**Addendum No. 1 – Vendor Questions and Answers**

**Request for Proposal: Website Update & Curriculum Hub Development**

**Transform Education NM (TENM)**

**Issued: June 19, 2025**

This document provides official responses to all questions submitted by the June 17, 2025, deadline. Questions have been compiled and answered without attribution to ensure a fair and equitable process for all prospective vendors. These responses are incorporated into the original RFP and supersede any prior informal or verbal communications. All prospective vendors are encouraged to review this document in full prior to submitting a proposal.

| # | Question | Answer |
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| 1. | Do you have a platform preference for the redesign, or are you open to vendor recommendations? | TENM is looking to maintain the same platform that we currently use, which is WordPress. |
| 2. | Have wireframes or design direction been developed internally, or will the selected vendor lead discovery and information architecture from the ground up? | What we currently have on our website is the design that we are looking to continue working with. Our communications person will be leading this portion, but we are open and we do want the vendor to provide feedback, input, and recommendations. The website information and content will be provided by TENM. |
| 3. | Approximately how many coalition partners should be featured in the directory at launch? Do you expect it to grow significantly? Will partner content be provided by TENM or gathered by the vendor? | We are mainly looking for the structure to be created along with a template that we will be able to add or modify as the coalition grows and changes over time. We currently have about 25 partners and we do not expect it to grow significantly however it will fluctuate. Partner information will be provided by TENM. |
| 4. | How many resources are anticipated in the curriculum hub at launch, and at what rate is the library expected to grow? | Currently we will have 10 curriculum resources to feature but similar to the coalition partners we want the structure and a template that we will be able to modify and add additional resources as they become available. We don't expect the library to grow quickly but as new resources come out, we want to be able to easily add it. |
| 5. | Will TENM staff be managing content independently after go-live? | Yes, we are looking to manage the content independently after it goes live. |
| 6. | On budget: the RFP asks for itemized one-time and ongoing costs. To make sure we put forward the most competitive and tailored offer possible, | Our budget range is $10,000 - $15,000. |

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| | could you share the budget range you are working within? We want to build the right solution for what you have available, not a generic estimate. | |
| 7. | Will all resources be publicly accessible, or will some require user login/access permissions? Should the hub support user accounts, saved favorites, or other personalized features? | Everything will be publicly accessible, but we are looking to have a login portal where coalition partners can access additional materials, approximately 25 logins. We will not need the favorites/other features. |
| 8. | Do you require multiple user roles such as Admin, Editor, Contributor, or Reviewer? | No, just the admin role. |
| 9. | Do you need event management or registration functionality as part of the website? | Yes. We would like that feature to be included, specifically for registering for meetings, event RSVPs, and to provide recordings and documentation to participants afterwards. |
| 10. | Are there any third-party systems or tools that need to be integrated (CRM, Email Marketing, Analytics, Donation Platforms, etc.)? | We currently have MailChimp connected to our website and we are looking to connect a donation platform and have analytics setup as well. |
| 11. | What reporting and analytics metrics are most important to your organization? | TENM is a grant funded coalition, below are specific deliverables that we would like to track. Ideally, we would be able to pull monthly and annual reports that staff will review as well as steering committee members and funders.<br>● Unique website visitors to the Curriculum Hub (monthly and annual counts).<br>● Downloads/views per curriculum (disaggregated by user type).<br>● Geographic reach of users (e.g., number of school districts, counties, schools, classrooms etc.)<br>● An embedded survey for anyone accessing the curriculum hub that has the following:<br>o An area to upload examples of successful use.<br>o Educator-reported confidence in using the curriculum (pre/post).<br>o Input on language accessibility of materials.<br>o If partnerships were formed. |

