

## Question and Answer Document

Please submit your questions in the form below by the date and time established in the RFP.

#	RESPONDENT'S QUESTION	STATE'S RESPONSE
	Does the budget you outlined include content development for the site, or is your team planning to write the new content internally? Or, are you envisioning sticking with the existing content and simply redesigning/ reorganizing the site?	A small portion of the budget should be designated for content creation, as staff will be creating the majority of new content. However, we still expect the vendor to assist in some new content creation, specifically related to the Indiana College Core.
	The RFP mentions driving users to the site as a key goal. As we think about the scope of this project, our focus would be on setting up the website with strong SEO/ best practices, but we would see an ongoing SEO campaign as a separate effort. Just want to confirm this aligns with how you're thinking about the SOW for this project?	This aligns to how we see this project evolving, yes. Setting up site with strong SEO so that if a future SEO campaign were a possibility, we would be well-positioned to do so.
	What paid campaigns have you done in the past to drive users to Learn More Indiana?	Social media campaigns designed to drive traffic to 21st Century Scholars enrollment ( <a href="https://learnmoreindiana.org/scholars/">https://learnmoreindiana.org/scholars/</a> ), FAFSA completion ( <a href="https://learnmoreindiana.org/cost/can-i-get-help-paying-for-college/fafsa/">https://learnmoreindiana.org/cost/can-i-get-help-paying-for-college/fafsa/</a> ),
	What is the ultimate action you want users to take on this website? (We appreciate that may vary based on whether the user is a student, parent or educator.)	This includes a range of actions from using the school-finder tool, using the scholarship finder tool, enrolling in the 21st Century Scholars program, and clicking on or downloading the LMI Student Success Magazines ( <a href="https://learnmoreindiana.org/educators/classroom-materials/">https://learnmoreindiana.org/educators/classroom-materials/</a> )
	Do you envision Learn More Indiana as more of an informational website or a navigable tool with resources to help people enroll in post high school education?	We see LMI as an informational website that seeks to inform the importance of post high school education and the ways to make it affordable. This information would hopefully lead a person to understanding why they should pursue a post high school track. Once that decision has been made, they would ideally come back to the site for help on next steps.
	Is there flexibility on the 14-week timeline? We envision a process that includes audit, content development and then design will take more time.	Yes; the 14-week timeline is flexible. We understand that a project like this could take well beyond 14 weeks.
	Are you open to vendors partnering on a joint proposal wherein two (or more) firms work-share?	Absolutely; we know that expecting one vendor to accomplish all that's requested in this RFP might not be realistic and encourage proposed partnerships/subcontracted work. Because of our funding stipulations, we had to write request all services in one RFP.
	If you had to rank the site audiences listed in the RFP in order of importance, what would that look like?	Educators and counselors use the site most frequently and are our key messengers to communicate the importance of education beyond high school to students and families. Content should be simple to understand across every audience. The site should be visually appealing, stimulating and informative so that students and families find value (and fun) in it as well.
	Who hosts the site currently?	CS Kern
	Can certain services be bid on separately if our firm doesn't offer all of what's requested? For example, just web design?	Yes; we appreciate how different each service requested is and we're comfortable looking at separate quotes if the proposal is compelling.
	Why are there three budget levels?	As long as the requested services are included in the proposal, we leave it to the vendor to include additional strategies and services they might see beneficial to our project objective. Be creative! We defer to the vendors to come up with the best solution. We are not the experts when it comes to SEO, UX, UI, development, etc.