1. Brand Development clearly includes brand identity i.e. name, logo, graphic treatments, positioning, promise, value proposition, etc. however, a considerable first step is the brand name. Are you confident and comfortable with the brand name of the on-line destination/portal being “The Alabama Workforce System”? Yes, but willing to hear others. We have no specific name chosen and hope the vendor will make recommendations.

2. Building the destination (portal) and building the Brand are job #1. Building brand reputation, trust and traffic to the destination will determine the eventual success of Job #1. Have you planned/allocated resources for PR, Search, SEO, digital advertising, etc. to drive traffic to the site, build consumer trust and confidence and prove in its value to industry partners? We have no specific funding plan, as we do not know what to plan for. We are confident, however, that with all the System partners providing resources and with additional specific funding requests, we will have sustained funding. We do not know what to ask for at this time.


4. Will the portal be an aggregator that is pulling from ACCS, AIDT, ATN systems or will those systems need to recreated? There are currently no systems in place to pull content from partners.
5. Is the intent of the RFP for the portal be within AIDT’s website (+mobile) or functioning outside of the AIDT.edu website? The portal will function outside the AIDT website. This is not an AIDT project.

6. The RFP states that the vendor is responsible for any maintenance in the portal. Who is the vendor that maintains AIDT.edu today? AIDT staff and this is not part of the AIDT web site

7. Part 1. Qualifications #10. Should we provide examples or a schematic along with timeline? Both would be ideal.

8. Will the outcome of this project replace aidt.edu or creating a new experience? It will not replace AIDT.edu. This is not an AIDT project.

9. Are we redeveloping the job board on aidt.edu or is the desire to pull that information into this new portal? You will not be doing any re-designing or re-building any portion of AIDT.edu. This is not an AIDT project.

10. Do you have requirements for development? e.g. programming languages, platforms, services, databases, etc. We are open to suggestions. Currently staff is experienced with Wordpress and Joomla

11. Are there any established functional requirements? Currently, it appears that news/events, job listings and training/education listings would be core to supporting the target audiences. Any other core
areas of functionality we should consider up front?

**Additionally: Newsletter**

12. Does AIDT host any of their own training programs? If so, what is the preferred method for registering? Email, phone, online registration, etc.?
   
   *This is not and AIDT project. So AIDT website and programs are not included.*

13. Do you have any production environment (hosting and servers) requirements?
   
   *No*

14. Can you please provide an example or two of how you envision a community stakeholder would use this site?
   
   *A company HR/Training manager will go on the site to find training resources in no more than two clicks in the location near them. A citizen who is seeking training or an education experience can go on the site and find it easily.*

15. Are there any ecommerce elements required as part of the portal?
   
   *Not sure.*

16. Do all doors require reporting (i.e. do employees need reports or businesses need a set of analytics to review or just AIDT employees)?
   
   *All training resources, businesses and legislators may want reports. As a training resource AIDT employees may want a report, but again, this is not an AIDT project.*

17. If selected, can you provide us with a list of APIs for all integrations expected on the portal?
   
   *No*
18. What are the requirements regarding data storage for this portal?  
   We do not know.

19. What is your data storage situation today (what is currently being stored, where)?  
   This site is not connected to current hosting and storage associated with AIDT.

20. Will new data storage requirements need to be housed on state servers or will the winner need to host?  
   Outside hosting

21. What kind of communication channels do you currently use for businesses, job seekers and trade associations?  
   All social media, print, media and television

1. Are there any specific software requirements (e.g. specific server platform, specific CMS, specific plugins in that CMS)? Are there preferred-but-not-required specifications?  
   Our staff is familiar with Wordpress and Joomla

2. Are there any specific methodologies that must be implemented (e.g. back-end or front-end languages)? Are there preferred-but-not-required methodologies?  
   No

3. Are AIDT's internal developers going to contribute to the code
base over the course of the 3-5 year contract or will Big be solely responsible?
This is not an AIDT project.

4. Is AIDT's staff going to contribute to the content on the website over the course of the 3-5 year contract?
All training resources will. This is not an AIDT project.

5. Where will the website be hosted?
Off Site

6. Are there any requirements for job seekers / industry / families / businesses to log into the site or otherwise present customizations on a per-user basis via a login apart from the main CMS login?
no

7. What internal systems must we integrate with (e.g. job seekers list)?
Not sure

8. Are there additional features or requirements that are not represented on the current AIDT website that will need to be added as part of the scope of work?
This is not an AIDT project

9. What is the anticipated date a winner will be selected and will AIDT be willing to discuss the proposed 6 month timeframe?
This is not an AIDT project. The winner will be selected by a 5 to 6 member panel, representing several education/training resources.
10. Does the development and maintenance of a new on-line portal include combining information on these existing websites? (e.g. http://maritime.aidt.edu, http://awtc.aidt.edu, http://www.alabamartp.org, http://vtrain.aidt.edu, etc)? If so, is the new AWS site meant to replace existing sites such as these? **This is not an AIDT project.**

11. If the scope of website work includes sites additional to aidt.edu that require a login to fully understand the scope of the website (i.e. http://vtrain.aidt.edu), will we be provided with user-level and admin-level logins so that we may become more familiar with the functionality of the site? **This is not an AIDT project.**

12. How does AIDT anticipate the new AWS website to interact and live on aidt.edu? Will a new section be created that links to this site? **This is not an AIDT project.**

13. Is the selected agency also responsible for developing messaging and copy for related parties to display on their individual websites that link back to the AWS website? **Yes**