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| 12. | Will content migration from the existing website be required? If yes, approximately how many pages and resources need to be migrated? In addition to the new pages for Resources and Partners? | We are looking to maintain the same website platform (WordPress) so no, we will not need to migrate content. |
| 13. | Do you have a preferred launch date or project deadline? | We are hoping to have these updates completed by November 2026, but we are willing to work with the vendor on this timeline. |
| 14. | In the resource search bar, do you want to make searching easier for people by adding a search suggestions feature so when someone types just a word(s), they get relevant suggestions in the dropdown. | Yes. |
| 15. | Do you want Category Filtering on the resource page that is similar to the Native Workforce Partners website? Eg: Children, Families, Infants, etc. If so, what categories or tags should resources be filterable by? | Yes, we want category filtering, but the tags will need to be different than what is on the Native Workforce Partners website. |
| 16. | Do you want us to showcase the Map similar to Native Workforce website? If so, should resources be tied to specific geographic locations (requiring a mapping/geocoding service), or is the map illustrative only? | Yes, we want a map tied to geographic locations. |
| 17. | Will there only be two user types: website admin and public user? | Yes |
| | Do you want to revamp the full website with better UI/UX that fulfill your goals and vision with the new website or an update/extension of the existing design and structure? | This is not a full redesign or rebuild of the site, we are looking for targeted improvements and an expansion to the existing site. But we are open to vendor recommendations for design and structure. |
| 18. | Apart from the Native Workforce, do you have more references you can share? | This website (https://crehub.org) is an additional reference. We like the look and feel of this website. |
| 19. | Who currently hosts the website, and who manages the domain/DNS records? Will TENM provide access, or should the vendor coordinate migration with the current host? | The host is Flywheel and eNom manages the domain/DNS. TENM would provide access but we want to continue using WordPress and Flywheel unless for some reason that is not possible. |
| 20. | Is the current site custom-coded, built on a theme/template, or built using a no-code/low-code platform? | The current website is built on WordPress using a theme-based framework. We are seeking recommendations for implementing new functionality within the existing WordPress |

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| | | environment while maintaining current branding and structure. |
| 21. | Are there existing design assets (brand guidelines, logo files, style guide, color palette, typography) we should use, or is visual design open to vendor recommendation? | Existing assets include logo files, brand colors, typography guidance, and visual standards. We are not seeking a new brand identity but are open to design recommendations that improve usability, accessibility, and overall website experience. |
| 22. | Are there any existing integrations (email marketing, donation/payment processing, event registration, newsletter signup, social media feeds) that must be preserved or replicated? | We currently have MailChimp integrated and would like to maintain that and add other integrations. |
| 23. | What analytics tools, if any, are currently in place (e.g., Google Analytics, Google Search Console)? | No formal analytics tools are currently in place. We are interested in establishing website analytics tracking and reporting as part of these enhancements, including recommendations for appropriate tools and setup. |
| 24. | Should each partner have an individual profile page (as shown in Appendix A's example, including a hero image, About section, and contact card), or is a single directory/grid listing sufficient? | We would like for each partner to have their own dedicated space as shown in the example, but it doesn't have to be a whole page, we are open to how that can look. |
| 25. | Are there categorization or filtering needs for partners (e.g., by region, issue area, partner type), similar to the filter tags shown in Appendix B? | No, partners do not need to have filtering. |
| 26. | Should partner profile pages support multimedia beyond photos (e.g., embedded video, downloadable documents, social links as shown in the example)? | No, just photos and social media links. |
| 27. | What types of materials will the curriculum hub contain (e.g., PDFs, videos, links to external resources, downloadable lesson plans, toolkits)? | There will be a variety of different types of materials, since each resource is organized in different ways, some will just be a link to the site where the curriculum is already available while others will have several downloadable files. |
| 28. | Who will be responsible for populating the curriculum hub with initial content — TENM staff or the vendor (e.g., via data entry, content migration, or import from an existing source)? | The vendor would work with TENM staff to input the content as we will need to know how to do it, but no there will not be any migrations or importing. |
| 29. | Will TENM staff need a self-service interface to add, edit, retire, or reorganize curriculum hub materials after launch? | Yes we need to be able to modify it after launch. |

