



WEBSITE REDESIGN RFP

Questions & Answers

CODEBORDER

WHAT ARE BIGGEST ISSUES OR PROBLEMS YOU'RE HAVING WITH YOUR CURRENT WEBSITE, CMS, OR SETUP THAT PROMPTED THIS WEBSITE DESIGN DECISION?

The current website – which was redesigned in 2015 and launched in 2016 – is visually underwhelming and needs modernization. Users find it difficult to find important information, even within the search function. It contains a wealth of information that is not easily accessible to users. It only searches the WordPress database, but our website uses 3rd party integrations with other databases, such as Cobalt, our members database that pulls information and displays it in our member portal via an embedded iframe.

The site in its current format makes it difficult to effectively promote the efforts of NJSBA, its mission, training and services. It is also not well formatted for showcasing video content, webinars, articles and other tools our members may find valuable. The content is overwhelming and text heavy. The site should have more visual movement, such as videos and animated graphics.

This site is also organized by our internal department structure, not in a way that members would find content easily organized. Users make too many clicks to reach the content they are looking for. The login for members only also needs to be more prominent.

This site in its current state is not WCAG compliant.

The website also does not provide an opportunity to showcase Corporate Partner content in a way that provides value to the membership.

From an internal standpoint, there are still manual processes that we would like to have automated such as the updating of information on the county pages.

WHAT ARE YOUR ORGANIZATION'S MOST IMPORTANT BROADER GOALS WITH A NEW WEBSITE (NOT IN TERMS OF SITE FEATURES/FUNCTIONALITY, BUT BIGGER CONCERNS LIKE IMPROVING BRAND IMAGE AND WEB PRESENCE, INCREASED AWARENESS, BETTER HIGHLIGHT VALUES, VISION, AND PURPOSE, ETC.)?

The NJSBA website should be recognized as the state's most prominent resource for information on education policy and legislation, training for New Jersey school officials, and support for New Jersey's 4,800 school board members. The website will demonstrate why local school board governance is critical to the achievement of students, regardless of background.

The new design should produce an easy-to-navigate website, with improved organization of the resources and information available to NJSBA's diverse audience.

The ultimate goal for the redesign is that the NJSBA website is positioned as the preeminent resource for education leaders, especially during the development and implementation of educational policy decisions.

- Members are educated on the benefits available to them from the NJSBA through several tools, including articles, FAQs, training and video media available on the website.
- News, events and updates are timely and motivate members to engage with NJSBA – and in some cases, their legislators.
- Training materials and courses are available on demand to users and reflect the current learning needs of school board members as well as align with technology initiatives in education.

APPROX. HOW MANY PAGES AND POSTS ARE THERE THAT'D NEED TO BE MIGRATED TO THE NEW SITE? DO YOU HAVE STAFF TO MIGRATE THE CONTENT OR WOULD WE HAVE TO DO IT?

Via the WordPress dashboard, we currently have 402 published pages and 5,575 published posts. The majority of the website at www.njsba.org will need to be migrated with the exception of old documents and pages that we deem unnecessary. We are open to having the awarded vendor migrate the content, but we also have a vendor we work with that could do the migration. Pricing may reflect both options.

BESIDES COMMON WEBSITE FEATURES, WILL THERE BE ANY CUSTOM INTEGRATIONS WITH THIRD-PARTY SERVICES OR ANYTHING THAT'D REQUIRE SIGNIFICANT CUSTOM CODING?

The new site should be built on an easy-to-maintain content management system, (WordPress compatible, which is what our current site is built on) with seamless integration to Cobalt (www.cobalt.net) Integration with the following platforms: NJSBA's Association Management System/ Cobalt; its Learning Management System ("LMS"), Canvas; its communities platform, Higher Logic; its

Grants Portal, The Grants Office, and its board meeting management/policy system, BoardDocs, and our event management platform, Swoogo. The new site should also include an integration for customizable dashboards based on the logged-in user roles. For example, a strategic planning dashboard for logged in district representatives to provide progress updates towards goal completion. This package will be an add-on, user specific package, not available to all users. We do not anticipate significant custom coding. Please note, throughout the RFP and the NJSBA responses thereto, where a name-brand is identified, a brand-equivalent is acceptable, so long as it is fully compliant with the identified products.

DIGITAL SILK

WCAG COMPLIANCE: YOU MENTION THE SITE NEEDS TO BE "FULLY WCAG COMPLIANT". CAN YOU CONFIRM WHICH LEVEL IS REQUIRED: A, AA OR AAA?

All public sector bodies and commercial facilities need to offer equal access to their web pages in conformity with the WCAG 2.0 requirements. AA is our minimum requirement. Responders may consider pricing for all WCAG compliance standards.

COBALT INTEGRATION: CAN YOU PROVIDE MORE DETAILS ON THE TYPE OF DATA AND FUNCTIONS YOU WANT TO INTEGRATE FROM COBALT INTO THE WORDPRESS WEBSITE?

