



# NOTICE

## ADDENDUM 1

FLORIDA VIRTUAL SCHOOL

March 10, 2021

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Responses be received, 2:00 PM EST, March 22, 2021, at Florida Virtual School Procurement Services Department, via the electronic bid submission on [www.Demandstar.com](http://www.Demandstar.com)

RFP01-2102660B01-MKTWEB-XXXXXX for Marketing Website Development is hereby amended by the following change(s):

1.

<b>Q</b>	What are the internal capabilities regarding content development?
<b>A</b>	<b>FLVS is in process of hiring and onboarding a content developer/copywriter to work in close partnership with the awarded contractor on guiding the awarded contract in content development for the new websites. The awarded contractor would develop user personas in close partnership with the FLVS. FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments. Respondents should include content writers/copywriters as a service to support the development of branded copy/tone/voice across all the sites in addition to working with the FLVS content developer/copywriter. FLVS will provide brand guidelines for B2B and B2C tone and voice.</b>

2.

<b>Q</b>	Can you define the percentages of focus for each site (Florida vs National, etc.)
<b>A</b>	<b>Main focus is to develop content for national B2B site as the highest priority of all the website projects. The B2B site will require new content and copywriting resources although some content will be provided to the awarded contractor by the FLVS team.</b>  <b>Although the websites are for U.S. based audiences, they will also serve a small population of English-speaking customers outside of the U.S. For example, today, FLVS serves students outside of the U.S. through its tuition-based school.</b>

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	<b>Separately, the Florida-based, FLVS.net site for the B2C audience, has over 300 pages of content which needs to be ‘cleaned up’ to be on brand and reorganized based on user personas.</b>
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3.

<b>Q</b>	Can you give us an idea of timeline for major initiatives for launches?
<b>A</b>	<b>RFP provides high level timeline in section 3.5</b>

4.

<b>Q</b>	Will FLVS consider going outside Sitefinity?
<b>A</b>	<b>We are unlikely to switch from Sitefinity but would consider alternatives if there was a compelling reason. Our in-house Platform Analyst will work closely with the awarded vendor, providing training as needed on the Sitefinity platform.</b>

5.

<b>Q</b>	Is the goal being to make content more relevant to each audience? How have you determined what is relevant to date? Thinking ahead, do you have anything more specific to how you view the website? To inform, enroll, etc.? Any other more specific goals of the work of the sites to achieve corporate goals?
<b>A</b>	<b>FLVS conducts surveys frequently for strategic insight on B2B and B2C customers. FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments.</b>  <b>For B2B (schools and districts), we will be focused on lead gen programs for qualified leads. This includes ways to capture quality traffic that will convert to customers and revenue opportunities.</b>  <b>For B2C (students and families), our main goal is to increase enrollment from new students and increase retention rates among current students.</b>

6.

<b>Q</b>	Is there a benchmark set for traffic? Any specific targets? KPIs?
<b>A</b>	<b>We would get more into this post award for confidentiality reasons.</b>

7.

<b>Q</b>	Is there a dedicated budget for this initiative?
<b>A</b>	<b>Budget is to be determined. While we do have an overall marketing budget, we are interested in learning from the proposals before we determine the budget for this specific project. Receiving realistic cost estimates based on the Scope of Work in the RFP will be highly important to ensure that <i>all</i> the services are included and properly/realistically estimated to deliver on our goals and objectives and the outlined Scope of Work.</b>

8.

<b>Q</b>	Do we currently use a CRM for B2B and B2C?
<b>A</b>	<b>Yes, Salesforce and Pardot. We will need to integrate these into all the new sites for</b>

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	<b>lead capture.</b>
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9.

<b>Q</b>	Considering Sitefinity use, is your site fully ADA compliant? Do you have a testing tool to ensure weekly that it remains compliant?
<b>A</b>	<b>It's very important for our websites to be ADA compliant, please see the RFP for specifics that are required. Today, FLVS has a QA team for developed apps. However, for the marketing websites, FLVS tests for ADA compliance on a rolling-basis as updates are made to the website.</b>

10.

<b>Q</b>	Sitefinity – we would have access to your instance? Or test environment that would sync up?
<b>A</b>	<b>Development in a sandbox environment would transition to live site once ready. We would help the awarded contractor work within Sitefinity.</b>

11.

