May 25th, 2023

Health Career Academy Website Design & Development Bidder’s Conference Questions

1. How many pages will the website have?
   1. Tentatively, we are looking at approximately 6 major categories with each category having 5-6 subcategory pages.
2. Is there a URL that will be used for this website?
   1. Yes, the URL is healthcareeracademy.org
3. Does anything currently exist for the Health Career Academy digitally?
   1. There is a page on the WorkPlace website that provides a general overview of the Health Career Academy program, but this newly built website will be its own entity and online presence.
4. Who will manage the website?
   1. There are employees at both the WorkPlace and Health Career Academy that will manage the website.
5. Who are the audiences using the website?
   1. Audiences include, but are not limited to, program participants, partners (other workforce development boards), internal staff, employers and people seeking information about the program.
6. What is the budget for this website?
   1. The selected vendor will not be chosen based upon the lowest price. The price range is $20,000-$25,000.
7. Will the use of video be helpful or be used in the form of testimonials or training?
   1. Yes.
8. Will the search functionality be a standard keyword search or something more complex?
   1. The search is intended to be a keyword search bar, but we are open ideas and suggestions.
9. Will this website recreate WorkPlace.org or will this be a new website?
   1. This will be a website specifically made for the Health Career Academy.
10. Is this a ground-up website project?
    1. Yes, although there was a Health Career Academy website created in the past but it does not exist anymore.
11. What was the previous website’s URL?
    1. The URL was healthcareeracademy.org.
12. How many languages should the content be available in?
    1. There should be translation services available to translate the website instantaneously.
13. Is there a need for e-commerce functionality on this website?
    1. No.
14. Is there a cost for registration for events?
    1. No, all programs and events are available at no-cost provided by federal and state funding.
15. Are there preferred platforms for assessments, quizzes, surveys, etc.?
    1. No.
16. Does the creation of privilege groups refer to participants or administrators managing the site?
    1. All registered participants will have the same level of access to the website. If you are not registered, you will not have access to some content (for example, quizzes, video recordings, etc.). Administrators will also need separate access to the website.
17. Does the archiving of records refer to customer or administrator records? What kind of content would need to be archived?
    1. Both, customer records, such as application information should be able to be retained and archived. Similarly, administrators should be able to archive content such as pages, photos, and documents.
18. Are there any restrictions to hold that information on the website that would require the removal of the application to not exist anywhere for privacy reasons?
    1. Not that we are aware of.
19. Is it ok if certain website functionality runs on plug-ins?
    1. Yes.
20. Does the email design refer to marketing emails or general Health Career Academy emails?
    1. Email communications will primarily be used for the participants who are registered for courses at the Health Career Academy, not for general marketing solicitation.
21. Is there any content that currently exists?
    1. Yes, various digital and print marketing materials exist but we are requesting copywriting services for the website.
22. Will The Health Career Academy provide all the website content?
    1. No, we can provide guidance on the content, but we will need a website copywriter.
23. Will the website primarily use stock photography?
    1. At this stage, it will be primarily stock photography provided by WorkPlace accounts.
24. Does the “ability to aggregate system usage reports” refer to seeing who is logging in on the back end of the website or analytics?
    1. Both, we would like to see who is updating the site and when, in case an issue was presented. This website will also be connected with Google Analytics.
25. Are there any existing Health Career Academy social media accounts?
    1. No, but accounts will be created in the near future.
26. Which accounts would be created?
    1. TikTok, Instagram, and Facebook accounts.
27. Will social media feeds be embedded onto the website?
    1. Yes.
28. Will all of the social media account post the same exact content, or will the content differentiate?
    1. Content will be different based on the platform. Not every account will post the exact same content.
29. Will signing up for notifications require registration?
    1. No.
30. When people enroll, is it course by course enrollment?
    1. Participants enroll in the academy first, then register for different training courses.
31. Are there any events where I would register on the site?
    1. Yes, events like career days, meet a counselor, and other in-person events will require registration. Please see the URL in the functionality section of the RFQ for an example.
32. What kinds of events would appear on the calendar?
    1. Events like open houses, career fairs, information sessions, meet a career counselor day, and more.
33. Are events on the calendar always off-site? Or are some held online?
    1. Some events, like career fairs or open houses are off-site. Other events like virtual information sessions are online.
34. When someone registers for an in-person event on the website, is the expectation to cross-reference of registered participants on the site for reasons like attendance?
    1. We are not looking to cross reference. Capacity and registration numbers will be known by the number of people who have registered.
35. When you register for online events, are you given a “ticket”?
    1. No, registration for events is open to the public. Attendance is not being tracked.
36. Do you have to be enrolled in the Health Career Academy in order to register for events?
    1. Participants who are fully enrolled in the Health Career Academy can access online course registration that those who are not registered would not have access to.
37. Do you envision having one calendar where some events can be publicly viewed and other events can only be viewed by registered individuals?
    1. One calendar with both private and public events is preferred.
38. Which service do you use for the chatbot feature?
    1. We use LiveChat.
39. Will the web designer have the reach out to the company to install the chatbot?
    1. Yes, whoever builds the website will install the chatbot from LiveChat.
40. What is required within the 10-page limit?
    1. The 10 pages should be very direct and to the point. Alternate information about the web development company or team may be provided in the form of brochures or other separate materials.
41. Do the 5 website visuals count in the 10-page requirement?
    1. No, the 5 examples of websites can be provided in the form of a link.