We need the single sign on and all embedded iFrames on corresponding pages for the members portal, for example, upcoming programs, member dashboard, etc. The single sign on is currently implemented via the MiniOrange plugin. If possible, we would like to move away from using a third-party plugin and build our own single sign on.

LEARNING MANAGEMENT SYSTEM: WHAT SPECIFIC FEATURES OF CANVAS DO YOU WANT INTEGRATED INTO THE WEBSITE? FOR EXAMPLE, DO YOU WANT TO DISPLAY COURSE LISTS, USER PROGRESS, OR CERTIFICATIONS?

We would like to display the course list. Currently, members need to click an outbound link to work in their Canvas instance. Ideally, Canvas would load on the current site, possibly through an iFrame or other technology.

HIGHER LOGIC: HOW DO YOU WANT THE HIGHER LOGIC COMMUNITY PLATFORM TO INTERACT WITH THE WEBSITE? ARE THERE ANY SPECIFIC COMMUNITY FEATURES THAT NEED TO BE INTEGRATED?

The integration with Higher Logic only needs a single sign on.

GRANTS OFFICE: WHAT FUNCTIONALITIES FROM THE GRANTS OFFICE PORTAL DO YOU WANT TO BRING TO THE WEBSITE? ARE YOU LOOKING TO CREATE, MANAGE, OR DISPLAY GRANT OPPORTUNITIES DIRECTLY ON THE WEBSITE?

It is currently a single sign on with an iFrame. This is working well.

BOARDDOCS: HOW DO YOU WANT THE BOARDDOCS SYSTEM TO BE INTEGRATED WITH THE WEBSITE? DO YOU WANT USERS TO HAVE ACCESS TO SPECIFIC DOCUMENTS OR FEATURES?

It is currently a single sign on with an iFrame. This is working well.

SWOOGO: WHAT SPECIFIC FEATURES FROM SWOOGO DO YOU WISH TO INCORPORATE INTO YOUR WEBSITE? FOR INSTANCE, IS IT EVENT LISTINGS, REGISTRATION, OR TICKETING?

All conferences should be listed. Once a member signs in (ideally) they would be able to click into the conferences they are registered to attend.

CUSTOMIZABLE DASHBOARDS: CAN YOU PROVIDE MORE EXAMPLES OF THE TYPE OF USER ROLES AND CORRESPONDING DASHBOARDS YOU ENVISION?

We realized during the Q&A call that we may need to use a third-party application to create dashboards and integrate the dashboards with the website. We would seek the website vendor's guidance with the integration to make the process as smooth as possible for our end-users.

(We estimate 3 user roles: board president, board member, and superintendent. At present, we are looking to have a dashboard for district leaders to track the status of their strategic planning, which is one of the services we offer.)

WEBSITE MONETIZATION: WHAT KIND OF PAID SERVICES, CONTENT, AND ADVERTISING ARE YOU PLANNING TO INCORPORATE INTO THE WEBSITE?

Our jobs board is now open to all districts to post vacancies on our site through a paid service. Currently, it is a manual process for our staff, so we would like to find a way to streamline it.

We are also opening other areas of our site to advertising, in conjunction with our publications, *School Board Notes* and *School Leader*. We do not wish to overrun our site with advertisements; however, we would like to work with a vendor who has experience in tastefully monetizing a website through our job listing service, possible promoted blog posts and other creative strategies. Ideally, we will be able to offer a paid online media package to our partners in the future where we can provide analytics on the effectiveness of their investment.

CORPORATE PARTNER CONTENT: HOW DO YOU ENVISION SHOWCASING CORPORATE PARTNER CONTENT ON THE NEW WEBSITE?

NJSBA recently relaunched its corporate membership as the “Partners in Education” program. Through this program, we are offering partners an opportunity to appear on a partner directory and submit recorded webinars. While we have a solution in place to cover us until the new site is developed, this needs to be a consideration in the development of the new site. Please review our [Partners in Education brochure](#) for more information on the benefits of the program.

We would like it to link to the partners website, display their logo, contact information, etc. in a more user-friendly manner than noted above. We'd like the ability for example, to search “law firms” and all the law firms that are partners would be returned.

AUTOMATED PROCESSES: CAN YOU PROVIDE MORE DETAILS ON THE MANUAL PROCESSES YOU CURRENTLY USE FOR UPDATING INFORMATION ON COUNTY PAGES THAT YOU WANT TO HAVE AUTOMATED?

The source for our county meeting and mandated training information is our AMS, Cobalt. When the existing site was built, the pages were not created to automatically pull the content from Cobalt.