<b>Q</b>	B2B messaging and content – Anything that is outstanding or special that you want to emphasize that you are not communicating now?
<b>A</b>	<b>It's imperative that the high quality of our digital courses, services and technology platforms is communicated through the website content with a unified, dynamic, and personalized approach. Our core differentiator is the high-quality of our 190+ digital course titles and the work of our curriculum development team, which is developing and updating courses to meet state standards and student needs. We have exceptional quality products and services that are not fully recognized and/or fully visible today through our current marketing websites. Separately, the education industry, over the past year, rushed 'hybrid-models' as schools closed across the U.S., which may have damaged the public perception of the quality of long-standing and successful virtual education providers. We will need to establish our brand and differentiate in a cluttered and fragmented virtual education market.</b>

12.

<b>Q</b>	On the FLVS.net site – there are things that take you to external sites. For the scope, confirm the enrollment system is not part of this scope of work.
<b>A</b>	<b>Correct. The Admissions and Registration engine and other internal student systems are not part of the Scope of Work for the public-facing marketing websites.</b>

13.

<b>Q</b>	For student and tuition school the registration is on the back end – is that part of the scope?
<b>A</b>	<b>No, this project is for the front-end interface only for external websites.</b>

14.

<b>Q</b>	Whether companies from Outside USA can apply for this? (like, from India or Canada)
<b>A</b>	<b>We would like to have U.S.-based representatives to work with on a daily basis during the standard 9:00 AM to 5:00 P M EST operating hours for our organization. Content development, such as copywriting, will be an important aspect of this project, and thus</b>

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	having English proficiency and creative talent versed in marketing/branded copy creation will be imperative to this project.
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15.

<b>Q</b>	Whether we need to come over there for meetings?
<b>A</b>	<b>We currently do not have any mandatories for meeting in person. However, after the COVID-19 pandemic, when in-person meetings resume, we would like the awarded contractor to present key milestones to the executive leadership team in-person.</b>

16.

<b>Q</b>	Can we submit the proposals via email?
<b>A</b>	<b>No. All proposals MUST be uploaded to <a href="http://www.demandstar.com">www.demandstar.com</a>. No alternative methods of delivery are acceptable.</b>

17.

<b>Q</b>	Do you have a formal form we need to complete in order to meet all the criteria?
<b>A</b>	<b>Respondents must prepare their proposal in accordance with the instructions provided within the RFP document.</b>

18.

<b>Q</b>	What/who is driving this request? Why now for this project?
<b>A</b>	<b>Virtual education has changed drastically since schools were forced to shut down across the U.S. due to COVID-19. We see tremendous opportunity for growth across the U.S. as a solutions provider to other schools and school districts, as well as to parents/students directly. Our goal it to go to market quickly with solutions to capture market share as the market was recently disrupted.</b>

19.

<b>Q</b>	What is directing your timeline for implementation? Are you open to alternatives?
<b>A</b>	<b>We are open to alternatives but would like to stay as close to the implementation schedule provided in the RFP as possible.</b>

20.

<b>Q</b>	What business goals are you looking to establish or accomplish with this effort? (Ex. grow enrollment by x%, increase donations by x\$, expand into x region by x date)
<b>A</b>	<b>B2B – We'd like to set the bar for high-quality online education amongst school administrators nationwide. Over the next three years we'd like to elevate the brand for the organization amongst school district administrators with relevant and timely content, converting site visitors into qualified leads and long-stranding customers. Primary KPI will be lead generation.</b>  <b>B2C National – We'd like to grow awareness of our tuition-based school amongst parents and students as a high-quality option for their education needs, should virtual education be the right path for them. Primary KPI will be student enrollment.</b>  <b>B2C Florida – We would like to really engage our current students, over 200,000 students per year, with our brand. Primary KPI will be student enrollment and engagement.</b>

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21.

Q	What type of research have you already completed in regards to content and accessibility needs across your site(s)?
A	<p><b>FLVS conducts surveys frequently for strategic insight on B2B and B2C customers. FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments.</b></p> <p>In regard to content on flvs.net, we have conducted A/B testing on navigation and examined user paths and traffic patterns for both current and prospective families. The content for current students on the site is heavily visited and we would like to optimize the Student Resources section of our site to help students and parents find information relevant to their program/school, grade, and academic needs. In addition, there is opportunity to improve our content for Florida schools and districts so this lives with other B2B content.</p> <p>FLVS strives to ensure all websites are WCAG 2.0 AA compliant. We QA internally to ensure these standards are met before publishing new content.</p>

22.

