Addendum #3 to RFP SU25-05

Content Management System (CMS) Services

October 21, 2024

Q1. What is driving the dates of this project?

A1. The time it will take to build a new website and portal that meets our needs.

Q2. What happens if you miss any or all of the dates of this project?

A2. There is nothing that happens if the dates in the solicitation are missed. When the RFP was developed, the dates inserted were estimated dates.

Q3. In regards to content migration: (Answers beside each bulleted question)

* Will you require content migration services?  Potentially, but not the entire website. It is anticipated a total rebuild being faster. That is part of what is being asked with the RFP
* Will the entire .edu domain need to be migrated?  No
* Are there parts of the site that will not be migrated?  Yes
* Are there additional domains that need to be migrated? Shepherd University may need to pull data from additional sites.
* In regards to migration, how many different page layouts do you have on your current site? Shepherd University does not have “layouts” in the version of WordPress being used. It is all made using a document-style interface.

Q4. How many developers do you have to work on templates, and other CMS-related development?

A4. Shepherd University currently contracts with a single developer to maintain the current site. That individual also built the site. There are not any developers on staff.

Q5. How many individuals at your institution will need to use the CMS? (people who log in).

A5. Four or five people need to be able to create, update, and maintain the website. All employees will need to be able to access the portal.

Q6. How important is a support plan/option for you with the new CMS?

A6. Essential

Q7. *“CMS must provide the ability to display tailored content based on visitor type, such as allowing users to register with the website and/or use the IP address to determine if the visitor is affiliated with Shephard or is external to the campus*

Can you provide more details on the use case(s)?

A7. If a potential student visits a specific page, say the school of music, Shepherd University would like to be able to cater their online experience to showcase what Shepherd University can offer. Perhaps the photos of life on campus involve concerts, or they receive music-specific emails as a follow-up.

Q8. Do you have a preferred CMS platform in mind?

A8. Shepherd University is seeking a recommendation from the vendor as part of the submission of the RFP. If an open source is used, the vendor must have a user-friendly interface with templates, drag and drop features, etc.

Q9. Can you confirm if this is for a website redesign and development or just CMS migration?

A9. Yes. Redesign and development.

Q10. Can you provide a budget range for this project?

A10. Shepherd University is not disclosing a budget range. Cost is an evaluating factor and is weighted as part of the evaluation. The cost is 35 points out of 100 of the weighted criteria.

Q11. In order to ensure I have enough time to provide all information accurately, can the timeline be extended?

A11. Yes, the due date for this solicitation has been moved to Friday, November 1, 2024 prior to 4:00 p.m. local time on that day due to the numerous questions that have been asked need to be addressed.

Q12. Could you please confirm if there is flexibility in increasing your annual recurring costs for SaaS web CMS?

A12. There is flexibility with increasing the annual recurring costs for SaaS web CMS. However, the specific dollar amount will not be disclosed.

Q13. Is WordPress a requirement or are you looking for alternatives?

A13. WordPress is an option, but Shepherd University is relying on the expertise of the proposers to identify what solution would work best for the entire institution.

Q14. Is there a deadline for further vendor questions and will vendor questions be shared with participating vendors?

A14. The deadline for questions is Friday, October 18, 2024. All questions and answers will be shared with participants and all solicitation information is posted at

[www.shepherd.edu/procurement/current-bids](http://www.shepherd.edu/procurement/current-bids)

Q15. How many other agencies have been invited or are participating in the pitch process?

A15. There have been numerous agencies that have been invited, but Shepherd University is a public agency and vendors are able to obtain the information from the Shepherd University Procurement Services website.

Q16. Could you please confirm that the second bullet under section 3.5, Optional Services, was an error? Currently it states that the new design and development of Shepherd University’s website with a content management system is an optional item.

A16. This should not be listed as an optional services.

