

Questions:

• Migration

- Who is currently hosting the website and are you able to provide us with access to the hosting system in a timely manner?

eWay, and yes, WordPress credentials can be provided within one business day after the contract is awarded.

- Are you aware of any paid plugins or tools and do you have current licenses for these tools?

We utilize and would like to continue usage of the following paid plug-ins:

Beaver Builder Pro

Gravity Forms

The Events Calendar Pro

WP Rocket

And we'd like to move to iThemes Security Pro (from the current free version)

- Do you have any analytics data you can provide or estimates of current traffic and site usage?

We gain fewer than fifty visitors per site per day.

- Are there any other tools that would need to be migrated at the same time (Email providers, Analytics, Course Management, etc.)

No.

• Site Modernization

- Have you ever completed any UI/UX testing or user interviews related to the current website? If you have can you share the results?

No testing nor interviews have been conducted.

- Can you share your current branding guidelines?

We have no style guide. We are required to follow guidelines for State of Illinois branding.

- Do you have a current video hosting provider? If not do you have any strong preferences or are you comfortable with YouTube?

We have no video hosting provider, YouTube is sufficient.

- Do you currently have any analytics platforms setup on the website? If so which ones?

Yes, Google Analytics only.

- Ongoing Platform Support

- Do you have a communications/content calendar that we can align with?

We normally develop our content two and three months in advance, we do not have an annual calendar.

- The social channels appear to be consolidated between the sites, is that the objective long term?

Can you please clarify this question? We have separate organizations setup for the three entities on Facebook.

- Are you opposed to an increased posting frequency for social channels and an asymmetrical content approach (skewing more toward LinkedIn, but may change based on data)

We are not opposed to such recommendations.

- Do you have a budget range

No budget limit has been established.