RE: Addendum No. 2

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 ORIGINALY THEREIN, AND IT SHALL SUPERSEDE ANYTHING CONTAINED IN THE CONTRACT WITH WHICH IT MIGHT CONFLICT.

CLARIFICATIONS:

1. The RFP states: “Enhanced search capabilities for searching content within the Site.” Can more detail be provided around what is specifically meant by the word “enhanced”?

   RSU’s current site has poor search capabilities. This is answered largely in other questions in Addendum 1, but we would like results to be ranked with more recently dated items near the top of the results, more relevant items near the top, etc. A modern, robust search tool will be “enhanced” compared to the search feature on the current site.

2. Are there any other in scope integrations that vendors should consider in their bid?

   No.

3. Can the expectation around “editorial planning” be specified? For example, is there a specific deliverable associated with this (e.g. a content calendar)?

   No.
4. Is content strategy in scope for this project (e.g. SEO, meta descriptions, heading structures, on-page content strategy). If yes, please define expectation.

No set expectations. We will review and consider proposed options by bidders.

5. Approximately how many levels or pages are anticipated to be in scope for the migration (e.g. only top level pages, all first and second level pages, top level plus department pages, the 250 most used pages, all existing web pages, etc.)

All existing web pages.

6. Have personas been developed to date? If so, can specifics be provided?

No.

7. The target audiences for the site listed in the RFP are disparate and broad (particularly “community and state officials, including political office holders, etc.”). Has there been any thought given to creating sub-sites instead to more directly address the needs of those specific audiences?

No consideration of sub-sites for all target audiences, although certain sections of the website are inherently targeted at certain audiences (prospective first-time freshmen, transfer students, alumni, donors, etc.).

8. If the design of a new campus map is required by this scope then can the School please clarify the specific expectations for said deliverables? Further, please specify if any underlying assets (e.g. photography, illustrations, etc.) will be provided to the chosen vendor.

The design of a campus map is not required by the scope of this project.

9. Does the School have branding guidelines that the vendor will be following throughout the process? Additionally, are any branding or marketing campaigns underway that the vendor should be made aware of? If yes, can a timeline of this campaign be shared? This will impact upon our design timeline.

The university has existing branding guidelines, currently available on the RSU website. We will share marketing collateral materials with the selected vendor to utilize in developing their final design options.

10. The RFP states: “Visual design: Work with our graphic designer, who can create needed designs based on template specs, etc.” To what extent does RSU envision their in-house designer being involved in the creation of scoped deliverables? Our agency, like most, has a particular and tested design process for creating the reputable experiences we are known for.
Because of this, we would recommend that our team of Visual Designers, who specialize in UI for higher education, be primarily responsible for creating the scope deliverables. With that being said, we would love to partner with their designer to ensure we are articulating the brand correctly and to provide any necessary support such as the creation or sourcing of assets.

Agreed. Our preference is for the design work to be included and completed by the vendor, in consultation with our team and our graphic designer. We have the capability in-house, however, for design work, should it be necessary.

11. RFP states: “Home page with various elements including feature area for photos or video, a smaller section for news and events, and multiple menus.” What is meant by multiple menus? Can examples be provided?

This is not referring to anything out of the ordinary, but simply to the various common menu structures on university websites, with various menus and sub-menus.

12. RFP states: “Ease of use for future brand updates or re-skinning to be completed by RSU staff” What does this “ease of use” look like for RSU? Further, what are their expectations around being able to update and “re-skin”?

This means that the selected vendor must allow for RSU to make template and design changes to the site in the future, up to and including using a different vendor to do so, in order that we are not “locked in” to one vendor who can update the visual look of the site in perpetuity.

13. Does “Section 7. Response” constitute the required outline for the vendor’s technical proposal?

Yes.