



Date: May 27, 2020

Subject: RFP 20-035 Questions and Answers

1. Does the University plan to implement the Phase 1 work ahead of the Phase 2 work? In other words, will the updated information architecture be rolled out before phase 2 starts? **That will depend on the recommendation of the selected vendor.**
2. Who will implement the Phase 1 architecture recommendations? The chosen vendor-partner, OU, or the University? **It would either be the university or OU.**
3. What's driving the one-year timeline for Phase 1? **This is a budget consideration.**
4. If the vendor-partner is able to deliver Phase 1 considerably faster than a year, would the University consider starting Phase 2 earlier? **No**
5. We imagine the University is looking for the proposal to include both Phase 1 and Phase 2 timelines, approaches and budgets? **Yes**
6. Has the University selected a calendar software? **Not at this time.**
7. Does the University expect to work with OU's professional services to implement the design and front-end code created by the University's selected vendor-partner during phase 2? **Unsure at this point.**
8. Can you please share the approved budget (or range) for this project so that every vendor is scoping their proposal accordingly and the University can compare apples-to-apples? **Not allowed to share this.**
9. What percent of the 2500 pages is expected to be carried over to the new site? **We do not know. That is what we hope the selected vendor will assist with.**
10. What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range? **Not allowed to share.**
11. Can you share your digital marketing plan (with budget allocations) for agency and media mix as that will directly impact your goal of increasing traffic to the site. Is the digital marketing plan part of the scope of this project? **That will be shared with selected vendor.**
12. Approximately how many pages of content exist on the current site? What percentage of these pages is expected to be carried over to the new site? **Currently about 2,500. Hope to selected vendor can help us reduce those some.**



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13. Who do you consider to be your peer institutions or primary competitors?  
**Primarily Arkansas schools.**
14. Are your institutional brand guidelines current, or in the process of being updated? **They are current**
15. Are brand messaging guidelines available? **They will be shared with selected vendor.**
16. Content development is an important component of website design. Will the selected agency be responsible for new content creation or will this be handled by your institution? **That is a possibility. It will depend on the firm selected.**
17. How many people manage and update content on a regular basis? Is user training (or “training the trainer”) to be included in our proposal? **Training is not part of the scope.**
18. Will local or in-state agencies be given preference? **Please review the provided selection criteria.**
19. Who (i.e., what teams and roles) will be involved in proposal evaluations and decision-making? **Not allowed to share.**
20. Why is now the time for a website redesign? – **we try to do this every few years.**
21. When did the last website redesign project take place? Was it handled in-house or with an outside firm? **A combination of in-house and with a firm.**
22. Is there an incumbent agency participating in the RFP process? **We do not have an incumbent agency.**
23. The RFP mentions using OU Campus CMS. We intend to partner with OmniUpdate to develop our proposal response and, if selected, for back-end implementation. Is this approach approved by Arkansas Tech? – **That is okay by us.**
24. What is the reasoning behind the two-phased approach outlined in the scope of work (Phase 1/Year 1- Information Architecture Updates, Phase 2/Year 2- Website Redesign)? **We are looking for a phased approach to provide for additional buy in at the university level.**



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While completely doable, we fear that this approach could be somewhat disjointed since the information architecture strategy is typically a piece of the larger overarching strategy phase when completing a comprehensive website redesign project. For example, stakeholder feedback and data that is reviewed during the strategy phase (i.e. heatmapping, Google Analytics Data, user session recordings, etc.) not only inform the information architecture, but also the new design of the website as well. With the proposed two-phased approach, we would need to complete some of these exercises twice if the projects are 12 months apart. This will also increase the overall cost of the project.