Q	Have you completed any user research or focus groups with identified audiences?
A	<b>No, we would like for the awarded contractor to conduct this work to conduct user research and define user personas for B2B audiences.</b>

23.

Q	Do you have any functional requirements or third-party integrations we should be aware of?
A	<b>Vendor should be able to develop on the Sitefinity CMS platform. FLVS will provide support in training on how to use Sitefinity if necessary.</b>

24.

Q	What is the budget amount available for this investment? If you don't have one, what is your process for budget approvals?
A	<b>The final budget has yet to be determined.</b>

25.

Q	How many Domains will need to be accounted for?
A	<b>FLVS will handle procurement of all domains necessary for this project. There will be at least one domain for each area of focus (Corporate/B2B, National School, Florida Schools).</b>

26.

Q	How many content contributors exist on your sites today?
A	<b>Roughly a dozen content contributors from various areas of the organization and among the marketing team contribute to the website content. Web production and oversight is managed by a smaller core web team within the Marketing &amp; Communications department.</b>

27.

Q	What is the current structure of the Web team? What roles do you specialize in from an in-house perspective?
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<b>A</b>	<b>The current web team is fairly small for the marketing websites and we would like to expand in the future. The team has expertise in web production, platform integration, and UI/UX design.</b>

28.

<b>Q</b>	What CMS(s) are you utilizing? Just Sitefinity, or others as well? Are you open to alternative CMS platforms if found to better meet your needs?
<b>A</b>	<b>We are unlikely to switch from Sitefinity but would consider alternatives if there was a compelling reason. Our in-house Platform Analyst will work closely with the awarded vendor, providing training as needed on the Sitefinity platform.</b>

29.

<b>Q</b>	Do you have a website support and hosting partner? Are you interested in that as an additional service offering?
<b>A</b>	<b>FLVS internal IT supports all hosting necessary for this project.</b>

30.

<b>Q</b>	Are there any other major school initiatives we should also be aware of?
<b>A</b>	<b>Not at this time.</b>

31.

<b>Q</b>	What would you describe as being a successful project if you were to look back upon it three years from now?
<b>A</b>	<b>B2B – We’d like to set the bar for high-quality online education amongst school administrators nationwide. Over the next three years, we’d like to elevate the brand for the organization amongst school district administrators with relevant and timely content, converting site visitors into qualified leads and long-stranding customers. Primary KPI will be lead generation.</b>  <b>B2C National – We’d like to grow our tuition-based school among parents and students as a high-quality option for their education needs, should virtual education be the right path for them. Primary KPI will be student enrollment.</b>  <b>B2C Florida – We’d like to really engage our current students, over 200,000 students per year, with our brand. Primary KPI will be student enrollment and engagement.</b>

32.

<b>Q</b>	Where can we find the link to the public meetings?
<b>A</b>	<b>The URL has been provided on the cover page of the RFP document.</b>

33.

<b>Q</b>	We are based in the U.S., but we have the developer's team at our offshore center in the Asia Region - India, so is this possible for a company like us to bid on this RFP? Where all development work will be done in India.
<b>A</b>	<b>We would like to have U.S.-based representatives to work with on a daily basis during the standard 9am – 5 pm operating hours for our organization. Content development,</b>

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	such as copywriting will be an important aspect of this project, and thus having English proficiency and creative talent versed in marketing/branded copy creation will be imperative to this project.
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34.

<b>Q</b>	When was the last time you conducted any market research of your audience?
<b>A</b>	<b>FLVS conducts ongoing market research and administers surveys frequently for strategic insight on B2B and B2C customers. FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments.</b>

35.

<b>Q</b>	Is this something you can share with us prior to the project start?
<b>A</b>	<b>Yes, FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments.</b>

36.

<b>Q</b>	Does the company have a brand book and brand messaging guidelines?
<b>A</b>	<b>FLVS will provide brand guidelines for B2B and B2C tone and voice. Respondents should include content writers/copywriters as a service to support the development of branded copy/tone/voice across all the sites in addition to working with the FLVS content developer/copywriter.</b>  <b>We are looking for the contractor to help us develop a Design System / UI/UX web style guide for the brand.</b>

37.