SEARCH FUNCTIONALITY: YOU'VE MENTIONED IMPROVING THE SEARCH FUNCTION. WHAT SPECIFIC ISSUES ARE YOU CURRENTLY FACING WITH THE SEARCH FUNCTIONALITY ON YOUR EXISTING WEBSITE?

Our current search only has the ability to search within the WordPress database. We have many integrations with other databases, for example Cobalt, which houses all of the information within our member portal. This is also where information for our upcoming training and meetings is available but does not come up in the search.

USER MANAGEMENT: WHAT KIND OF ROLES AND PERMISSIONS DO YOU NEED FOR YOUR WEBSITE'S USER MANAGEMENT SYSTEM?

The default user management within WordPress is sufficient. Roles for the member portal are established in Cobalt, and therefore do not impact the website login or permissions.

PUBLISHING RESOURCES INC.

BRANDING GUIDE - CAN YOU PLEASE SHARE THE BRANDING GUIDELINES DISCUSSED DURING THE PRE-BID CONFERENCE?

The branding guidelines are available for [download](#).

CAN YOU PLEASE SHARE GOOGLE ANALYTICS DATA FOR THE PAST YEAR? WE ARE INTERESTED IN LEARNING THE NUMBER OF VISITORS BY MONTH FOR THE PAST 12 MONTHS. ALSO, WE WOULD LIKE TO SEE THE BREAKDOWN OF DESKTOP VS MOBILE USERS.

On average, we had 100,000 pageviews per month; 1,197,386 page views, 570,000 sessions and 356,000 and users in the last 12 months. The breakdown is 42 percent mobile users, versus 1 percent tablet users, versus 57 percent desktop users. We can make the reports available to the selected vendor when needed.

CAN YOU DEFINE THE LEVEL OF WCAG COMPLIANCE REQUIRED? IS IT AA OR AAA?

All public sector bodies and commercial facilities need to offer equal access to their web pages in conformity with the WCAG 2.0 requirements. AA is our minimum requirement. Responders may consider pricing for all WCAG compliance standards.

CAN YOU PLEASE DEFINE MORE DETAILED REQUIREMENTS FOR THE FOLLOWING INTEGRATIONS? WE WOULD LIKE TO UNDERSTAND IN MORE DETAIL HOW EACH OF THESE SYSTEMS IS REQUIRED TO BE INTEGRATED. SOME EXAMPLES WOULD BE, JUST SINGLE SIGN-ON OR MORE DEEPER INTEGRATIONS:

a. NJSBA's Association Management System (AMS) - Cobalt

We need the single sign on and all embedded iFrames on corresponding pages for the members portal, for example, upcoming programs, member dashboard, etc. The single sign on is currently implemented via the MiniOrange plugin. If possible, we would like to move away from using a third-party plugin and build our own single sign on.

b. its LMS - Canvas

We would want the courses listed... ideally all courses would be listed, but once a member signs in, they could click a link to access their dashboard.

Canvas integrates with Cobalt directly. It lists all enrolled classes and courses on the Canvas dashboard. The website provides link to Canvas portal. Canvas uses SAML2 SSO to authenticate users.

c. its communities platform - Higher Logic

The integration with Higher Logic only needs a single sign on. Similar to Canvas, HigherLogic integrates directly with Cobalt via SAML2 SSO.

d. its Grants Portal - The Grants Office

It is currently a single sign on with an iFrame. This is working well. No modifications needed. The application, embedded with an iFrame, integrated directly with Cobalt via SAML2 SSO.

e. and its board management/policy system - BoardDocs

It is currently a single sign on with an iFrame. This is working well. No modifications needed. The application, embedded with an iFrame, integrated directly with Cobalt via SAML2 SSO.

f. Other NJSBA-developed applications

Similar to all the other third-party applications and platforms, the website provides links to NJSBA developed applications. The applications integrated directly with Cobalt via SAML2 SSO.

CAN YOU PLEASE OUTLINE WHICH OTHER NJSBA-DEVELOPED APPLICATIONS ARE WE INTEGRATING WITH AND WHAT IS THE DEPTH OF THESE INTEGRATIONS? DOE THESE APPLICATIONS EXPOSE APIS?

Similar to all the other third-party applications and platforms, the website provides links to NJSBA developed applications. The applications integrate directly with Cobalt via SAML2 SSO.

FOR THE ADVANCED SEARCH FUNCTION WHICH REQUIRES ACCESS TO THE CONTENT LIBRARY ON THE OTHER THIRD-PARTY DATABASES, DO COBALT AND BOARDDOCS PROVIDE API INTERFACES TO CONSUME THEIR CONTENT AND BUILD OUT A SEARCH INDEX?

There's no API provided by Cobalt or BoardDocs to consume their content.

THE APPROXIMATE BUDGET RANGE PROVIDED WAS \$150K TO \$225K. IS THERE FLEXIBILITY TO GO HIGHER THAN THIS? SOME OF THESE INTEGRATION AND ADVANCED SEARCH FEATURES CAN BE QUITE COMPLEX TO BUILD OUT.

