

Questions for RFP:20260212001

Could you let us know what the budget is for this work?

The anticipated budget range for this project is \$60,000 to \$80,000.

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients globally?

Our College is open to any agency. As long as our requirements are met.

Would you need any copywriting or content migration services?

Migration of data will not be needed.

Would you need any original or stock videography or photography?

Our college has a marketing team that will provide us with videos or images. But stock photos and imagery might be needed.

Would you require hosting, dns or ssl services?

Yes, if your agency has the capability of hosting and providing SSL certificates

Is there a CMS that you have a preference for over the other?

Our college currently uses Hannon Hill Cascades: Velocity code has been our obstacle.

What CMS platform do you use currently?

Hannon Hill Cascades

How much content do you currently have on your website?

- 1) Our college currently maintains three separate sites:
 - a) Primary Institutional Website
 - b) Approximately 140 pages
 - c) Includes academic programs, admissions, student services, policies, and general institutional information
- 2) News Website
 - a) Approximately 110 published news stories
 - b) Houses press releases, announcements, and institutional updates
- 3) Directory Website
 - a) Approximately 283 employee profiles
 - b) Includes faculty and staff contact information and departmental listings

Please provide all 3rd party integrations that must be supported in the new website.

Our site will link out to several 3rd party programs such as Courserdog, Canvas, Microsoft Entra for SSO, and SENMC Foundation. No integrations at the time.

What is the realistic start date for the redesign project?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

Can you share information on the core web team who will be managing this project; specifically, number, background and experience with website redesign projects?

- a. Freddy Espino: Experience with HTML, CSS, and Bootstrap for over 3 years.
- b. Kristal Allen: front-end content editor, marketing content developer, and reviewer.
- c. Samantha Villa: project manager

Can you elaborate on the desired level of autonomy the core team might have on the project? Specifically, ability to make project decisions/approvals and if multiple levels stakeholder involvement should be considered within the timeline?

The core project team will have primary responsibility for decision making, content direction, and project coordination. This includes approvals related to design concepts, content structure, and functional recommendations. Because SENMC operates within a shared governance environment, multiple levels of stakeholder feedback should be anticipated at defined phases of the project.

Does SENMC prefer OpenSource or a proprietary CMS? Do technology preferences exist?

Preferably a proprietary CMS. That is allowed to develop content in HTML CSS, Bootstrap

What specific qualities are you looking for in an agency partner?

SENMC is seeking an agency partner that demonstrates strong technical expertise, strategic thinking, and a clear understanding of working within higher education or similarly structured public institutions.

Specifically, we are looking for a partner that:

1. Has experience with complex website projects, preferably in higher education or the public sector
2. Demonstrates a strong understanding of user experience (UX), accessibility standards, and information architecture
3. Provides transparent communication and structured project management
4. Can guide strategy, not just execute design and development
5. Offers long-term sustainability through training, documentation, and support
6. Is collaborative and responsive, with the ability to work within shared governance environments

We value a partner that approaches the project as a strategic collaboration, helping SENMC build a scalable, maintainable, and user-centered web presence.

Will web guidelines for the brand be provided to the winning bidder?

Yes, SENMC has established branding guidelines, design standards, and visual identity requirements already in place. These standards guide the college's use of logos, colors, typography, and overall visual presentation to ensure consistency across all platforms. Brand assets will be provided to the selected candidate

Is SENMC open to stakeholder interviews, focus groups, and surveys for development of an overall website strategy?

Yes, SENMC is open to stakeholder interviews, focus groups, and surveys as part of the development of the overall website strategy.

Do you need help with content strategy and governance?

Yes

In terms of web content creation, do you have a photographer/videographer and content writer on staff?

SENMC currently has a photographer on staff to support visual content needs.

We also work with an external agency that can assist with video editing as needed.

At this time, we do not have a dedicated content writer on staff. However, content writing support can be arranged if necessary to support the project timeline and quality expectations.

Which department(s) are primarily responsible for the website?

