ROGERS STATE UNIVERSITY
1701 W. WILL ROGERS BLVD.
CLAREMORE, OK 74017

RE: Addendum No. 1

PROJECT: Request for Proposal – RSU Website Redesign, RFP 2324-2

DATE OF REQUEST FOR BID: February 2, 2024

DATE OF ADDENDUM ISSUE: March 1, 2024

THIS SCOPE OF WORK IS HEREBY MADE PART OF THE CONTRACT AS THOUGH IT HAD BEEN INCLUDED ORIGINALLY THEREIN, AND IT SHALL SUPERSEDE ANYTHING CONTAINED IN THE CONTRACT WITH WHICH IT MIGHT CONFLICT.

CLARIFICATIONS:

1. **Are you willing to work with non-US vendors**

   Yes.

2. **It states that the ideal launch date is before August 19th, 2024. Projects of this scale typically take 8-12 months. Will you still accept responses that don’t meet that launch date?**

   We understand the project calendar is quite aggressive and will accept responses that don’t meet that launch date.

3. **For "Ease of use for future brand updates or re-skinning to be completed by RSU staff," will these staff members have any development knowledge, or does it need to be low/no code?**

   Yes, the staff member responsible for any future reskinning or rebranding of the website will have code knowledge and be a web developer.
4. Do you know if your internal designer will be responsible for all design assets?

   Our internal designer may design assets for this project and is capable of designing all elements, but we will entertain proposals where design aspects are included in the bid.

5. In regard to content migration: What are all the domains needed to migrate to the new hosting site?

   www.rsu.edu

6. You currently use WordPress, do you only want responses to this RFP keeping you in WP, or a different Content Management System?

   While we prefer to remain in WordPress, we are open to a different CMS if it meets our needs.

7. Who currently hosts your website(s)? Are you looking to change this arrangement?

   WP Engine. We are pleased with this service and are not actively looking to change hosts.

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

   We have one web developer on staff and a graphic designer on staff who can work on graphic templates and also CMS-related development.

9. How many individuals at your institution will need to use the CMS? (end users who log in)

   Minimum of two.

10. Can you share an established budget for this project?

    No. The budget is flexible depending upon the selected bid.

11. If there are accessibility problems with the existing design, will your team fix those or do you expect the vendor to make/fix accessibility design problems?

    We expect the vendor to fix accessibility problems.

12. Do you have a list of all WP plugins being used?

    Advanced Editor Tools (previously TinyMCE Advanced)
    Askimet Anti-Spam
    All in One SEO (SEO for Wordpres)
    Event List
13. **How important is a support plan/option for you with the new CMS?**

   It is important to us to receive ongoing support for the new website CMS.

14. **Is there an incumbent?**

   No.

15. **Do you need web hosting?**

   We are pleased with our current host but will entertain options.

16. **What type of on-going maintenance and support are you looking for?**

   Support for major issues, crashes, problems, etc. Updating code as necessary to be compliant especially when code has been deprecated.

17. **Is an out of state organization eligible to bid?**

   Yes.

18. **Is there a specific view or calendar type you are looking for?**

   We need a more robust and user-friendly calendar with the ability for the following:

   - Organize and display on homepage in time stamp order (currently displayed in order of date/time created and not of when event happens)
• Events should rotate off the homepage when event is over by time not just by date
• Ability to hide events from homepage but still appear in the calendar
• Better event page layout
• Monthly calendar view
• Functionality to sort/categorize events
• Button to add to personal calendar
• Ability to add events to only sub calendars while excluding from the main calendar (ie: Pryor and Bartlesville campus only)
• Past events should not show up in search

19. Does the bidder need to be approved in any type of vendor system for the university?

No.

20. How many pages of new content do you need support with?

RSU will provide all content.

21. Approximately how many people contribute content to the website today? If you leverage a decentralized model, how well is that working for you?

Multiple people throughout campus contribute content but the bulk is generated by the four members of the communications and marketing team. Only two users, the web developer and director of communications and marketing, access the CMS.