There is no flexibility in the website development project budget.

CAN YOU PLEASE SHARE THE NUMBER OF PAGES ON THE CURRENT WEBSITE? WE TRIED TO INDEX THE PUBLIC-FACING WEBSITE BUT IT DOESN'T INCLUDE ACCESS-PROTECTED PAGES. THIS WILL HELP US GAUGE THE LEVEL OF CONTENT MIGRATION WORK INVOLVED.

Via the WordPress dashboard, we currently have 402 published pages and 5,575 published posts. The majority of the website at www.njsba.org will need to be migrated with the exception of old documents, news and pages that we deem unnecessary. NJSBA staff will establish guidelines for what will be migrated. (For example, we may only migrate news posts from the last two-three years.)

We are open to having the awarded vendor migrate the content, but we also have a vendor we work with that could do the migration.

CAN WE GET A GUEST LOGIN FOR THE MEMBER PORTAL FOR US TO REVIEW THE CONTENT IN THOSE AREAS?

Due to licensing issues, we cannot grant access to our member portal. To see what it looks like from the school business administrator user role, please view the following video [NJSBA Membership Census Walkthrough](#)



ENQBATOR

IS THERE ANY LEEWAY TO TACKLE THE PROJECT IN STAGES, IN TERMS OF BUDGET AND TIME? IF SO, CAN YOU EXPLAIN WHAT ABSOLUTELY NEEDS TO BE COMPLETED BY MAY 2024 AS A MINIMUM VIABLE PRODUCT? AND WHAT ELEMENTS CAN BE COMPLETED AFTER MAY 2024? (REF: C6, PAGE 27)

The NJSBA fiscal year runs from July 1, 2023 – June 30, 2024. This website is a major 2023 – 2024 goal for NJSBA and as such the goal is to have it completed before June 30. If the vendor opts to propose a phased timeline as noted above, it may be possible to launch most of the website by June 30, with key features phased in over the next month or two. The minimum would be a functioning website with most of the content available. If key features need development, that could be phased in a little bit later.

SHOULD THE FORMS PROVIDED IN THE RFP BE ANSWERED AND SENT AS ATTACHMENTS TO THE PROPOSAL? OR CAN THESE FORMS BE INCORPORATED INTO A WORD DOC AND BE PART OF THE PROPOSAL? IS THERE A PREFERENCE? (REF: PART E, PAGES 31 AND 32)

There is no preference as long as the documents are clearly labeled.

CAN YOU PLEASE ELABORATE ON THIS STATEMENT IN THE RFP? "INTEGRATION OF CUSTOMIZABLE DASHBOARDS BASED ON LOGGED-IN USER ROLES." (REF: PART A, PAGE 6 AND PART C-2, PAGE 25)

- a. **What should the dashboards show?**
- b. **Are you asking to track who is logged in and entering content?**
- c. **Can you describe the scenario and what you hope this solution will accomplish for the organization?**
- d. **Also, can you please also explain the customizable part – as in what would you like to customize?**

We realized during the Q&A call that we may need to use a third-party application to create dashboards and integrate the dashboards with the website. We would seek the website vendor's guidance with the integration to make the process as smooth as possible for our end-users.

(We estimate 3 user roles: board president, board member, and superintendent. At present, we are looking to have a dashboard for district leaders to track the status of their strategic planning, which is one of the services we offer.)

WHAT FUNCTIONALITY IS BEHIND THE LOGGED IN MEMBER AREA? WHAT CAN MEMBERS DO THAT THE GENERAL PUBLIC CANNOT? (REF: PART A, PAGE 6)

Currently, most members-only content consists of password-protected WordPress pages. The scope and structure of the members-only content will be contingent on what is determined during the discovery phase of the project and will need to be searchable.

Members also have access to their portal behind the password-protected area. This pulls from our AMS, Cobalt, and includes data on their transcripts, progress toward certifications, etc. Select other features from third parties are available through the password-protected area. This includes subscriptions to BoardDocs and our negotiations data portal.

WHAT EXISTING RESOURCES (ROLES AND TASKS) DO YOU HAVE AVAILABLE IN-HOUSE THAT CAN SUPPORT THE WEBSITE? (EXAMPLE: CONTENT WRITING, CONTENT UPDATES, DESIGN, TRAINING, HTML, JAVASCRIPT) (REF: SECTION C-4, PAGE 26, USER MANAGEMENT)

We have multiple teams in-house that can handle all of the mentioned above. The selected vendor will need to train key staff members on updating the site content and theme templates.

