

RESPONSES TO NEW WEBSITE RFP QUESTIONS

March 4, 2026

FEDERAL COMPLIANCE

1. Beyond ADA/WCAG, which federal regulations apply here, given the federal funding? **None related to accessibility, see WETCC's response to Question #3 in this section.**
2. Beyond WCAG 2.1 AA compliance, are there specific "User Testing" requirements involving students or community members with disabilities during the testing phase? **No, vendor certification of compliance with WCAG 2.2 will be sufficient.**
3. Is a specific business license or business registration required to perform work under this RFP? **There is no specific business license or registration required. Bidders on the federal or state disbarred list are not eligible to be awarded the bid.**
4. Is the selected vendor permitted to engage personnel located outside the United States to fulfill the project requirements? **Yes.**
5. Is subcontracting allowed? **No. The awarded bidder is responsible for completing the work.**

PLATFORMS

1. Does WETCC prefer an open-source CMS (like Drupal or WordPress) or a commercial/proprietary solution/platform? **It depends on whether the commercial/proprietary solution gives WETCC the future ability to easily link to its other systems (e.g., bookstore inventory) without an additional charge, or at a minimal charge.**
2. Are you open to an annual license fee for the proposed CMS? **Yes, depending on cost and what services are included in the license fee.**
3. Are there any preferred CMS platforms or hosting providers for Website Development? **No.**
4. Are there specific challenges with WordPress that you need to overcome with this project? **Yes, assurance that it is secure for e-commerce, both at delivery and beyond.**
5. What is your current CMS, and why are you considering a change? **WETCC's current CMS is WordPress. The change is to upgrade/update the website and its features.**

SSO

1. Does WETCC use single sign-on (SSO)? If so, is the expectation that the website's CMS (for staff) should be tied into this same authentication system? **Yes, WETCC uses single sign-on for multiple third-party software systems. However, WETCC also uses separate sign-ons for other third-party systems. While a single sign-on is preferable, please document the cost associated with SSO.**

EDITORS

1. How many content editors do you anticipate will be logged into the web CMS? **3-5**

BRAND AND CULTURE

1. Does WETCC have a digital brand guide (colors, fonts, iconography) specifically for web use, or should the vendor expect to develop these as part of the "Discovery & Plan" phase? **WETCC has a digital brand guide for its logo, floral patterns, and other marketing materials.**
2. Are there design patterns, visual language, or content approaches that you've seen work well (or fail) at other tribal institutions? **WETCC's logo and floral design patterns will be used. As an Anishinaabe campus steeped in the Ojibwe language and culture, appropriate visual language is important and will be provided for incorporation into the website.**

As far as content, WETCC is accredited by the Higher Learning Commission and aligns its curriculum with the MnSCU system. WETCC works closely with Northwest Technical College, Bemidji State University, and the University of Minnesota-Crookston. Of those, the first is most representative of WETCC's current and future programming.

Here are examples of websites that have the look and feel we find appealing. These websites are being provided as examples, not templates.

<https://fdltcc.edu/>
<https://www.kirkwood.edu/>
<https://uttc.edu/>

COPYWRITING OR CONTENT EDITING

1. Is the vendor responsible for copy-editing or rewriting current content for SEO, or is the scope strictly limited to the technical migration of existing text? **WETCC will do copywriting and editing.**

INTEGRATION

1. For the Populi/Canvas/ERP/Square integration, is this primarily linking login portals or deeper data exchange? **Deeper exchange (e.g., pull real-time data such as "upcoming courses," "public course catalog," required books with online order capabilities) via an API.**
2. Can you provide technical documentation or API details for the integrations with Populi (SIS), Canvas (LMS), and ERP/Square? **Yes, to the vendor that receives the website development contract.**

MIGRATION

1. Is the vendor responsible for migrating the existing content into the new platform, or will you be doing that in-house? If the vendor is responsible for migration, please estimate the number of pages that the vendor will need to migrate. **Working with a designated team, the vendor is responsible for the migration of information on the [current website](#).**
2. Are there any portions of the website being migrated that are not publicly accessible (e.g., behind authentication)? **No.**

3. Are there any subdomains or secondary websites that should be included in the migration scope? **No.**

CMS AND HOSTING

1. Should the proposal include the cost of hosting, or will WETCC host the site internally or through a separate contract? **Hosting costs, if included, will be compared with WETCC's current hosting contracts.**
2. What are the average and peak monthly page view statistics for the current site? **Approximately 5,000 average monthly views on the website, but it varies greatly throughout the year. It can range from 7,500 to 2,500 monthly views.**
3. Does WETCC expect vendor-provided web hosting as part of this proposal? If so, are there specific uptime or service level requirements? **See Question #1 in this section. Uptime requirement is 99.9% = very limited downtime/year. Service level requirements should be built to ensure the uptime requirement is met.**
4. Is your current web environment hosted in-house or externally? Externally, who is the provider? What is your current setup? **See Question #1 and #2 in this section.**