<b>Q</b>	What literature can you provide the agency so we can better understand the business model and objectives of each site?
<b>A</b>	<b>1. B2B Site: <a href="https://www.flvsglobal.net/educators-districts">https://www.flvsglobal.net/educators-districts</a> 2. National School Site: <a href="https://www.flvsglobal.net/students-families">https://www.flvsglobal.net/students-families</a> 3. Florida Schools: <a href="https://www.flvs.net/online-school-options">https://www.flvs.net/online-school-options</a></b>

38.

<b>Q</b>	Do you have multiple buyer's personas already defined?
<b>A</b>	<b>We have conducted preliminary research to define B2B personas for key audiences. We would like the awarded contractor to conduct user research and help us define user personas for key B2B schools and districts decision-makers. FLVS has defined customer profiles for the B2C audience.</b>

39.

<b>Q</b>	On each website, what is the call to action that you ideally want your main ideal customer profile (ICP) to perform?
<b>A</b>	<b>For B2B (schools and districts), we will be focused on lead gen programs for qualified leads. This includes ways to capture quality traffic that will convert to customers and</b>

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revenue opportunities.

For B2C (students and families), our main goal is to increase enrollment from new students and increase retention rates among current students.

40.

Q	Will FLVS team provide the content outline for each template of the websites?
A	<b>Our main focus is to develop content for national B2B site as the highest priority of all the website projects. We would like the contractor to conduct user research, working closely with the FLVS Team to determine the site architecture and content structure. The B2B site will require content and copywriting resources although some content will be provided to the awarded contractor by the FLVS team.</b>

41.

Q	How will you provide us the content outline (in what format) so we can design the architecture in more details?
A	<b>We will partner with the contractor throughout the content development process to determine how best to work together based on the implementation plan presented and final timeline once approved.</b>

42.

Q	When will FLVS team start providing the content on the website (i.e.. Week 5, 6 etc.?)
A	<b>Timing will depend upon the recommendations and implementation plan provided by the vendor.</b>

43.

Q	Do you have all the photography and videography needed for the website or will the agency need to assist in providing them as well?
A	<b>The respondent will be responsible for design of page graphics and elements. If applicable, access will be provided to existing creative assets and libraries as needed.</b>

44.

Q	Do you have your own license or access to stock photography?
A	<b>Yes. If applicable, access will be provided to existing creative assets and libraries as needed.</b>

45.

Q	In your own terms, provide the difference between the wireframe lo-fi and wireframe hi-fi.
A	<b>Lo-fi wireframes typically include static skeleton designs of the interface to map out the shell of the interface. We are open to vendor recommendations and processes that may include steps such as sketches, storyboards, or prototypes of early concepts. Hi-fi wireframes are a more complete representation of the final design.</b>

46.

Q	This means, we have to wireframe twice before we actually design the templates?
A	<b>Initial concepts and wireframes such as mockups would be approved before moving forward on hi-fi wireframe designs.</b>

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47.

Q	Will FLVS provide the staging server for the two websites?
A	<b>Yes.</b>

48.

Q	To clarify, on the FLVS.net, you just need the agency to provide recommendations for design and content enhancements, but we will not actually code a new site?
A	<b>Specifically, for FLVS.net B2C in Florida, some coding may be required based upon the respondent's recommendations for improvement.</b>

49.

Q	What are the end deliverables for the FLVS.net design recommendations and content enhancements?
A	<b>We expect a content audit of the existing site and recommendations for site architecture, content structure and UI/UX style guide, based on user testing for prospective and current student and parent audiences for our Florida-based schools. This will determine needs for reorganization of existing content and redesign of existing or design of new pages.</b>

50.

Q	How many pages of content will the agency deliver (approximately) for this project?
A	<b>While the number of pages will be dependent upon site structure, we anticipate 100-150 pages of content across the new sites. Corporate/B2B content will be more extensive than the National School site (B2C). Across our existing site (FLVS.net), there are 300+ pages that may require updates based upon respondent recommendations for improvement. See RFP for details page quantities.</b>

51.

Q	For the content deliverable, do you prefer us to quote by the number of pages or by the number of words we provide (i.e. Like a copywriter)?
A	<b>Respondent shall make recommendations for how to best estimate the scope of work.</b>

52.

Q	Can we deliver the design files using FIGMA (UI/UX tool)?
A	<b>FLVS currently utilizes Sketch and InVision, however we are open to FIGMA</b>

53.

Q	Will the content need to be SEO optimized
A	<b>Naturally, SEO is important for content development that supports an exceptional user experience.</b>

54.