Marketing and Web and Digital Strategies

Who are recent competitors and/or comparators?

Unknown

Can you provide examples of higher education websites or even those outside of higher ed that you aspire to / favor and why?

<https://www.sanjuancollege.edu/> The content flows smoothly, and information is easy to find. The site was well thought out in regard to content clarity and delivery.

Is the project funded?

Yes

Is SENMC able to share an approximate budget range or funding allocation for this project?

The anticipated budget range for this project is \$60,000 to \$80,000.

Can SENMC clarify the format and expectations for the vendor demos scheduled for March 30–April 9 (e.g., duration, in-person vs. virtual, specific topics to cover)

Virtual -> CMS, development, templating

What are SENMC's expectations for post-launch support, hosting, and maintenance?

SENMC expects reliable and structured post-launch support to ensure the long-term stability and sustainability of the new website.

Support & Maintenance

1. Ongoing technical support for troubleshooting and issue resolution
2. Regular CMS updates, security patches, and system monitoring
3. Clear service level expectations (response times and escalation process)
4. Optional enhancement support for future improvements

Hosting

1. If hosting is provided by the agency, it should include:
2. Secure, scalable infrastructure
3. Routine backups and disaster recovery procedures
4. Uptime guarantees
5. Compliance with accessibility and security best practices

Does SENMC have a target go-live date or a preferred project duration? Are there any institutional milestones (e.g., enrollment cycles, academic calendar dates) that should inform the launch schedule?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

For web hosting, does SENMC require a specific uptime percentage or performance guarantee that vendors must meet?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

Could you please confirm how many content editors you anticipate will be logged into the web CMS?

Approximately 3 to 5 staff members

How many users do you think will use the system?

Approximately 3 to 5 staff members

For the demonstration, could we please request 90 minutes for our product demonstration?

Yes.

As we will be presenting enterprise software, we want to ensure that we thoroughly cover your topics.

What is your desired/preferred agenda for the presentation?

Product features, templating, content development, accessibility, news site, directory site, Programs site.

Please advise on how the cost is to be evaluated. For example, is it the year one development and license & support costs, or the total cost over 2, 3, or 5 years?

One year, quote for development, CMS, and support.

Do you have a preference for an open-source or a commercial solution?

Must be easy to use and prefer a commercial solution.

What is your current system, and what are your principal pain points with this system?

Hannon Hill: Cascades. The main pain point is the development in Velocity Code

Please advise how many Content Editors require training? Are you interested in a train-the-trainer approach?

3-5

Do you have an estimated go-live date in mind for the CMS implementation?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

On your current site, all program information links to <https://catalog.senmc.edu/>. Will this remain the same for the new site? And/or, do you anticipate that <https://catalog.senmc.edu/> will be replaced by the new platform/website?

Yes, <https://catalog.senmc.edu/> will remain the same on our new site.

You have requested “Review the current website, including content structure, navigation, and functionality” as part of the scope. Is the intention for us to do a full content audit? Or just a general review of top-level pages/content?

This would include a content audit at a strategic level, not necessarily a line-by-line review of every individual page. The goal is to assess:

- Overall information architecture
- Navigation clarity and user flow
- Content organization and redundancy
- Opportunities for consolidation or restructuring
- Functional performance and usability

We are looking for insights and recommendations that will guide improvements in structure, user experience, and content strategy as part of the redesign process.

Can you estimate the approximate number of pages on your current website?

- 1) Our college currently maintains three separate sites:
 - a) Primary Institutional Website
 - b) Approximately 140 pages
 - c) Includes academic programs, admissions, student services, policies, and general institutional information
- 2) News Website
 - a) Approximately 110 published news stories
 - b) Houses press releases, announcements, and institutional updates
- 3) Directory Website
 - a) Approximately 283 employee profiles

b) Includes faculty and staff contact information and departmental listings

Can you provide all URL(s) that are in scope for this project?