CAN YOU PLEASE ELABORATE ON THIS STATEMENT: "ABILITY TO DEVELOP INTERACTIVE FEATURES AND DATABASES."? CAN YOU DESCRIBE THE SCENARIO AND WHAT YOU ARE HOPING THIS SOLUTION WILL ACCOMPLISH FOR THE ORGANIZATION? (REF: PART A, PAGE 6)

We would like to add features to the website to keep users engaged. As mentioned with the strategic plan dashboards, it may be a matter of integrating a third-party feature in the most effective way. We are hoping that the selected vendor has experience with site engagement and can offer solutions to keep users on the website longer.

WHICH CONTENT IS IN 3RD-PARTY SERVICES THAT YOU WOULD LIKE TO MAKE MORE VISIBLE ON THE WEBSITE? I BELIEVE DURING THE Q&A YOU SAID YOUTUBE VIDEOS AND EVENT-RELATED CONTENT FROM COBALT? IS THERE ANYTHING ELSE? DO YOU KNOW IF APIS ALREADY EXIST FOR THESE INTEGRATIONS AND ARE THEY ALREADY IN USE? (REF: PART C-4, PAGE 27 - INTEGRATIONS WITH THIRD-PARTY SYSTEMS.)

We would like to incorporate video in a more effective and seamless manner. Currently, we will embed one video on a page and link out to a full playlist on YouTube. Regarding content from Cobalt, there are “upcoming meetings” that display on the public facing pages. This is not searchable with our current search function: <https://www.njsba.org/meetings/>.

REGARDING CONTENT STRATEGY, WHICH AREAS WOULD YOU NEED HELP WITH? IN ADDITION TO AN OVERALL CONTENT AUDIT, PLEASE CHECK ALL THAT APPLY, OR FEEL FREE TO ADD. (REF: PART C-2, PAGE 25 AND PART C-5, PAGE 27 - CONTENT STRATEGY.)

- a. **Sitemap Strategy** Yes
- b. **Content Localization and Personalization Strategy** Yes
- c. **Branding Strategy** Yes
- d. **Social Media Strategy** Yes
- e. **Content Workflow Strategy** Yes
- f. **Data Strategy (Integrations audit and implementation)** Yes

REGARDING CONTENT MIGRATION - AFTER THE WEBSITE REDESIGN IS COMPLETED - IT IS GOING TO HAVE MANY MODERN ELEMENTS TO IT WHICH WILL NEED TO BE APPLIED TO THE OLD CONTENT. THERE ARE TWO OPTIONS FOR CONTENT MIGRATION AS DESCRIBED BELOW. WHICH OF THESE OPTIONS WOULD YOU LIKE, OR SHOULD WE PROVIDE PRICING FOR BOTH OPTIONS? (REF: PART C-5, PAGE 27 - CONTENT MIGRATION.)

- a. **We take full responsibility where we build scripts to migrate content to the new website/platform, and then check and manually apply the new design elements that could not be dynamically applied by the scripts.**
- b. **Or we will build the scripts and move the content, but the NJSBA team will be responsible to adjust and adapt the content to the new design.**

We would like to see pricing for both options.

REGARDING THE INTEGRATIONS WITH COBALT (LMS), CANVAS, HIGHER LOGIC (GRANTS PORTAL), AND BOARDDOCS, IS THERE DOCUMENTATION ALREADY PROVIDED THAT DETAILS THE DEPTH OF THE INTEGRATIONS NEEDED? IF NOT, PLEASE PROVIDE ANY NECESSARY DOCUMENTATION. (REF: PART A, ITEM D, PAGE 6 AND PART C-4, PAGE 27 - INTEGRATION.)

There is no documentation, but the integrations are straightforward. Please see the next question below.

NEBO

SECTION C-2: THE RFP MENTIONS A NUMBER OF INTEGRATIONS. PLEASE DESCRIBE THE NATURE OF THESE INTEGRATION REQUIREMENTS, INCLUDING THE SOURCE, TYPE, AND TRANSMISSION FRAMEWORK (REST API, SOAP API, ETC.) BETWEEN THE CONTENT MANAGEMENT SYSTEM AND EACH SPECIFIED PLATFORM.

Our SSO is implemented through the WordPress plugin MiniOrange. We are not entirely happy with this current configuration so, if possible, we are looking to have the SSO implemented without a third-party plugin.

The access to other web portals/third-party applications and platforms is via web links in the web pages. The current NJSBA website integrates with Cobalt, the Microsoft Dynamics based AMS system, via SAML2 SSO authentication. Once authenticated, the login credentials are cached and shared with all other integrated applications and platforms.