22. The RFP mentions that you would like your staff to be able to apply look-and-feel changes in the future as your brand evolves, do you have web developers on staff? Or are you thinking of a setup where your designer can apply those changes without having to get into the code?

We have both a web developer and graphic designer on staff. We would ideally make these changes as simple as possible without getting into code but we also are capable of doing so via coding.

23. Do you have a target date for a new website launch?

August 19, 2024 or before. We understand this is aggressive and will entertain bids that do not meet this date.

24. Are there any specific branding guidelines?

Yes. They may be viewed at www.rsu.edu/about/offices-services/public-relations/university-logos/
25. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

We are open to a Canadian agency and will entertain all bids.

26. Would you need any copywriting or content migration services?

We do not need copywriting services but may need some assistance in content migration.

27. Would you need any original or stock videography or photography?

No.

28. Is the entire Website being built from scratch? Meaning, would this be End to End Design & Development of a brand new website in its entirety OR are we retaining the current MySQL Database (architecture & content), redesigning the theme, making it responsive, and integrating the new designs to the existing content?

We will retain current content and most of the overall structure. We seek improvements to navigation, theme, responsiveness, with new designs applied to existing content. We also seek recommendations on eliminating redundancies and improving UX.

29. "Visual design: Work with our graphic designer, who can create needed designs based on template specs, etc." What are the design platforms he is comfortable with?

Adobe Creative Suite – PhotoShop, InDesign, Illustrator, etc.

30. Is the vendor expected to migrate content from the old website to the new website?

Yes, unless this process can be accomplished by our staff at the vendor’s direction.

31. What is the current traffic volume, number of site pages, and other key analytics we should be aware of?

We averaged 51,000 site visits monthly over the past 12 months.

32. Is the RSU open to the possibility of utilizing a hybrid resource model for this project, where work can be performed both on-site and remotely (offshore or otherwise)?

Yes.

33. Do you have any specific requirements or preferences when it comes to website hosting, security, maintenance windows, etc?
No

34. You state, "CMS with cloud-based infrastructure or the ability to be hosted in an off-campus datacenter selected by the university (University currently uses WP Engine and would likely continue to do so)". My company offers a datacenter and content management system. Would you consider using a CMS and datacenter offered by the vendor? 

Yes.

35. How many people will use the content management system and manage your website in total?

Two.

36. How many pages does your current site have?

700 pages
3,000 posts (news releases)

37. How many page templates or types will you need in your new website?

Home
Department Main (academic departments as well as admissions, academics, campus life, etc.)
Special for Marketing or Landing
Sub with menu
Sub no menu

38. Please elaborate on the challenges or limitations with the current WordPress environment that have led to considering other CMS options.

The structure of the site is outdated and needs to be improved with regards to being mobile friendly, improved accessibility, enhanced site navigation, etc.

39. What criteria or factors would the university consider when evaluating alternative CMS options?

Ease of use, cost, functionality, etc.

40. Are there any specific features or functionalities deemed essential for the new CMS?

Ability to display a sub menu without losing parent menu (adding dropdown items)
Current navigation is not easily found by users from mobile
41. Please provide more details on the types of templates needed and their intended purposes.

   Different multi-level templates (Homepage, Department, Special, sub, no menu)

   Designated area on the right under menu and/or left of page for special content, announcements, images, etc.

42. Will key team members and decision makers from RSU be available during the summer months?

   Yes.

43. Approximately what is the page count of the number of pages that will be migrated?

   700 pages
   3,000 posts (news releases)

44. Approximately what is the page count of the number of pages that will need to be created new?

   None

45. Will the vendor be responsible for content for each page, or will RSU provide the content?

   RSU will provide the content.

46. Does RSU envision the focus groups to be in-person or virtual?

   Either but virtual is most likely.

47. Will RSU support coordinating users for both the stakeholder interview and focus groups?

   Yes.