<https://senmc.edu/>, <https://senmc.edu/news/index.html>, and <https://senmc.edu/directory/index.html>

Can SENMC provide 3 example websites with design, features and/or elements that you like?

<https://www.sanjuancollege.edu/> The content flows smoothly, and information is easy to find. The site was well thought out in regard to content clarity and delivery.

<https://www.georgiasouthern.edu/> The Georgia Southern University homepage stands out because of its clear organization and audience-focused design. The site separates content for First-Year, Adult, Online, Graduate, and Military-Affiliated students, making it easy for visitors to quickly find information that applies to them. This reduces confusion and improves the overall user experience.

I also appreciate how the page feels dynamic rather than stagnant. Interactive elements, strong visuals, and clear calls to action keep the homepage engaging and modern. Overall, the clean layout, logical structure, and live elements create a professional and user-friendly design.

<https://www.uttyler.edu/> I really like how the main navigation at the top of the page is clean and clearly organized. The menu groups key sections such as Academics, Admissions & Aid, Student Life, Research, and About in a logical way, so visitors can quickly find what they're looking for without guessing where to click. This helps users understand the structure of the university's offerings right from the start, and the layout feels familiar and easy on the eyes, which reduces frustration and supports usability.

The writing throughout the homepage is also clear, straightforward, and easy to read. Content is presented with simple language, descriptive headings, and enough spacing between elements so that text doesn't feel cluttered. This makes scanning the page effortless and helps visitors absorb information quickly, whether they're first-time visitors or returning users.

What is the level of integration that 3rd party systems require? Do these all have an embed or API?

Our current site does not have any active third-party integrations. At this time, the website primarily contains links that direct users to external systems.

A potential integration we would like to explore is a dynamic employee directory that pulls data directly from Microsoft Dynamics 365 (HR & Payroll system). This would allow employee profile information to update automatically and reduce the need for manual entry and maintenance.

I don't think this would have an API integration.

Budget - In order to better evaluate scope requirements, please provide approved budget or budget range for this project (new CMS, Hosting, Web Redesign, Content Migration, etc.).

The anticipated budget range for this project is \$60,000 to \$80,000.

Timeline – What is your anticipated timeline for the project? Do you have a hard deadline for launching the new site?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

Has any research/discovery been completed on the website in the last 24 months?

Yes

Are you interested in completing qualitative or quantitative analysis to inform the designs and user experience as a part of the Website Redesign Project? Analysis items may include user focus groups, surveys, heatmaps, engagement review of the current site, audience-based navigation, and content review, and/or online user experience recordings.

SENMC currently uses Google Analytics to monitor and review website traffic and user behavior.

We understand that many CMS platforms include built-in analytics dashboards and accessibility scanning tools within their systems. While we will continue to use Google Analytics we would expect the proposed CMS to offer integrated reporting features and accessibility checks to support ongoing performance monitoring and compliance efforts.

Content Development - Will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, in order to provide an accurate quote, how many pages of content should the chosen vendor plan to:

i. Copywrite (provide new content):

ii. Copy edit existing content:

To assist with accurate quoting, vendors should plan for the potential consolidation and restructuring of content from our current three separate sites, which include:

1. Primary Institutional Website

Approximately 140 pages

Includes academic programs, admissions, student services, policies, and general institutional information

2. News Website

Approximately 110 published news stories

Houses press releases, announcements, and institutional updates

3. Directory Website

Approximately 283 employee profiles

Includes faculty and staff contact information and departmental listings

It is anticipated that some pages may be combined, restructured, or archived as part of the redesign process.

Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as part of the redesign discovery process?

Key audiences such as prospective students, current students, faculty and staff, and community members will help guide information architecture, content strategy, navigation, and overall user experience decisions. SENMC is also open to redesign the discovery process.

What types of templates do you want to see? Does the following recommendation list meet requirements? We recommend: Homepage, Landing page, Interior page, News listing, News detail page, Faculty detail page. Calendar/Events listing, Events detail page.

Yes, the recommended template list meets our requirements.