Q17. Could we please ask for a better understanding of the request in order to develop an accurate SOW. Is the current need for just a new website and CMS? Have the other marketing needs such as re-branding the university, research and strategy, and a new marketing campaign already been awarded?

A17. Shepherd University initiated a rebrand in the spring of 2024 and are currently in the process of establishing a marketing campaign. Shepherd University does not have current research.

Q18. Could you please provide additional detail and info as to what the “internal portal” needs entail.

A18. Shepherd University needs to have a password protected (SSO) area where documents can be housed specifically for employees.

Q19. Does the new site require full or partial new content and copy creation or simply an edit of the existing copy? As far as photography and imagery, do you have a current photo library, are exploring doing a photo/video shoot or are considering the option of stock photography?

A19. Shepherd University has a current photo library and are not considering stock photography.

Q20. Is the current CMS for <https://www.shepherd.edu/> WordPress?

A20. Yes

Q21. Are there other CMS’s in use in the Shepherd digital ecosystem?

A21. No

Q22. Is the desire to stay on WordPress or move to a different CMS?

A22. Shepherd University is seeking a recommendation from the vendor. If WordPress is continued there must be an easy-to-use interface for building, updating, and maintaining the site.

Q23. If the desire to move to a new CMS, do you have a short list of platforms you are considering?

A23. This is part of what is being asked of the vendor suggest as part of the RFP.

Q24. Is there is no short list, do you have a preference between open source, commercial or proprietary?

A24. Preferably a commercial or proprietary platform.

Q25. Please detail your MarTech stack and specify any integrations that will be required as part of this website (e.g. CRM, marketing automation, data warehouse, event registration, forms, SSO, etc.

A25. None that Shepherd University is aware of.

Q26. The RFP mentions discovery, research, brand strategy, creative and implementing a rebrand of the institution. Can you please provide more details on the desired/expected scope for these items?

A26. Much of this work is already completed and should have been excluded.

Q27. The project goals and objectives listed on page 12 of the RFP are specific to the website and CMS. Are these goals and objectives for the brand strategy and the rebrand of the institution?

A27. The rebrand has been initiated and should not be part of the RFP.

Q28. For projects that include a rebrand and a website design, we recommend starting with the rebrand first and then moving on to the website, are you open to that approach?

A28. Rebranding has bene completed.

Q29. Is there a target go-live date for the new website?

A29. The timeline will be established when the contract is established.

Q30. What support are you looking for beyond go-live?

A30. Shepherd University will need technical support, annual audits for compliance, and support integrating new features.

Q31. Who will be responsible for content development, organization, and population on the new website?

A31. The vendor will work with University Communications to organize and populate the site.

Q32. Are you looking for selected partner to migrate all content from the old site to the new site?

A32. No. It is anticipated that limited migration will occur.

Q33. How many pages is the current website?

A33. 3,200+

Q34. How many content authors are you expecting on the new site? Is there an established workflow process for content creation and publishing?

A34. It is anticipated there will be four or five authors.

Q35. What are the expectations for training Shepherd’s staff on the new CMS?

A35. Support with training and sharing best practices is important to the success of launching the new site and internal portal.

Q36. How do you measure the success of the current website? Do you have any dashboards you can share?

A36. There is not currently a dashboard to share. The number of help requests received and Google analytics to determine how the site is being used is reviewed.

Q37. What are your expectations for tagging, tracking, and reporting behavior on the new website?

A37. Shepherd University expects to have the tools available to track users’ journey on our website and offer a responsive experience for them.

Q38. Can we have an introductory call with those on the selection committee before submitting our proposal?

A38. This is not part of the process during this solicitation. After the proposals are submitted, vendors may be invited for presentations and dialogue regarding the project.

Q39. Who will select your new website development partner (names and titles)?

A39. There is an established evaluation committee to evaluate the submissions. Those members are not identified prior to submission.

Q40. Have funds been secured for this project? Do you have an established budget you need to stay within? If so, please share the amount?

