need the new website to support online donations? If yes, is there an existing giving platform/vendor (embed vs integrate), what is the payment processor and data destination, and are features like recurring gifts, fund/designation selection, tribute gifts, matching gifts, and automated tax receipts required?

We work with Blackbaud/Raiser's Edge and will continue to use their platform for donations, the new website will need to be able to embed their forms directly into the page, no custom payment processing required.

20. Objectives and success measures: Beyond pain points and feature requirements, can ACC share the project's top objectives and how success will be measured post-launch (key user tasks, enrollment outcomes, accessibility/compliance targets, performance/SEO benchmarks), including any baseline metrics available today?

Success will be measured by overall feedback of staff and students, increased web traffic to program pages, and improved efficiency and workflow for website content editors and administrators.

21. Primary audiences and top tasks: Who are the website's primary audiences (ranked), and what are the top tasks each audience must complete on the site? Which audiences and tasks are highest priority for go-live?

Primary audiences:

1. Current Students – Navigate site with ease, find information and resources
2. Prospective Students – Find information on programs, apply for admission
3. Staff – Navigate site with ease
4. Community – Navigate site with ease, be aware of campus news and events

Highest priority for go-live is current students and prospective students.

22. Analytics requirements: What analytics platform(s) do you use or prefer (GA4, Matomo, etc.) and do you require event tracking for key tasks (apply, request info, visit, workforce inquiries)? Any required dashboards/reports?

We utilize GA4, there are no additional requirements at this time for custom event tracking, dashboard, or reports.

23. On-site search: Do you have requirements for on-site search beyond basic CMS search (PDF indexing, relevance tuning, synonyms, filters), and is there an incumbent search tool to retain?

We currently utilize Google for our search, we are interested in seeing options for CMS-hosted search.

24. Content inventory and migration approach: Can ACC provide a content inventory and indicate what content is in scope to migrate vs retire/rewrite, and whether vendors should assume an automated migration approach plus manual QA/content cleanup?

Vendors should assume an automated migration approach with manual QA/content cleanup to be done by College staff.