25. Are you open to seeing a project scope and timeline where we complete Phase 1 & Phase 2 simultaneously? **No**
26. Are you planning to award Phase 1 and Phase 2 to the same vendor? **Yes**
27. When was the most recent website redesign completed? Was the project an internal effort, or did ATU use an outside vendor to complete the design and CMS implementation? **2018 some internal and some external**
28. Outside of the standard homepage, landing page, and interior page, what other templates/modules need to be included in the website redesign project (i.e. news/blog, calendar, faculty directory, degree/programs page, etc.)? **We will require assistance making those determinations as part of the contract.**
29. Can you please list all OU modules that you currently utilize? **Search**
30. With Phase 1, are you looking for the chosen vendor to provide a full content audit including activities such as: full content inventory, a content audit of tier 1 & tier 2 pages to determine how well content is meeting organizational needs and expectations of the audiences, and recommendations on what content should be removed from the website/content that should be added. **Yes**
31. Is this redesign just for the public-facing atu.edu website? **Yes**



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32. If OmniUpdate will complete the implementation, do we need to include their cost proposal with our proposal for Phase 1 & Phase 2? **We have not determined who will handle specific information.**
33. What's driving this project now? Any ties to enrollment/fundraising trends or goals? Do you believe or have data to show that the current site is negatively impacting either of these areas? – **This has not been done in several years.**
34. Have you done research with your target prospective student audience within the last 1 to 5 years? **Informally yes.**
35. When did you last complete a content audit? What were the results? **Prior to the current director so unsure.**
36. How does ATU currently manage and promote its events? What are the biggest pain points with the current calendar solution? **No calendar solution being used at this time.**
37. What work have you already done or are currently doing in relation to search engine optimization? **We've worked with two firms to point out issues and have implemented many of those suggestions.**
38. Which websites (both inside and outside of higher education) do you look to for inspiration? **Depends on the specific need.**
39. Please tell us about the team that will be managing the site long term — titles and roles, please. – **Please see MARCOMM website**
40. Which office currently owns the academic program pages? – **These will move to MARCOMM in the fall.**
41. What governance policies are currently in place? What's working? What isn't? What gaps would you like to address in revisiting governance through this project? – **Hoping to have suggestions here.**
42. Does ATU expect to handle migration internally, or will you look to your chosen partner for migration services? **Will work with the selected vendor on a best plan.**
43. What experiences, both in and out of higher education, do you look to as models for the personalization work you hope to undertake? **Depends on the situation**
44. It can be challenging to provide high-personalization experiences to all of your audiences right off of the bat. What are your priority audiences within the prospective student population? **We hope to work with the vendor to address.**



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45. What tagging and taxonomy structures do you already have in place? **We don't have on in place at this time.**
46. Personalization strategy can require a heavy content lift. Please tell us about your team's capacity and resources for developing new content for the site. – **Will discuss more and develop a plan with the selected vendor**
47. Page 3 of your RFP indicates that Phase One is heavily focused on auditing (and paring down) content and reorganizing the information architecture. Is your expectation that these changes will be applied to the current site, then migrated into the redesigned site during Phase Two? **Yes**
48. The RFP indicates that this work will be a collaboration between the selected partner and the MARCOMM office. Please tell us more about that team's titles and roles. **Please view the website**
49. How many agencies did you send the RFP to proactively? **The RFP doc is published on our Procurement website and open to all responsible vendors.**
50. On page 5 of your RFP, you request that price should include "an estimated fee for the phases below", but there is not a list of phases on this page or in this section. Is this meant to refer to the phases listed on page 3-4? **Yes**
51. Please identify the top three qualities you want in your chosen partner, in order of importance. **The committee will determine this prior to reviewing proposals**
52. Would OU provide the implementation services to build these templates in OU? Do you plan to contract with them for that? **Will work with the specified vendor to determine a plan.**
53. Do you have specific types or a certain number of page templates you are looking for? **No**
54. Is there a particular in-depth project component for governance? Or more ad-hoc consulting for how to successfully manage a web and content operation? **Currently this is more adhoc**
55. Would the university news site be delivered via OU Campus – **No**
56. Do you utilize or would you plan to utilize a campus map platform? – **We use NuCloud**