The following templates align with our expectations for the new site structure:

- Homepage
- Landing Page
- Interior Page
- News Listing Page
- Faculty/Staff Detail Page
- Calendar / Events Listing Page

These templates would support our primary content types and provide the necessary structure for academic programs, news, directory information.

Content migration – Please provide estimated number of pages to be migrated

none. 0

What challenges or pain points are you currently experiencing with your existing CMS? Additionally, are you considering migrating to a new CMS platform, or would you prefer to remain on your current system? How are you managing your current faculty/staff directory? With the redesign, will the directory stay as-is? Or, will it be managed within the CMS?

One of the primary challenges we are experiencing with our existing CMS, Cascades CMS by Hannon Hill, is the reliance on Velocity code for structural and template-level changes. The Velocity framework limits flexibility, and modifications often require specialized technical knowledge or vendor involvement, which reduces agility for our internal team.

We are actively considering migration to a new CMS platform. Proposals should include full pricing for migration, implementation, training, and ongoing support.

Currently, the faculty and staff directory is managed manually. Updates require manual edits, which creates inefficiencies and increases the risk of outdated information.

With the redesign, our goal is to move toward a dynamic directory that pulls data directly from our HR and finance platform, Microsoft Dynamics 365. This would allow employee information to sync automatically, improving accuracy and reducing administrative workload.

We are open to recommendations.

Current Marketing:

SENMC currently uses an agency to manage marketing efforts

Can you describe the SEO efforts taken on your site so far?

SENMC currently utilizes Google Analytics to monitor website traffic, user behavior, and overall site performance.

What is your current SEO strategy?

None

What level of SEO involvement do you expect/need? Consulting on SEO'ing currently used pages and/or recommendations to expand SEO targeting?

none

What are your expectations for Google Analytics in terms of consulting and migration to the new site?

SENMC anticipates using our Google Analytics and our Marketing Google analytics

Are you currently using Google Analytics to track data on your site? If not, which data tracker are you using?

Yes

What are your expectations for Google Analytics in terms of consulting and migration to the new site?

Add our current Google Analytics

Have you implemented GA4?

Yes.

Do you need vendor to setup GA or will vendor be using existing setup?

We currently have a GA that the vendor can use.

Do you currently use a form builder? And if you do, what is it and do you expect to continue using it?

SENMC does not currently use a dedicated form builder.

As part of this project, we would be open to implementing a form-building solution within the new CMS, particularly one that supports accessibility standards, workflow approvals, data collection, and secure submissions.

Has a budget been identified?

The anticipated budget range for this project is \$60,000 to \$80,000.

Is there a CMS and/or hosting preference?

Hannon Hill is our current CMS platform. SENMC would prefer another system.

What are the required third-party integrations?

Our current site does not have any active third-party integrations. At this time, the website primarily contains links that direct users to external systems.

A potential integration we would like to explore is a dynamic employee directory that pulls data directly from Microsoft Dynamics 365 (HR & Payroll system). This would allow employee profile information to update automatically and reduce the need for manual entry and maintenance.

How much content is expected to be migrated to the new site (ie number of pages, documents, images)?

No content will be migrated from the original site.

Are you currently using any accessibility scanning tools?

Hannon Hill currently provides an accessibility scanning tool within its CMS environment. We would expect any proposed CMS platform to offer a comparable accessibility monitoring and scanning capability.

Accessibility compliance is important to SENMC, and the system should support ongoing identification and remediation of accessibility issues to help maintain WCAG standards and ensure equitable access for all users.

Strategic Questions

Why now? What's driving this project at this moment? Is there a specific challenge with the current website that's impacting operations?

SENMC is looking into a redesign of the site, to move away from Velocity code from Hannon Hill Cascade. Give the end user a better experience and ways to find things more easily.

What does success look like? What would make this project a win for SENMC - is it easier content management, better student recruitment, improved user experience, or something else?

Success for SENMC would be measured across several areas.