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| 30. | Are there file size, hosting, or accessibility (e.g., screen reader, alt text) requirements for uploaded materials? Are there specific browser, device, or accessibility compliance standards (e.g., WCAG 2.1 AA) that the website must meet? | We do not currently have a defined file size limit for curriculum hub materials, though vendors should account for a range of file types including PDFs, links, and downloadable content. The Curriculum Hub should be designed with accessibility, usability, and equitable access in mind. Many of the communities we serve are tribal and rural communities across New Mexico, who experience limited broadband access. We want the website and its resources to be optimized for low-bandwidth environments. |
| 31. | Is TENM open to vendor recommendations for analytics tooling (e.g., Google Analytics 4, a CMS-native reporting dashboard), or is a specific tool/platform already preferred? | Yes, TENM is open to vendor recommendations that will meet our needs while not incurring large ongoing costs. |
| 32. | Should reporting be a built-in dashboard within the website/CMS, a separate analytics tool, or periodic exported reports (e.g., PDF, spreadsheet)? | TENM is seeking a cost-effective analytics solution that supports grant reporting and evaluation efforts. We would like to track engagement with the curriculum/resource hub, including metrics such as number of users, resource views or downloads, referral sources, and other relevant engagement data. We are open to vendor recommendations for an accessible reporting solution that does not require a custom CMS dashboard. |
| 33. | Should existing pages (mission statement, Martinez/Yazzie background, five issue pillars, staff bios, platform, policy agenda, Blueprint for Change, podcast, and news) be migrated as-is, restructured, or rewritten as part of this engagement? | Existing pages and content should remain as-is. This engagement is focused on adding new website functionality, including the development of a coalition partner directory and a searchable curriculum/resource hub within the existing WordPress website. We are not seeking a full content migration, restructuring, or rewrite of existing pages at this time. Any recommendations for future improvements are welcome as optional considerations. |
| 34. | Will TENM provide final copy/content for new and updated pages, or should the proposal include content strategy/copywriting services? | Yes |
| 35. | Does TENM have an existing podcast hosting platform that needs to integrate with or embed into the new site, or is a new solution needed? | TENM currently uses Buzzsprout for podcast hosting and embeds episodes on the website as needed. However, podcast functionality is not part of the scope for this engagement. No changes, integrations, or redesign of podcast infrastructure are requested. |

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| 36. | Is ongoing website maintenance (security updates, bug fixes, content support) expected to be included in the proposal's annual ongoing costs, or handled separately? | We would like to know the anticipated cost based on what you are proposing. |
| 37. | Does TENM have in-house staff who will manage day-to-day content updates after launch, or will the vendor be expected to provide ongoing content support? | Yes, we will handle content updates after launch and will not need vendor support. |
| 38. | Will finalist interviews (July 6–8, 2026) be conducted in person, virtually, or either, and approximately how long should vendors plan for this session? | We will conduct interviews virtually and selected vendors can expect the interview to last for 1.5 hours. |
| 39. | Should the itemized budget separate one-time development costs from ongoing annual costs by feature/module (e.g., coalition directory, curriculum hub, reporting), or is a single combined breakdown for each preferred? | The more details there are the better we will understand each cost, but you can combine similar features. |
| 40. | Are there other internal or external stakeholders (e.g., board members, current webmaster, technology committee) who should be included in early discovery conversation? | It will likely just be TENM staff involved in early conversations, but definitely as we move along we may have members of our steering committee provide input and give feedback on the designs. |
| 41. | Languages. We noticed the current site is English-only. Should the new website and resource hub be bilingual (English/Spanish)? Should the hub support bilingual content (English/Spanish), and if so, does this apply to both the interface and the materials themselves? | The Curriculum Hub should be designed with multilingual accessibility and future translation needs in mind. At a minimum it must be compatible with browser-based translation tools and assistive technologies, and preserve formatting and accessibility features when content is translated. It should also be designed with future additions for translated content in mind. Vendors should ensure accurate rendering of special characters, diacritical marks, and non-English text and maintain full compliance with WCAG 2.1 Level AA accessibility standards across translated content. |