48. Is RSU considering awarding one award for design and another award for technology? Please expand more on what RSU vision is for more than one award.

   No.

49. What is the expected frequency and types of updates or content changes that will be made by university staff in the CMS?
Content changes are made daily on various pages, including the calendar, academic degrees, admissions pages, etc. The news section is also updated frequently if not daily.

50. Regarding content strategy please elaborate on the specific information architecture and content models that will be developed?

We are open to an improved architecture for site and navigation.

51. Are there any specific formatting requirements we should follow when preparing our proposal?

Yes. These details are contained in the original solicitation under section “3.3.3 Submission of Response.” It reads as follows:

(a) All Responses must conform to the Response and format requirements set forth in the Solicitation. (b) All Responses must be submitted to University contact via email with reference to the Solicitation number. No other information may be included except as specifically set forth in this Solicitation, and any such information shall not be considered included in the submission. For the purposes of establishing the official time of receipt of a response, a response submission will be determined received at the time in which the email is received at the email addresses identified for submission. In person, commercial carrier or facsimile submittals shall not be accepted. (c) A Response emailed to any other University employee shall be considered non-responsive. (d) If a Respondent believes a Response has been sent but not received, the Respondent should contact the University. Receipt of the Response by the University is the Respondent’s responsibility.

52. Is fully delivered pricing to be provided with the Vendor Information and Vendor qualification part of the response.

Yes. A firm, fixed price is required for bids to be considered.

53. Is there any predetermined weightage given for vendors from the State of Oklahoma?

No.

54. Is there any predetermined weightage given for vendors with previous Higher Education/University experience?

Yes.

55. Does RSU expect to create role-based access for these mentioned audiences?

Not necessarily though we are open to a CMS which allows for doing so.
56. Are there any qualification criteria to be met to participate in this bid?

All criteria are listed in the initial solicitation pdf.

57. How many months of post-launch support will be needed?

We would like to have a minimum of six months but would also like options for continuing support beyond that point.

58. Does RSU would like to redesign the below sites or simple rerouting would be fine?

https://rsu.tv/
https://rsuradio.com/
https://rogersstate summon.serialssolutions.com/?q=#/search?ho=t&include.ft.matches=f&l=en&q=

This will only involve www.rsu.edu. The other sites will be rerouted from rsu.edu.

59. How many hours of support will be needed per month? And what level of support would be expected?

Negotiable.

60. How many levels of workflow would be needed in the future website?

We do not necessarily require a workflow for content approval, but would only need a simple system (typically one approval level only) if workflow is implemented.

61. How much percent will you need/be using your graphic designer?

Negotiable.

62. Is there any content creation (copywriting, editing, photography, video) included in the scope of this project? Will your writer/editor be providing all content that will be included in the launch of the site?

Our team will provide content for the website.

63. What are the weakness points you face on your current website?

Poor mobile responsiveness, accessibility issues, rigid structure, incompatibility with some plugins and tools, etc.

64. How many design concepts are you expecting the vendor to deliver?
65. **What functionalities/tools are you looking for in your new website?**

Robust calendar  
Better directory display  
Improved search functionality and results pages  
Broken link inspector (better than plugin using now)

66. **Are there any specific training or documentation needs for your team to manage and maintain the new website?** This information will help us propose a comprehensive solution that includes the necessary training and support.

We need full training to utilize and understand the functions and tools housed in the CMS of the new website.

67. **Under the anticipated scope of work section, under content strategy and development, will RSU consider proposals that segment editorial planning, content development, and improvement separately from the WordPress website design and development proposal?**

Yes.

68. **Is a Single Sign-On (SSO) system needed?**

This is not a requirement.

69. **In your project goals and priorities, “Sensitive data must be secured with encryption” is listed. Can you give some more details on the nature of the sensitive data? What information is currently being stored and might be required to be held in the future?**

We currently do not have sensitive data stored on our site. We currently purchase the SSI and would like to continue to do so. We have some embedded third-party software used to collect payment information, so while that is not stored on our server we want the user to know they are on a secure site.