First, a major win would be easier and more flexible content management, allowing our internal team to update, maintain, and scale the website efficiently without heavy reliance on external support.

Second, we want to see a significant improvement in user experience — clear navigation, intuitive information architecture, mobile responsiveness, and accessibility compliance. Visitors should be able to quickly find what they need, whether they are prospective students, current students, faculty, or community members.

Third, the website should better support student recruitment and enrollment efforts, with streamlined pathways to programs, admissions information, and calls to action that guide users toward applying or requesting information.

Ultimately, success means launching a modern, sustainable, and strategically structured website that reflects SENMC's mission, supports institutional growth, and can be effectively managed long term by our internal team.

Qualification Questions:

Budget Guidance: The RFP doesn't specify a budget range. Could you share a target investment so we can propose the right scope?

The anticipated budget range for this project is \$60,000 to \$80,000.

Technical Questions:

Current Platform: What CMS are you currently using? This helps us estimate migration complexity.

Hannon Hill Cascades.

Hosting: Should vendors include managed cloud hosting in proposals, or does SENMC prefer to manage this internally?

SENMC would like the cost to include hosting of the site.

Would it be okay to reach out between now and March 19 with additional questions as we develop our proposal?

No additional questions after the proposed deadline.

The RFP emphasizes analytics, reporting dashboards, and accessibility scanning tools.

Question: Does SENMC currently have preferred analytics platforms (e.g., Matomo, Siteimprove) or should vendors recommend and justify the full ecosystem?

We currently use Google Analytics to view site traffic. Usually, CMS platforms have analytical tools and accessibility checks integrated within their systems.

The RFP restricts vendor contact to Procurement Services and warns against communication with other departments.

Question: For discovery and user-experience planning, will structured stakeholder interviews be permitted *after award* as part of project kickoff?

SENMC will provide formal presentations of the users involved in the project, and SENMC would expect the same from the vendor selected.

The CMS requires integrated recurring-event calendars and a faculty/staff directory with filtering.

Question: Does SENMC foresee future integrations with SIS, HRIS, or other data sources for automated directory updates, or should the directory be designed as a CMS-managed structure?

The automation of the directory would be the only integration if possible.

CMS Preference – Does SENMC have a preferred CMS platform, or should vendors recommend options during the proposal?

Modern Campus CMS or any recommended CMS by the vendor.

Hosting Requirements – Should vendors include hosting services in their proposals, or will SENMC procure hosting separately?

For Southeast New Mexico College, the project cost proposal should include hosting as part of the overall pricing structure. SENMC's current hosting provider is Beacon Technologies, and the college is open to continue with Beacon for hosting services.

PostLaunch Support – What duration of postlaunch support is expected (e.g., 30 days, 90 days), and should vendors propose ongoing maintenance options beyond launch?

For Southeast New Mexico College, the expectation is that vendors include a clearly defined post-launch support period as part of their proposal. A standard post-launch support window of 365 days would be appropriate to address bug fixes, performance adjustments, minor design refinements, and content troubleshooting after go-live.

Accessibility Standards – The RFP mentions WCAG 2.1 AA. Should vendors anticipate WCAG 2.2 compliance as well?

For Southeast New Mexico College, vendors should anticipate that the website be designed with WCAG 2.2 Accessibility standards in mind.

Analytics & Reporting – Beyond basic dashboards, are there specific metrics or reporting formats SENMC expects vendors to deliver?

Basic dashboard: published pages, broken link list, and page views by users.

Budget Guidance – The RFP does not specify a budget range. Could SENMC provide guidance on the anticipated budget or funding parameters for this project to help vendors align proposals appropriately?

The anticipated budget range for this project is \$60,000 to \$80,000.

Do you have a budget amount we should not exceed?

The anticipated budget range for this project is \$60,000 to \$80,000.

Do you have a timeline/due date in mind that you wish to launch the site?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

Can you confirm that a PDF of our proposal submitted via email is acceptable as the sole method of delivery? Or is a mailed jump drive required?