SECTION C-2, P.24: THE RFP MENTIONS "CUSTOMIZABLE DASHBOARDS BASED ON THE LOGGED-IN USER ROLES. FOR EXAMPLE, A STRATEGIC PLANNING DASHBOARD FOR LOGGED IN DISTRICT REPRESENTATIVES TO PROVIDE PROGRESS UPDATES TOWARDS GOAL COMPLETION". CAN YOUR TEAM PROVIDE AN ESTIMATED NUMBER OF USER ROLES OR PERSONAS FOR WHICH THESE DASHBOARDS WILL LIKELY BE CUSTOMIZED? WILL THEY BE CUSTOMIZED PER ROLE WITHIN THE SYSTEM, OR BY EACH INDIVIDUAL USER WITHIN THEIR UI? CAN THE NJSBA TEAM PROVIDE A BREAKDOWN OF THE MODULES OR WIDGETS THAT WOULD BE EXPECTED TO MAKE UP THIS DASHBOARD?

We realized during the Q&A call that we may need to use a third-party application to create dashboards and integrate the dashboards with the website. We would seek the website vendor's guidance with the integration to make the process as smooth as possible for our end-users.

(We estimate 3 user roles: board president, board member, and superintendent. At present, we are looking to have a dashboard for district leaders to track the status of their strategic planning, which is one of the services we offer.)

SECTION C-2, P.25: THE RFP MENTIONS "WEBINARS NOT HOSTED ON THE LMS". PLEASE DESCRIBE WHERE THESE WEBINARS WILL BE HOSTED.

NJSBA webinars are hosted on Zoom. Please refer to our current webinar page www.njsba.org/training/webinars.

SECTION C-2, P.25: THE RFP MENTIONS A "JOBS BOARD". IS THERE A SELECTED TECHNOLOGY FOR THIS JOBS BOARD ALREADY, OR WILL SELECTION BE MADE DURING THE COURSE OF THIS PROJECT AND BASED ON MUTUALLY AGREED UPON REQUIREMENTS?

The current jobs board is a manual process that implements the use of WordPress custom post types and Advanced Custom Fields. It was an additional template created years after the launch of our current website that utilized already existing templates as a base. We do not have a selected technology, but are open to the option of a third-party system that ties into the site or a custom-built solution within WordPress depending on what is available within our budget.

SECTION C-2, P.25: THE RFP MENTIONS THE REQUIREMENT TO "INTEGRATE GOOGLE ANALYTICS THROUGHOUT". HAS THE NJSBA TEAM OUTLINED A SCOPE FOR THAT INTEGRATION OR DO THEY HAVE AN ESTIMATED COUNT OF CUSTOM EVENTS, GOALS, AND OTHER ANALYTICS REQUIREMENTS?

Our current site was set up with Universal Analytics and has recently been updated to very basic G4 settings. That is our minimum requirement. We do not have custom events, goals, etc., but we would like to be able to set goals as it relates to any third-party advertising we allow on our site in the future.

SECTION C-2, P.25: THE RFP MENTIONS THE REQUIREMENTS TO BE "FULLY WCAG COMPLIANT". WHICH SPECIFICATION AND LEVEL OF WCAG MUST THE SITE COMPLY WITH? DOES NJSBA ALREADY HAVE A THIRD-PARTY WCAG COMPLIANCE SPECIALIST TO VALIDATE THE FINAL EXPERIENCE, OR WILL THE SELECTED PARTNER COMPLETE THAT WORK?

All public sector bodies and commercial facilities need to offer equal access to their web pages in conformity with the WCAG 2.0 requirements. AA is our minimum requirement. Responders may consider pricing for all WCAG compliance standards.

NJSBA is not currently working with a third-party specialist, but we are open to what is needed to ensure we are legally compliant within our budget constraints. If there is a high-ranking vendor without this capability, we would consider outsourcing this work to a third-party, if it is economically feasible.

SECTION C-2, P.25: THE RFP MENTIONS A CONTENT STRATEGY AS PART OF THE SCOPE OF THE NEW PROJECT. WHO FROM THE NJSBA TEAM WILL PARTICIPATE IN THAT PROCESS? WHAT ARE EXPECTED REVIEW AND APPROVAL REQUIREMENTS FROM THE NJSBA TEAM?

Members of NJSBA's marketing and communications staff will work with the selected vendor. We expect to review/approve any decisions regarding navigation, content placement, web copy (if applicable – we do have professional writers on staff), etc., and will work with the vendor to provide insight on any necessary testing. We can also provide recent survey data so that the vendor understands member needs and priorities for the website.

SECTION C-3, P.25: THE RFP MENTIONS THE CONCERN THAT "USERS FIND IT DIFFICULT TO FIND IMPORTANT INFORMATION, EVEN WITHIN THE SEARCH FUNCTION". HAS THERE BEEN FORMAL USABILITY TESTING, USER FEEDBACK, OR USER RESEARCH COMPLETED TO SUPPORT THESE FINDINGS? IF SO, CAN THAT INFORMATION BE SHARED?

We surveyed our members at the beginning of our process back in February and there were a good number of comments mentioning content being hard to find. Those results can be made available to the selected vendor. Members have also shared their thoughts with us at NJSBA meetings and functions.