70. **Under the plugin requirements section, YouTube/Vimeo embeds are listed. WordPress now uses the Gutenberg Block Editor, allowing video embeds without additional plugins.** Is your team familiar with the Gutenberg Block Editor and its capabilities and open to using it? If not, would you like further information?

We would entertain this option.

71. **What design platform is currently used by your designer to supply designs (i.e., Figma)?**
Adobe Creative Suite

72. Will a design system and brand kit be supplied to the company awarded the bid?

Yes.

73. Is there flexibility in the project timeline for additional functionalities identified during the initial phases?

Yes.

74. Can you provide more details on the specific accessibility standards and compliance requirements for the redesigned website?

Standards and accessibility compliance requirements should meet the W3C standards.

75. Are there any specific existing systems or platforms the new website needs to integrate with, and are there any constraints or requirements for these integrations?

No. Site is currently in WordPress.

76. What are RSU's expectations regarding website load times, uptime, and cybersecurity measures?

The most current and updated on all.

77. Do you have any examples or competitor websites for the new UI references?

No.

78. Is there a preference for UI design revisions, and are you open to our standard process of presenting two unique page design options with three revisions on the selected option? We are amenable to minor adjustments for unique pages; could you provide your input on this?

We are open to your standard process and would appreciate seeing two or more design options.

79. Do you have any existing website statistics on which website area is most busy with visitors or a list of pages visitors visit mostly after coming to the home page?

Degrees & Majors
Academic / Event Calendar
Library
Directory
80. Are there specific preferences for the website search module when we consider enhancing search results on the website?

Display results in most recent order (i.e., news releases from 2007 should not appear before 2023). Do not show documents before webpages. Exclude documents.

81. May I know the current version of the WordPress CMS is running on the website?

Our WordPress is automatically updated to most recent version.

82. Do we consider the CCPA and GDPR compliance for the website?

Uncertain

83. We have checked the sitemap, and based on that, we will consider the migration of page ~664, Post ~996, and Events ~226. Correct?

We currently have almost 700 pages and almost 3,000 posts (news releases). These numbers will continue to grow as we produce more content/news releases. It is our expectation that all pages will be converted regardless of the current numbers.

84. There is one section called "Location" (https://www.rsu.edu/location). We found via sitemap XML that the page needs to show the map information - https://www.rsu.edu/location/campus-police-cp/. Do we have to consider this in migration?

We are not currently using this as it was too cumbersome and inaccurate. We are open to discussion on something similar.

85. What are the different user roles managing the existing website (e.g., content creators, editors, administrators)?

All content is directed to the web developer to create/post on the website. The director of communications and marketing all has full access to the CMS.

86. What specific permissions and access levels should each role have?
87. Is there a process for reviewing and approving content before it goes live?

Web developer reviews content before or while it is being posted to the site. There is not current approval workflow.

88. Is there a content calendar or schedule outlining when specific content should be published?

No but we would like to have this functionality on the new site.

89. The athletics site (rsuhillcats.com) and an intranet site called my.rsu.edu (Jenzabar). These two websites are not part of this RFP, and they will link as per the existing website. Correct?

Correct.

90. Is there any custom development done for the current website that we need to also develop with the new CMS?

Our current templates are custom and were created with an external company in 2015.

91. What security measures are needed to protect user data and ensure the website's integrity? Are there specific compliance standards or regulations that must be adhered to?

Standards and accessibility compliance requirements should meet the W3C standards.

92. What tools or services will be used to monitor website performance and user interactions in existing websites?

WordPress and Google Analytics.

93. Are there specific key performance indicators (KPIs) that should be tracked for a new website?

We have not determined them at this time.

94. Is there any Single Sign On (SSO) module used for website users to log in?

No.

95. Can you share the list of forms currently managed on the website?

None. We use a third party called Dynamic Forms.