(PROPOSAL GENERAL INSTRUCTIONS, No 24: "Respondent will submit one (1) original proposal and/or one (1) identical emailed copy of the proposal to the location specified in item 7 of this section." PROPOSAL CHECKLIST: "Include one (1) original OR one (1) identical electronic copy of your proposal. Please provide a Jump Drive with the proposal loaded if submitting a hard copy. Fax copies are not accepted.")

Yes a PDF of your proposal submitted via email is acceptable as the sole method of delivery.

Will you provide interested vendors with an email alerting us to a posted addendum at <https://senmc.edu/procurement/rfp.html> or are will we be responsible for visiting the site occasionally?

A notification response will be emailed stating to check the website for the addendum.

Are there any current subdomains that fall within the scope of this project that reside outside of the main ASP.net domain?

<https://senmc.edu/> is our main site. And we also have A News site(<https://senmc.edu/news/index.html>) and Directory site (<https://senmc.edu/directory/index.html>).

Are any current site sections of the site out of scope for this project?

For the Southeast New Mexico College website, some sections may link to external systems rather than being fully built or managed within the main site. SENMC will have links directing users to other platforms, such as the LMS, student portal, payment systems, or other vendor-hosted services.

Can you approximate the number of pages that will need to be migrated?

No pages will be migrated. This project will be a full redesigned.

Can you detail any third-party services that we should consider as an integrations for this site development? Any that provide site data via an API or that will need to be embedded? If we are merely linking away to an outside system, we don't consider it an integration.

Our site will link out to several 3rd party programs such as Coursera, Canvas, Microsoft Entra for SSO, and SENMC Foundation. Integration that SENMC would like to establish is Microsoft Entra for SSO.

Do you expect to continue using time.ly alongside newly integrated event functionality, if so, please detail how?

Yes, at the time we will continue using Time.ly for our event calendar on our site. If the agency has an integrated solution for this, we would like to see how it works with the site.

Can you provide more detail about whom the project stakeholders are?

The core project team will have primary responsibility for decision making, content direction, and project coordination. This includes approvals related to design concepts, content structure, and functional recommendations. Because SENMC operates within a shared governance environment, multiple levels of stakeholder feedback should be anticipated at defined phases of the project.

What is the makeup of the project team we will meet with most frequently, can you describe whom the members are and the role each will have?

1. Freddy Espino: Experience with HTML, CSS, and Bootstrap for over 3 years.
2. Kristal Allen: front-end content editor, marketing content developer, and reviewer.
3. Samantha Villa: project manager

How many campus editors and content creators will be contributing to the site?

Approximately 3 content editors

Do you have a target go live date for the new website?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

In regards to content migration:

Will you require content migration services?

Content migration will not be needed. This site will be a full redesign.

Will the entire .edu domain need to be migrated?

N/A

Are there parts of the site that will not be migrated?

N/A

Are there additional domains that need to be migrated?

N/A

In regards to migration, how many different page layouts do you have on your current site?

Our current site has two different pay layouts Home and Interior Templates.

Who currently hosts your website(s)? Are you looking to change this arrangement?

Our site is currently hosted by Beacon Technologies. I would not anticipate changing host unless CMS provides hosting services.

How many developers do you have to work on templates, and other CMS-related development??

Only one developer with additional assistance from employees.

Freddy Espino: Experience with HTML, CSS, and Bootstrap for over 3 years.

Kristal Allen: front-end content editor, marketing content developer, and reviewer.

Samantha Villa: project manager

Is there an incumbent vendor on this project?

Our college currently use Hannon Hill Cascades CMS to manage our site.

How many individuals at your institution will need to use the CMS?

Approximately 3 employees

Can you share an established budget for this project? Or budget range? Is there a budget ceiling number?

The anticipated budget range for this project is \$60,000 to \$80,000.

What systems do you have that you would like integration with? Is there a priority of system integrations? What specifically would you like to integrate within these systems.