SECTION C-3, P.25: THE RFP MENTIONS A "WEALTH OF INFORMATION THAT IS NOT EASILY ACCESSIBLE TO USERS". WHAT INFORMATION DO YOU FEEL BEST FITS THIS DESCRIPTION IN BEING BOTH HIGHLY VALUABLE, BUT DIFFICULT TO ACCESS? CONVERSELY, IS THERE INFORMATION THAT IS EASY TO ACCESS, BUT OF LESS VALUE TO USERS?

Our current search only can search within the WordPress database. We have many integrations with other databases, for example Cobalt, which houses all the information within our member portal. This is also where information for our upcoming training and meetings is available but does not come up in the search.

An example is our research reports and other information on what is currently happening in schools.

SECTION C-3, P.25: THE RFP MENTIONS THAT THE CURRENT SITE "DOES NOT PROVIDE AN OPPORTUNITY TO SHOWCASE CORPORATE PARTNER CONTENT IN A WAY THAT PROVIDES VALUE TO THE MEMBERSHIP." HAS A STRATEGIC SOLUTION TO THIS CONCERN ALREADY BEEN DEVELOPED INTERNALLY? WHAT TYPE OF CONTENT AND SHOWCASE DOES NJSBA WISH TO USE TO IMPROVE THE VALUE OF MEMBERSHIP?

NJSBA recently relaunched its corporate membership as the "Partners in Education" program. Through this program, we are offering partners an opportunity to appear on a partner directory and submit recorded webinars. While we have a solution in place to cover us until the new site is developed, this needs to be a consideration in the development of the new site. Please review our [Partners in Education brochure](#) for more information on the benefits of the program.

We would like to display the partner logos and contact information and link out to their respective websites in a manner that is more user friendly. For example, we would like the ability to search "law firms" and all the law firms that are partners would be returned.

SECTION C-3, P.25: THE RFP MENTIONS THAT "THERE ARE STILL MANUAL PROCESSES THAT WE WOULD LIKE TO HAVE AUTOMATED SUCH AS THE UPDATING OF INFORMATION ON THE COUNTY PAGES". WHAT OTHER TYPES OF CONTENT OR PROCESS DOES NJSBA SEEK TO AUTOMATE ON THE NEW WEBSITE? FOR THESE AUTOMATIONS, WHAT WILL BE THE SOURCE OF THE CONTENT BEING GENERATED, AND WHAT WILL BE THE EXPECTED OUTPUT?

The source for our county meeting and mandated training information is our AMS, Cobalt. When the existing site was built, the pages were not created to automatically pull the content from Cobalt.

SECTION C-3, P.25: WHAT, IF ANYTHING, DOES THE NJSBA TEAM FEEL THE CURRENT WEBSITE DOES WELL?

The NJSBA website is an excellent source of information and resources.

SECTION C-4, P.26: THE RFP MENTIONS "THE ABILITY TO MONETIZE THE SITE THROUGH PAID SERVICES, CONTENT AND ADVERTISING." PLEASE DESCRIBE THE MONETIZATION STRATEGY FOR EACH OF THESE PILLARS (SERVICES, CONTENT, AND ADVERTISING) AND SITE REQUIREMENTS TO SUPPORT. WILL PAYMENT FOR ANY OF THESE PILLARS BE PROCESSED THROUGH THE NEW SITE? IF SO, IS THERE ALREADY A SELECTED PAYMENT TECHNOLOGY?

Our jobs board is now open to all districts to post vacancies on our site through a paid service. Currently, it is a manual process for our staff, so we would like to find a way to streamline it.

We would also like to add digital marketing as part of media and advertising packages. We do not wish to overrun our site with advertisements; however, we would like to work with a vendor who has experience in tastefully monetizing a website through our job listing service, possible promoted blog posts and other creative strategies. The payments would not be processed through the site.

SECTION C-4, P.26: THE RFP MENTIONS A REQUIREMENT TO "IMPROVE SEARCH FUNCTION AND MAKE IT MORE ADVANCED." THERE ARE A WIDE VARIETY OF MORE ADVANCED SEARCH TECHNOLOGIES AVAILABLE, FROM FACETED SEARCH, FEDERATED SEARCH, AND AI-ENABLED LLM-BASED SEARCH, AMONG OTHERS. ARE THERE ANY SPECIFIC FEATURES THAT THE NJSBA TEAM HAS IDENTIFIED AS REQUIRED? OR ARE THERE EXAMPLES OF SEARCH IMPLEMENTATIONS THAT THE NJSBA TEAM WOULD LIKE TO HOLD OUT AS THE "GOLD STANDARD" FOR THIS PROJECT?

The gold standard is to assure that all content on the website, including upcoming meetings that pull through Cobalt, and policy information, that exists in BoardDocs, will be searchable.

The exception is content specifically appearing in an individual's portal instance.