Q	What is the experience of your copywriters internally as it pertains to SEO?
A	<b>The team is well-versed in SEO.</b>

55.

Q	Have you already researched and determined the appropriate key words to be used per page?
A	<b>Our primary focus is to deliver an exceptional user experience. Details regarding SEO</b>

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may be discussed upon award due to confidentiality.

56.

Q	Do you expect the agency to also fully SEO optimize the pages as it pertains to its contents?
A	<b>Our primary focus is to provide an exceptional user experience with strong focus on SEO because we are operating in a highly competitive industry.</b>

57.

Q	Do you have the SEO tools to determine if the pages have been fully optimized?
A	<b>We have tools available, but this may be included in the proposal as a service if available.</b>

58.

Q	What ADA scanning tools do you have internally to validate that each of the pages are ADA compliance?
A	<b>We do not currently use any automated tools. All pages are checked manually with browser plugins such as AXE and wave.webaim.org</b>

59.

Q	Do you have any do's or don'ts within the company?
A	<b>NA. Question is too broad to answer.</b>

60.

Q	Do you have the designated individuals what we may access to interview as it pertains to certain sections of your website?
A	<b>Yes.</b>

61.

Q	Will you also need the agency project to manage the content developers with your agency so they can adhere to the deliverables dates and be on track with phases?
A	<b>The respondent will work closely with the FLVS internal team to align on deliverable dates and timelines but will not manage content developers directly.</b>

62.

Q	Are you requiring the agency to provide the detailed implementation plan and schedule on the proposal or after the project has been awarded?
A	<b>The implementation plan is required as part of your proposal response to the RFP.</b>

63.

Q	Would FLVS be willing to change from Sitefinity to another open-ended platform CMS such as WordPress or Drupal?
A	<b>We are unlikely to switch from Sitefinity but would consider alternatives if there was a compelling reason. Our in-house Platform Analyst will work closely with the awarded vendor, providing training as needed on the Sitefinity platform. We have evaluated WordPress and Drupal, however they do not meet our needs.</b>

64.

Q	What are the 3 most important qualities for the websites to exhibit (can be different 3 for each website)?
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<b>A</b>	<b>We are seeking sites that are dynamic and personalized following industry leading best practices. Content should be relevant by audience to increase usability and engagement. FLVS is seeking a vendor that provides guidance and subject matter expertise in web development practices.</b>
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65.

<b>Q</b>	How may pages of content will you need the agency to transfer?
<b>A</b>	<b>Please check the RFP for the Scope of Work. FLVS is seeking respondent recommendations on content and pages for improvement.</b>

66.

<b>Q</b>	Are there separate social media platforms for each brand you would like us to include on the website?
<b>A</b>	<b>Yes.</b>

67.

<b>Q</b>	Can you provide 3 to 5 top competitor website examples?
<b>A</b>	<b>Competitors in the B2B EdTech industry include Stride (formerly K12 Inc.), FuelEd (managed by K12 Inc.), Pearson's Savaas, Edmentum, Edgenuity and Apex Learning. These education providers should not be referenced for content structure, creative inspiration, and/or messaging.</b>

68.

<b>Q</b>	How many visitors do the websites receive per year?
<b>A</b>	<b>This can be discussed upon award.</b>

69.

<b>Q</b>	Do we need to integrate the website into any CRM? If yes, what CRM and how many forms will we integrate?
<b>A</b>	<b>Yes, we use Pardot and Salesforce. Forms will be based on inbound lead strategy and built with support from internal FLVS platform and CRM team members.</b>

70.

<b>Q</b>	Do you want a search feature for each website?
<b>A</b>	<b>Yes, this is a feature included with Sitefinity.</b>

71.

<b>Q</b>	Page 24, Requirements states "Respondent will develop custom HTML/CSS for all pages across all sites, including three (3) new sites and FLVS.net site (existing site improvement). a. Per section 5, under scope of work, it only stated 2 websites and content/design recommendations for FLVS.net, are we delivering 2 or 3 websites?
<b>A</b>	<b>There are three areas of focus:</b>  <b>1. Corporate / B2B Site – NEW</b> <b>2. National School Site – NEW</b> <b>3. Florida Schools – Existing (FLVS.net), only looking for content improvement UI/UX style guide recommendations</b>

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See uploaded presentation file for more information.

72.