BUDGET

1. Is there an estimated or anticipated budget for this RFP? **The budget is not public.**

TIMELINE

1. Is there any flexibility in the timeline? **No. This project is grant-funded, and the August 30, 2026, deadline is firm.**

MEETINGS

1. Are there requirements for in-person meetings either before or after the contract is awarded? If so, how frequently are these meetings expected to occur, and would it be acceptable to conduct some or all of these meetings virtually? **Meeting frequency will be vendor-driven, dictated by the completion date. Meetings can be in-person or virtual.**

DISCOVERY, DEVELOPMENT, IMPLEMENTATION & MAINTENANCE

1. Who are the primary decision-makers for this project? **The provost and the team are described in Q2 of this section.**
2. Describe the team responsible for developing and maintaining the website. Indicate if there are any web developers on the team and if there are any integration developers on your team. This will help us to better propose the training that you may need. **The team will include Institutional Effectiveness, IT, Marketing, Finance, Student Services, and Library. None of the team members are web or integration developers. Team members' level of involvement will vary from 0 to 10 hours per week.**
3. Clarify if the required ongoing technical support, maintenance, and updates can be provided remotely or if on-site support is mandatory under this contract. **Ongoing technical support, maintenance,**

and updates can be provided remotely. Support will be provided during regular business dates and hours—Monday-Friday, 8:00-4:30. Response time should be one business day.

4. The RFP requires 100 hours of ongoing support at no cost. What is the anticipated primary use for these hours (e.g., technical troubleshooting, additional staff training, or new feature development)? **Technical troubleshooting should be completed before go-live. Ongoing support should be primarily dedicated to additional staff training with limited new feature development. At the end of the 100 hours, the WETCC team will have at least five staff members with trainer-level CMS skills and sufficient troubleshooting knowledge to address website maintenance issues.**

MISC

1. Are there specific multilingual requirements, or is a tool like Google Translate acceptable? **Multilingual requirements are not included in this project.**
2. In which section should we provide our approach for Project Objectives and SoW Requirements? **You could include this in a section titled General Specification. In addition, your proposal must include the 14 items listed under Submission Instructions.**
3. Do you prefer proposals submitted as a written document (PDF/Word format), or are you open to a more presentation-style format? **You are welcome to use your creativity; just make sure it is easy for us to find the answers to our expectations and questions listed in the RFP.**
4. Are we permitted to provide references from the commercial or private sector? **It would be best to provide references from similar projects.**
5. What evaluation criteria and scoring methodology will be used to assess the proposals? **The scoring rubric is in the bid document.**
6. Is there any functionality on your current website that needs to be retained on the new website? **No. Most of the content needs to stay; it's the way the content is displayed that needs to change. WETCC is looking to develop a site that appeals to both traditional-aged and older-than-average students.**
7. What are the primary challenges you are experiencing with your current website that you would like the new website to address? **WETCC's current website lacks**
 - a. **Typical pages you would find on a college website**
 - b. **A focus on the user of the website – both traditional-age and older-than-average**
 - c. **Intuitive navigation for the audiences outlined in the RFP**
 - d. **A professional and updated look**
 - e. **Interesting content that would entice a user to continue on the site**
 - f. **Pictures, videos, useful information**
8. What is the current state of your Google Analytics setup? **We are not currently using Google Analytics, but this would be an important part of the new website.**
9. Are you accepting proposals from vendors nationwide, or is preference given to local/regional firms? **We are seeking the best proposal that meets our needs.**

10. Clarify “integrate Adobe InDesign or similar software to view PDFs.” Is the intent an in-browser PDF viewer and an accessible PDF workflow? **We need to be able to review PDFs on the website. We do not need to create or edit PDFs directly on the website. If that can be done without additional software, great.**
11. What would you like to display with the integration: show social posts from your Facebook fan page directly on the website, add social sharing buttons to blog posts, or include icons that link to your social media pages and redirect users? **Include icons that link to your social media pages and redirect users.**
12. What will the online managed calendars be used for (course schedules, events, etc.)? Will this integrate with Google Calendar, or would you like a calendar feature built directly within your website? **The online managed calendars will be used for things like course schedules and events. WETCC is Microsoft-based and uses Outlook.**
13. If you would like the Employee and Student portals built, could you provide additional details on the specific features you require for each portal? **Using the word “portal” may be confusing. We currently have a sign-in page that employees and students can use to quickly sign into resources available to them. This is the link to that page on our website <https://www.wetcc.edu/my-wetcc/>.**