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57. Are you looking at the OU calendar? Or how did you want to deliver the calendar? – **We do not use the OU calendar.**
58. Could you explain “umbrella pages.” Do these mean top-level pages? Any unique functionality for these? **These are the current top-level pages. No unique functionality.**
59. When you mention “Personalization and preferred settings via cookies,” any specifics on how robust this might be? Do you plan to deliver this via OU? **We would like to work with the selected firm to develop such a strategy.**
60. When you say “Create the ability to generate interactive forms and requests within the site and the ability to edit the staff email destination for final submittal,” would this be done using the OU forms platform? **We currently use Formstack.**
61. Can you please explain the integrations with the platforms you mentioned? Are these links, embeds, or robust integrations from these platforms? Please provide details for each with added detail for those to need robust integrations. **We can work with the selected form here.**
62. Does the “content audit” include any hands-on content work? Is it a high-level assessment? Please provide as much detail as to how robust this might be. **We are looking to assess our current content.**
63. There are multiple mentions of SEO content. But are there particular content deliverables? If yes, can you define the scope or number of pages? **We will work with the firms for this.**
64. Have you explored the OU form manager for your form management? **We use Formstack**
- For phase 2, are the main deliverables the design files and HTML/ CSS/ JS files for OU to implement? If yes, do you have specific frameworks for CSS or JS? **Yes. CSS framework is Bootstrap and JS is JQuery.**
65. On-Page 2, Objectives & Goals, Paragraph 3, “some work to pull from other databases will be required”: How are these database integrations being utilized today? Can you provide details on what would be involved in these integrations – **It varies depending on the integration. We would work more fully to explore these with a selected vendor.**



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66. Exactly how many **web pages, images, and PDFs** are currently under the main University site? **There are approximately 2,500 pages and 7,000 pdfs.**
67. When was the last site audit? If applicable, what were the results? **Prior to current leadership, so that information is not available.**
68. What framework does the current site use? (e.g. Foundation, Bootstrap, etc.) **Bootstrap**
69. Will OmniUpdate certified respondents be preferred? **No**
70. In **Award** on page 6 it's written that the initial term of the contract is one year with the option to renew. However, the project is broken into two phases spanning two years. Does this mean that there will be an evaluation period following the conclusion of the first year? If so, what does this evaluation entail? **Not Planned**
71. In **Current Timeline Anticipated; Phase One - Year One** the University states that the goal of Phase One - Year One is to "increase time on site, provide better analytic pathways, and provide navigation for external users." Are there pre-existing benchmarks that will be used to measure success? For example, is there a current average time on site that needs to be surpassed in order for success to be achieved? **Current benchmarks will be shared with selected vendor.** Does the University intend to measure success for analytic pathways and navigation improvements using a specific methodology(ies)? If so, please explain the methodology(ies). If not, how might a methodology be developed to measure success? **We will work with the selected vendor on methodologies to determine success.**
- In **Current Timeline Anticipated; Phase Two - Year Two** the University states that the expectation is that the "site will be a collaboration between the selected partner and the MARCOMM office." Can the University please explain the expectations of this partnership? Specifically, what role(s) will the MARCOMM office play in executing Phase Two? **This will be determined based on the selected vendor.**
- In **Site Features** the University states that the partner will "comply with and creatively reflect our current branding. The ATU creative team may be able to assist with all assets, including graphics and photography, and the marketing team will assist with copywriting as needed." With this in mind, is there a pre-existing design system, pattern library, and/or style guide that the University expects the partner to utilize? **Yes, the creative assets are available and will be provided. The costs should be included as an optional item.**





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The assumption in the above section indicates that the University's creative team **may** be able to assist with all assets. In the event that the University's creative team cannot meet this requirement, is it incumbent upon the partner to source and retain necessary assets or services to complete the project (e.g. a photographer, videographer, internal graphic design team, etc.)? If so, should this be included as a line item on the cost proposal? **See above**

72. Is the University News website in scope for this project? Or, rather, does it only need to be integrated into the homepage as is? **It is not in the scope, but integration would be wanted.**

If the University News website is in scope, then can the University discuss the details here, such as what application they are using (e.g. Newsstand), how many pages are on the News website, and whether or not the News website will be a part of the information architecture/content purge.