Q	Which website will need geotargeting search function?
A	<b>This is a consideration for all sites, but primarily School &amp; Districts B2B Site</b>

73.

Q	How many forms will we need to build?
A	<b>Number of forms will be based on inbound lead strategy and built with support from internal FLVS platform and CRM team members.</b>

74.

Q	Please explain the technical requirements of the login system you mention on requirements #30 under the table?
A	<b>This is referencing displaying our login options similar to how it is on flvs.net under login.</b>

75.

Q	Can you share the slide deck presented during the presubmittal meeting?
A	<b>See uploaded presentation file.</b>

76.

Q	If there is a single-domain solution, would you like to see options for that?
A	<b>We would not be using a single domain for this project.</b>

77.

Q	What have been the greatest benefits of Sitefinity to your team today? Are there any limitations you would like to solve for?
A	<b>Ease of use for users not familiar with editing websites. Flexibility for creating new content and ways to manage it by people from across the organization.</b>

78.

Q	What features would you love to have on the site that you are unable to build or support today?
A	<b>Geotargeting is one feature that could provide a more personalized experience.</b>

79.

Q	Can you provide further detail into your requirement for Agile product management methodology? What is driving that request?
A	<b>There will be multiple deliverables therefore an iterative approach (rather than sequential) will allow us to complete these deliverables via sprints throughout the duration of the project rather than one major deliverable at the end of the project. An Agile approach will also allow for more flexibility if/when the scope changes and will increase collaboration between our stakeholders and project team members.</b>

80.

Q	Do you intent for us to build any needed content, or will the internal team handle?
A	<b>FLVS will provide brand guidelines for B2B and B2C tone and voice. Respondents should include content writers/copywriters as a service to support the development of</b>

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	<b>branded copy/voice across all the sites in addition to working with the FLVS content developer/copywriter.</b>
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81.

<b>Q</b>	Do you anticipate a need for full migration services, or do you intent to do that in-house?
<b>A</b>	<b>Migration from development server to production server will be handled in house.</b>

82.

<b>Q</b>	What role do you see each FLVS team member playing in the project?
<b>A</b>	<b>This can be discussed in detail upon award based on proposed services.</b>

83.

<b>Q</b>	Our offices are based in Illinois, but we have developers offshore in Asia Region (India). Is this working situation acceptable to FLVS?
<b>A</b>	<b>We would like to have U.S.-based representatives to work with on a daily basis during the standard 9:00 AM – 5:00 PM EST operating hours for our organization. Content development, such as copywriting, will be an important aspect of this project, and thus having English proficiency and creative talent versed in marketing/branded copy creation will be imperative to this project. Additionally understanding the US Audience segments in developing personas are critical components to this scope of work.</b>

84.

<b>Q</b>	<p>Your Brand</p> <ol style="list-style-type: none"><li>1. Can you share a few aspects of FLVS that make your learning experience and teaching experience stand out in the crowd?</li><li>2. What does FLVS do uniquely well, i.e., what are your unique differentiators that help tip the scale in FLVS's favor for enrolling students, teachers, administrators?</li></ol>
<b>A</b>	<p><b>It's imperative that the high quality of our digital courses, services, and technology platforms is communicated through the website content with a unified, dynamic, and personalized approach. As an innovator and leader in online education, we open doors for students to achieve their goals and support schools and districts in this shared mission with a high level of personal support.</b></p> <p><b>Our core differentiator is the high-quality of our 190+ digital course titles and the work of our curriculum development team, which is developing and updating courses to meet state standards and student needs. We have exceptional quality products and services that are not fully recognized and/or fully visible today through our current marketing websites.</b></p>

85.

<b>Q</b>	<p>Branded House and Website Rationalization</p> <p>Since Florida Virtual Schools is the master brand across the three lines of business, what considerations went into the decision to have three unique websites versus a master brand website with the ability to self-select to the relevant content hubs? Eg, For Florida Students, For National and International Students, For Our Corporate Stakeholders?</p>
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<b>A</b>	<b>Please see the uploaded presentation (slide numbers 7 and 8) for more detailed information.</b>
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86.

