



**All children will develop, learn and grow to realize their full potential.**

Content Experience Reimagined: Development Partner RFP  
**Frequently Asked Questions (FAQs)**

The following FAQs have surfaced in conversations with interested vendors since the posting of the RFP. Parents as Teachers National Center posts these questions and answers in the spirit of transparency and to inform the quality of proposals.

**Do you have a preference for the CMS platform that is used (for example WordPress or Drupal)?**

We do not have a preference (open source or proprietary), as long as the proposing team can show clear evidence for the platform fit to our product and integration requirements in this phase, and the extensibility required to support future development. We're casting a fairly wide net for partners on this project because we want to compete platform/solution combinations to find the strongest option.

**Is there a budget or budget range identified for this project?**

The project is funded, but we did not include a budget because we want potential dev partners to bring honest assessments of the cost of development and ongoing maintenance for the feature set we've put forward. We know this is not a small scope, but PATNC is also a not-for-profit, so keeping that as a consideration is important.

**What level of training will you require after the website project is complete?**

Content contributor training, analytics and other reporting, and training to onboard our Lead Engineer to ensure a smooth handoff of the platform.

**Can you clarify what you mean by “content migration support”?**

We will look to the development partner for suggestions to help optimize and/or automate the ingestion of the content into the CMS. We have started to think about options, but it is difficult without knowing what platform and requirements we'll need to align to; 2) we may need support from the dev partner team to physically ingest the content into the CMS just due to its sheer volume.