SECTION C-4, P.27: THE RFP MENTIONS THAT THE SEARCH FUNCTIONALITY ON THE SITE SHOULD INCLUDE "THE WORDPRESS DATABASE, COBALT DATABASE, BOARDDOCS AND OTHER MEMBERS-ONLY AREAS". THIS IS IN CONTRAST TO THE REQUIREMENT SET FORTH IN SECTION C-3 THAT MENTIONS SEARCH THE REFERENCES "BOTH THE WORDPRESS DATABASE AND THE COBALT DATABASE". WHICH SET OF REQUIREMENTS IS CORRECT? IF THE FORMER, PLEASE PROVIDE DETAILS AROUND THE NATURE OF THE CONTENT ON THE "OTHER MEMBERS-ONLY AREAS" THAT WILL BE INCLUDED.

The correct answer is the former. Currently, most members-only content consists of password-protected WordPress pages. The scope and structure of the members-only content will be contingent on what is determined during the discovery phase of the project and will need to be searchable.

SECTION C-4, P.27: THE RFP MENTIONS THAT THE NEW WEBSITE WILL BE "HOSTED ON NJSBA'S CLOUD RESOURCES". CAN YOU PROVIDE MORE INFORMATION ON THIS INFRASTRUCTURE? WILL THE SELECTED PARTNER PROVIDE ANY SERVICES RELATED TO THE MAINTENANCE OF THOSE CLOUD RESOURCES/INFRASTRUCTURE (I.E., NOT INCLUDING THE CMS-RELATED MAINTENANCE SPECIFIED IN SECTION C-5 ITEM 10)? HOW DOES NJSBA PREFER TO PROVIDE ACCESS TO THOSE RESOURCES, AND WHAT AUTHORIZATION AND SECURITY REQUIREMENTS EXIST?

The NJSBA website is currently hosted and maintained by an outside company via Liquid Web. All current development updates are made on our local environment, then pushed to our staging site and then to the production site via GIT.

SECTION C-5, P.27: WHAT ROLES WILL THE INVOLVED NJSBA PROJECT TEAM CONSIST OF? HOW MANY INDIVIDUALS FROM NJSBA WILL BE INVOLVED AS PART OF THE CORE PROJECT TEAM? PLEASE DESCRIBE THE DESIRED REVIEW AND REVISION PROCESS FROM THE NJSBA TEAM. ARE THERE OTHER SMES THAT SHOULD BE INVOLVED IN SPECIFIC PORTIONS OF THE PROJECT? IF SO, WHAT ROLE WILL THEY PLAY? ARE THERE ANY EXECUTIVE STAKEHOLDERS THAT WILL BE BRIEFED OR MORE OCCASIONALLY INVOLVED DURING THE PROJECT PROCESS? IF SO, WHAT IS THE EXPECTED CADENCE AND NATURE OF THAT INVOLVEMENT?

Your primary point of contact will be Stacy Moorhead, the project manager. The core team will be made up of 5 – 7 individuals. Depending on the nature of the sprint, at times you may work directly with members of our IT, marketing, or communications staff. It is our (NJSBA's) responsibility to obtain approvals from key executive stakeholders. We will work with you on timelines and deadlines for turning around approvals and feedback.

C-6, P.27: IS NJSBA AMENABLE OR OPEN TO RECEIVING PROPOSALS THAT FEATURE A PHASED TIMELINE WITH A SERIES OF LAUNCHES, OR MUST THERE BE A SINGLE LAUNCH DATE?

See answer below.

SECTION C-6, P.27: ARE THERE ANY KEY TIMELINE DRIVERS OR REQUIREMENTS SET OUT BY NJSBA FOR THIS PROJECT? (E.G., THE NEW SITE MAY NOT LAUNCH DURING A CERTAIN PERIOD OF TIME; THE NEW SITE MUST LAUNCH BY A CERTAIN TIME)

The NJSBA fiscal year runs from July 1, 2023 – June 30, 2024. website is a major 2023 – 2024 goal for NJSBA and as such the goal is to have it completed before June 30. If the vendor opts to propose a phased timeline as noted above, it may be possible to launch most of the website by June 30, with key features phased in over the next month or two.

SECTION C-7, P.27: THERE ARE VARIOUS TECHNOLOGIES AT VASTLY DIFFERENT PRICE POINTS THAT COULD BE EMPLOYED TO CREATE THIS EXPERIENCE, AND DIFFERENT PROCESSES FOR DESIGNING AND DEVELOPING THIS SPECIFIED EXPERIENCE. IS THERE ANY BUDGETARY GUIDANCE THAT NJSBA CAN PROVIDE, EVEN BROADLY, TO HELP MAKE RESPONSES MORE APPLICABLE TO YOUR NEEDS?

The budget range for this project is approximately \$125 – 225k. Some requests in the RFP may need to be addressed as separate projects outside of the budget.