<b>Q</b>	<p>Website Platform</p> <p>In the pre-submittal conversation, Jay advised that it was “not likely” that FLVS would consider moving to a different CMS as part of this initiative.</p> <ol style="list-style-type: none"><li>1. Can you share more about why the predominant posture is to remain with Sitefinity?</li><li>2. What are the valued features of Sitefinity that make it the platform of choice for FLVS?</li><li>3. What features not currently on the website do you wish you had?</li><li>4. Could you share “must-have” and “nice to have” features and functions?</li><li>5. Which functional roles within FLVS have responsibility for updating and publishing timely content on the website?</li></ol>
<b>A</b>	<ol style="list-style-type: none"><li>1. <b>FLVS has evaluated several different CMS platforms in the past. Sitefinity has the best performance, ease of use, and affordability out of all of the platforms we have tested.</b></li><li>2. <b>Ability for users without web development knowledge to edit the website while keeping design principals intact. This is accomplished through custom content types as well as pre-defined drag and drop layouts.</b></li><li>3. <b>We would like to utilize the personalization features of Sitefinity and show relevant content to users based on location.</b></li><li>4. <b>Must have: ease of use (see #2), publishing content on schedule, granular access control, approval workflows, revision history, stability (we have over a million visitors/month), integration with LDAP authentication.</b> <b>Nice to have: personalization (geolocation, other attributes), automatic translation, automatic accessibility checks.</b></li><li>5. <b>Marketing Web Producer and Developer are mainly responsible, however areas such as procurement, customer care, instruction, etc. have access to make edits to their relevant content.</b></li></ol>

87.

<b>Q</b>	<p>Mobile</p> <ol style="list-style-type: none"><li>1. Can you share the breakdown of students work-time on mobile v desktop?</li><li>2. If you have a mobile app, can you share the app name? I couldn't find it. If you don't yet have one, what is the timeframe you are considering for launching a mobile app?</li><li>3. What is the primary communications platform used between students, teachers, parents and administrators?</li></ol>
<b>A</b>	<p><b>The components asked about in these questions are not relevant to the scope of work. A mobile app is not a consideration for this project, nor are internal client communication platforms. However, all sites must be mobile responsive.</b></p>

88.

<b>Q</b>	<p>Content Development</p> <ol style="list-style-type: none"><li>1. How have you used personas and customer journey maps to date? What areas of marketing have they helped inform?</li><li>2. In what ways could you imagine extending the <i>personalization</i> you refer to in your Vision</li></ol>
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	statement to the marcomms initiatives in digital?
A	<b>1. FLVS has developed high level B2C customer profiles that have been used to inform creative direction and content strategy for marketing initiatives in Florida. FLVS is seeking recommendations for persona development.</b>  <b>2. Relevant web and digital opportunities for personalization beyond organization and structuring content by audience can be discussed upon award.</b>

89.

Q	Retention Can you share the retention marcomms initiatives you've tried in the past? What's worked (and what's failed) and can you share the relevant hypotheses behind the successes (and potential failures?)?
A	<b>A seamless and unified user experience and customer journey is essential to retention. Specific initiatives in relation to web strategy and current students can be discussed upon award.</b>

90.

Q	Respondent is assuming that there will not be any audio & video development, or animations development for this particular engagement – can you please confirm?
A	<b>Video development is not an expectation, but web animations could be a component if part of the proposal.</b>

91.

Q	Will FLVS provide development environment and access to prod environment of their Sitefinity server for both the existing site as well as the 2 new sites to be developed?
A	<b>Vendor will have access to development environment. Vendor will not have access to production environment. FLVS will be in charge of moving content from Dev to Prod.</b>

92.

Q	We are assuming that for the new sites the domain and SSL will be taken care of by FLVS IT team. Can you please confirm?
A	<b>Yes.</b>

93.

Q	Will there be login feature in two new sites which will be developed? Will the same options available for current site (types of users) be applicable for the other two sites too?
A	<b>Our Platform Analyst will work with internal teams to ensure that websites link to internal student systems. The ability to login will be necessary for both B2C sites (National School and Florida Schools).</b>

94.

Q	Is there a way we can view the post login pages/functionality of the current site?
A	<b>Details about the student experience and internal system interfaces can be shared as applicable to the project upon award.</b>

95.

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Q	Is there any integration with other application from the website required?
A	<b>No but we use Pardot and Salesforce. Forms will be based on inbound lead strategy and built with support from internal FLVS platform and CRM team members.</b>

96.

Q	Existing site has enrolment link which navigates to another site. Scope of this project does not include any update to the other enrolment site. Can you please confirm?
A	<b>Correct.</b>

97.

