Content

1. Is the intention for the selected partner to create any site content (brand language, value, etc.) to populate the site, or only an outline as specifically mentioned in "Content Requirements"?
   a. All content must adhere to the existing brand guidelines and policies. All existing content must be migrated to the new design and new content added on the site will be managed by TEDCO's Development & Marketing team.

2. Currently, the site's portfolio listings links to each respective company's website. Is the intention to include more information on the TEDCO website for each of these before navigating off-site?
   a. No additional information will be housed in the portfolio list on the website.

3. Should all historical content (news, events, podcasts, newsletters, etc.) be migrated into the new website? Are there any existing content types that will not be necessary moving forward?
   a. Yes, all content should be migrated to the new website. This includes news, events, podcasts, newsletters and blogs. All content types will remain necessary.

4. Are you able to provide a list of systems the selected vendor will be expected to integrate with?
   a. Yes, a list will be provided to the selected vendor.

5. What is the estimated volume and complexity of the existing content (number of pages, types of media, etc.) that will need to be migrated to the new platform from the previous Drupal Website?
   a. All of the existing content will need to be migrated to the new platform.

6. Will you need support with copywriting, either for website content or SEO content?
   a. No. We will not need support with these items.

7. Does TEDCO currently use a preferred email marketing or newsletter platform (e.g., Mailchimp, Constant Contact), or should the selected vendor propose a solution as part of the website redesign?
   a. TEDCO currently utilizes Constant Contact. However, new ideas are welcome.

8. Google Translate is deprecated for non-charity organizations; what languages do you need to support if that goes away?
   a. The languages listed on the current TEDCO website will need to be migrated into the website redesign.

9. How many event submissions do you typically get compared to how many are published?
   a. Event submissions are handled by the Development and Marketing department. We receive over 20 submissions each month. The new website would need to allow account users to approve and easily search for events. Additionally, we are looking to implement a system that will open on the current month but keep past events on the calendar for reference.

Accessibility and Section 508 Compliance

10. Is an accessibility audit and user testing for accessibility required?
    a. Yes. Each year the website is expected to be fully compliant with the Maryland Department of Disabilities.

11. Is the selected partner responsible for video and audio content captions and transcripts?
    a. No. Video and audio content are embedded from YouTube on the site. YouTube has a captions option and therefore allows us to remain compliant.

SEO and Technical Optimization

12. Should Core Web Vitals and general performance optimization (LCP, CLS, FID – speed metrics) be part of the development requirements?
    a. Yes – for user friendly experience, SEO, and website functionality.

Development and CMS Architecture

13. Will the selected vendor receive full access to the existing Drupal-based website, including content, database, and administrative tools, to support a smooth content migration process?
    a. Yes. The selected vendor will receive full access to the current version of the Drupal site.

14. Is TEDCO open to a CMS platform other than Drupal?
    a. We are open to new platforms.

15. Will the MyTEDCO Portal integration be an external link, embedded (iframe), or require API integration or SSO?
    a. The MYTEDCO portal is an external link that will need to be integrated into the new website.

16. Will the site require user accounts and logins beyond the administrative users?
    a. The site will require user accounts.

Integrations

17. Is the development of the MyTEDCO portal included in the scope of this proposal, or only ensuring direct and easy access to it from the TEDCO website?
    a. The MyTEDCO portal is not in the scope of this proposal. All that is needed is to ensure direct, easy access from the TEDCO website.

18. Is the intention for eCommerce functionality to be integrated directly into the website instead of sending users to external webpages (owned by the event host or Cvent) to complete registration and payment.
    a. Depends on cost associated with enhanced feature.

19. Is the searchable directory for board meeting materials intended to be public-facing or behind a login such as the MyTEDCO portal?
    a. The directory should be public-facing.

Hosting and Deployment

20. Is there a budget limit?
    a. The budget will be discussed with the selected vendor.
21. Is having a local Maryland office a requirement?
    a. Having a local Maryland office is not a requirement.
22. Will TEDCO provide a staging environment, or will the selected partner need to provide and manage staging during the build?
    a. The selected vendor will need to provide and manage staging during the build out.
23. Will the selected partner be responsible for launch and deployment, or will TEDCO/Agency handle this?
    a. The selected vendor will be responsible for deploying the new website
24. Is it required to have experience within specifically the Maryland entrepreneurial innovation community, technology transfer, and commercialization involving Maryland research universities and federal research agencies, and investment entities?
    a. Experience with the Maryland Entrepreneurial ecosystem is not a requirement, but it is recommended that the selected vendor become familiar with the content currently published on the website to better understand the expectations for the website redesign.

Ongoing Maintenance and Post-Launch

25. Will TEDCO require ongoing maintenance or accessibility testing and updates after launch?
    a. Ongoing maintenance will be required for the website. The selected vendor will need to provide pricing information for ongoing maintenance.