A40. This question has been asked by numerous vendors. This information will not be disclosed prior to the submissions. Cost is 35% of the weighted evaluation criteria in this solicitation so cost is a very important factor in the evaluation.

Q41. If you are not able to give budgetary guidance, can you tell us whether you can consider proposals above $500,000?

A41. This information will not be disclosed.

Q42. Are there any sites you’re inspired by (both inside and outside of edu)?

A42. [www.marshall.edu](http://www.marshall.edu)

<https://www.kenyon.edu/>

Q43. Who do you consider your main competitors?

A43. West Virginia University, Marshall University, and Shenandoah University along with any alternative to higher education.

Q44. CMS must have ability to utilize Active Directory for Authentication using Azure SSO. We were wondering what the login and SSO is related to. Is this for the site administrators or student/student portal. In the Q&A an internal portal is mentioned, but we don’t see that in details of requirements.

A44. Shepherd University needs a password protected (SSO Microsoft) platform where internal documents and information can be shared by Shepherd University employees.

Q45. CMS must provide the ability to integrate content from external sources, such as databases or existing websites including the ability to populate the content via regularly scheduled batch process. Can you provide detail into the external sources? Are these course catalogs, faculty directories, other?

A45. Course catalogues, faculty directories, student databases, calendar feeds

Q46. CMS must provide the ability to incorporate content from the system into pages that are built outside of the CMS. Can you share detail into this content, where it is build, how it currently connects to site or how you wish to connect to site?

A46. Just curious if CMS can support other file formats such as .pdfs

Q47. CMS must provide integrated web statistics within the system itself and provide logs in a common format for processing by external we statistic packages. Could you clarify what specific website statistics you’re interested in? Is this related to traffic, or related to activity within the site admin, site performance, etc.?

A47. Traffic, activity on the site, performance.

Q48. Is there a minimum insurance coverage required from the vendor as part of this project?

A48. $1,000,000 each occurrent for general commercial general liability.

Q49. Do you have a local vendor preference and/or any associated criteria?

A49. No.

Q50. What specific challenges are you facing with the current website that you want to address with the new design?

A50. The site has obvious design issues on the front end. On the back end, Shepherd University is using and outdated version of an open-source software that cannot be updated and provides limited options for design, functionality, etc. We also lack a good user-friendly interface for webpage creation and design.

Q51. Are there any functionalities on the current site that you would like to retain?

A51. Nothing unique to the site.

Q52. Are there any design preferences or visual styles you have in mind for the website?

A52. Part of the RFP is seeing what styles and designs a CMS provider can recommend and support.

Q53. Can you provide examples of highly visual page layouts that you admire?

A53. [www.marshall.edu](http://www.marshall.edu)

<https://www.kenyon.edu/>

Q54. Is there any existing user research feedback that we can have access to?

A54. No

Q55. Can the user research activities be conducted remotely?

A55. Yes

Q56. Will you provide all required branding assets and style guidelines?

A56. Yes <https://issuu.com/shepherd_university/docs/june_24_brand_standards?fr=sY2EwODc0Mzc3ODA>

Q57. Do you have any preferences for content management workflows or editorial processes?

A57. Shepherd University wants to be able to manage the majority of page editing and design in the communications division with support from a CMS provider. That requires a user-friendly page builder utilizing drag-and-drop functionality. A required workflow that puts sign off on all pages within the University Communications division is the desire for the workflow.

Q58. What are the current SLA terms for your existing website, including response times, resolution times, and uptime requirements?

A58. 8:00 a.m.-5:00 p.m. Next Business Day

Q59. What are the key criteria and expectations for the new hosting provider?

A59. The key criteria and the expectations are contained in the RFP solicitation document.

Q60. How many hours of support are you expecting per week or month for the new website?

A60. Four to ten hours a month once the site is up and running.

Q61. Could you please provide a breakdown of the current annual spending on CMS, hosting, support, and related services and the figures for last year?

A61. No