Q	Existing site connects to a chat facility, should this be extended to the other 2 sites to be designed/developed too?
A	<b>As of this time, chat features will be limited to the FLVS.net site.</b>

98.

Q	Existing site is available in English/Spanish/Creole. Should the new sites also be available in these languages?
A	<b>Translation tools and services like those currently available on FLVS.net are a consideration.</b>

99.

Q	Do we need to perform Accessibility testing using virtual cursor as well?
A	<b>Respondent is responsible for meeting WCAG 2.0 AA standards. The tools are at the discretion of the respondent.</b>

100.

Q	Is FLVS open to content enhancement in terms of language as well, or only want keyword insertions?
A	<b>Although key word optimization is important for SEO, our primary goal is to deliver content relevancy, enhancement, and an exceptional user experience.</b>

101.

Q	Will the SEO to be focused nationally/globally for old and new sites?
A	<b>SEO is a consideration for content development, but secondary to an improved user experience.</b>

102.

Q	Any specific keywords you are looking forward to/want us to do keyword research from scratch for all the sites?
A	<b>Our primary focus is an exceptional user experience. Details regarding SEO may be discussed upon award due to confidentiality.</b>

103.

Q	What is the approximate number of keywords and organic traffic FLVS looks forward to target for old and new sites?
A	<b>We are not looking to target a specific number of keywords.</b>

104.

Q	Is the whole website content to be written by Proposer (FLVS providing the technical points as
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	default)?
<b>A</b>	<b>FLVS is in process of hiring and onboarding a content developer/copywriter to work in close partnership with the awarded contractor on guiding the awarded contract in content development for the new websites. The awarded contractor would develop user personas in close partnership with the FLVS. FLVS will guide the contractor on strategy and will provide existing research, consumer insights, and current information on audience segments. Respondents should include content writers/copywriters as a service to support the development of branded copy/tone/voice across all the sites in addition to working with the FLVS content developer/copywriter. FLVS will provide brand guidelines for B2B and B2C tone and voice.</b>

105.

<b>Q</b>	Unfortunately, we missed the Pre-Submittal conference which was held on 24th February, 2021. We would very much like to bid for the project, can we still submit our proposal for the Marketing Website Development project?
<b>A</b>	<b>The Pre-Submittal conference held on February 24, 2021 was a mandatory meeting. All respondents were required to attend the meeting in order to be eligible to submit a response to the RFP. No exceptions can be made. Only the proposers who were present for the Pre-Submittal meeting may submit a proposal in response to this RFP.</b>

106.

<b>Q</b>	What are FLVS's focus KPIs for each site?
<b>A</b>	<p><b>B2B – We'd like to set the bar for high-quality online education amongst school administrators nationwide. Over the next three years, we'd like to elevate the brand for the organization amongst school district administrators with relevant and timely content, converting site visitors into qualified leads and long-stranding customers. Primary KPI will be lead generation.</b></p> <p><b>B2C National – We'd like to grow our tuition-based school among parents and students as a high-quality option for their education needs, should virtual education be the right path for them. Primary KPI will be student enrollment.</b></p> <p><b>B2C Florida – We'd like to really engage our current students, over 200,000 students per year, with our brand. Primary KPI will be student enrollment and engagement.</b></p>

107.

<b>Q</b>	<p>Based on item 6.6 describing "Cost Proposal General Notes":</p> <ol style="list-style-type: none"> <li>1. Is there a maximum to the number of agencies/Proposers that could be selected for this RFP?</li> <li>2. Which of these agencies have done prior work on the sites being proposed? <ol style="list-style-type: none"> <li>a. Do they have the opportunity to respond to this RFP?</li> <li>b. Will FLVS give preference to Proposers that have already worked with FLVS directly or with their agencies of record?</li> </ol> </li> </ol>
<b>A</b>	<b>FLVS may elect to award with a single provider or multiple providers at its sole discretion. Awards are made to the most advantageous solution(s) offering the</b>

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	<p><b>greatest value in alignment with the RFP.</b></p> <p><b>As a public agency, this RFP has been advertised to the public for solicitation without preference. Consideration to prior experience and references is factored into the evaluation as part of the respondent's proposal as described within the RFP.</b></p> <p><b>Proposers should note that only those companies in attendance for the Mandatory Pre-Submittal meeting may respond to this RFP.</b></p>
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**108.**

<b>Q</b>	Are there any page limits other than length limitations to any sections within the RFP?
<b>A</b>	<b>No.</b>