Our site will link out to several 3rd party programs such as Coursedog, Canvas, Microsoft Entra for SSO, and SENMC Foundation. Integration that SENMC would like to establish is Microsoft Entra for SSO.

How important is a support plan/option for you with the new CMS?

Because SENMC operates with a lean team and manages website content across multiple departments, reliable vendor support would be critical to ensure stability, security updates, troubleshooting, and ongoing improvements. During and after implementation, access to responsive technical support, training resources, and documentation would help prevent downtime and reduce internal strain on staff.

CMS & Migration

What CMS is currently in use, and approximately how many total pages/assets are in scope for migration?

No pages will be migrated. This project will be fully redesigned.

Are there any objections or issues with Wordpress or Drupal?

WordPress is not a CMS that SENMC would like to use (previously used). SENMC is open to Drupal.

Hosting & Technical Requirements

Are there required integrations with SIS/CRM, authentication (SSO), or other enterprise systems that must be preserved or implemented?

Our site will link out to several 3rd party programs such as Coursedog, Canvas, Microsoft Entra for SSO, and SENMC Foundation. Integration that SENMC would like to establish is Microsoft Entra for SSO.

Governance & Users

Approximately how many CMS users will require access, and are multi-level approval workflows required?

Approximately 3 content editors

Timeline & Budget

Is there a target launch date driving the project timeline (e.g., enrollment cycle)?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

Can SENMC provide an estimated budget range to ensure proposals align with institutional expectations?

The anticipated budget range for this project is \$60,000 to \$80,000.

What is the expected project duration from kickoff to launch?

The anticipated project kickoff date is July 1, 2026, with a targeted launch date of January 8, 2027, or earlier.

What is the anticipated budget range for this project?

The anticipated budget range for this project is \$60,000 to \$80,000.

Does SENMC have a current website vendor or is SENMC managing the website in-house?

Hannon Hill Cascades- Yes the main pain point is the development in Velocity Code.

What is the current CMS platform, and are there any technical constraints or integration requirements with existing systems?

Hannon Hill Cascades- Yes the main pain point is the development in Velocity Code.

What is the approximate size of the current website in terms of pages, and what is the expected scope for the new site?

1. Primary Institutional Website

Approximately 140 pages

Includes academic programs, admissions, student services, policies, and general institutional information

2. News Website

Approximately 110 published news stories

Houses press releases, announcements, and institutional updates

3. Directory Website

Approximately 283 employee profiles

Includes faculty and staff contact information and departmental listings

Does SENMC have a preferred CMS platform (e.g., Drupal, WordPress, proprietary higher education CMS), or are you open to vendor recommendations?

Modern Campus CMS or any recommended CMS by the vendor.

For the “Relevant Firm Experience” evaluation criterion (35 points), how heavily will direct higher education website experience be weighted versus demonstrated success with comparable public sector website projects?

For Southeast New Mexico College, direct higher education website experience would likely carry significant weight under the “Relevant Firm Experience” criterion, given the unique structure, governance, accessibility requirements, and multi-audience needs of colleges and universities. Experience working with institutions that manage academic programs, enrollment funnels, and compliance standards (such as ADA accessibility) will be valuable. If vendor demonstrated success with comparable public sector website projects, they would also be considered.

How many staff members will need CMS training and at what skill levels?

Freddy Espino: Administrator

Kristal Allen: Content editor/ admin

Samantha Villa: Content editor/ admin

Are there specific brand guidelines, design standards, or visual identity requirements already established? Will SENMC provide brand assets, or is brand refresh included in scope?

For the Southeast New Mexico College, established brand guidelines and visual identity standards are already in place. SENMC has a formal branding guideline document that outlines logo usage, color palette, typography, imagery standards, and overall visual direction. This branding guide will be provided to the selected vendor to ensure consistency across the new CMS design and implementation.

Is my.senmc.edu within or outside the scope of this redesign?

No my.senmc.edu is the Student portal for accessing internal SENMC information.