73. Will it be up to the selected partner to choose a calendar application? **TBD**

74. With regard to personalization, does the University have in mind a specific vision for personalization? Personalization can scale from simple to complex, with the most sophisticated strategies requiring targeted content, third-party tools, and clearly defined user journeys. Further, third-party cookies represent a convenient but temporary solution for personalization. Soon cookies will be sunsetted and made functionally obsolete on most major browsers. Is the University open to the partner advising on next-generation strategies regarding personalization (e.g. the advent of a Privacy Sandbox, fingerprinting, compliance, etc.) **We would like to work with the selected vendor on implementing a strategy here.**

75. What application is the University currently using for forms? Is the intent to stay with this application? If not, why? **Currently OU built in forms. However, we've just partnered with Formstack for enrollment based forms.**

76. What level of WCAG 2.1 is the University currently utilizing (A or AA)? Is the intention to remain at the current level? **The intent is to establish a baseline at AA and work to A.**

- 77.





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78. What products within the Salesforce Marketing Cloud need to be integrated? **We use this to send email within our CRM.**
79. Will the partner be expected to develop a governance workflow (roles, permissions, etc.)? Or, rather, does this already exist? **We would like to revisit this to see recommendations.**
80. Does the University have a desired template for a cost proposal? Or is this best left to the discretion of the respondent? **No, please respond with pricing in a separate folder.**
81. Should the three required forms be included within a specific section of the proposal? Or, rather, just attached at the end? **See above**
82. The University states that “copywriting experience is helpful, but not required.” What, if any, is the copywriting expectation for this project? Should the respondent include copywriting in their cost proposal? Or is it acceptable to attach a rate card? **A rate card will be fine.**
83. Are migration services in scope for either phaser of this project? If so, can the University specify exactly what is required with regard to migration? **That will be worked out with specific vendor. .**
84. What SEO strategies has the University already accomplished? **We have worked with two firms to make some small adjustments.**
85. Which websites both inside out outside of higher education do you look at for inspiration? **Depends on the situation.**
86. Who is currently responsible for conduct creation? **MARCOMM team and individual departments.**

87. Describe the level of personalization and user determined settings desired. Please provide examples if possible. – **We are looking to collaborate with a vendor to develop.**
88. For Phase Two, outline expected deliverables (For example: Photoshop mockups, Coded Templates, Coded Templates with ongoing communication with Omni Update to implement) **We will work with the selected vendor on the best process, whether that's coded template or coded template and communication.**
89. Will content migration/page content development be ATU or vendor responsibility? **We have yet to determine this piece.**
90. Have you done preliminary research that is driving the need for an updated website and if yes, can you share that research to assist in preparation for the project plan and timeline? **That will e provided to the selected vendor.**
91. Do you have a preliminary assessment or baseline information available as to the performance history of the current site? If so, please provide. – **We do not have this.**
92. Please describe the ATU team assembled to accommodate this part of the project. Have there been any preliminary determinations for these elements? – **Please review the staff on the website.**
93. Will the selected partner be provided current images and video or does photography and video need to be included in the proposal? – **We have these assets.**
94. Are ALL university logos, colors and slogans up to date? Is a current style guide available or should creation of a style guide be included in the proposal? **A style guide exists and will be provided to the selected vendor.**
- 95.
96. Per the previous question, what assets will the selected partner be responsible for creating? **Possibly copy.**
97. Will there be integration with digital advertising strategy to enhance functionality of the information architecture? Should that be integrated into each phase? **Please integrate.**
98. How many stakeholders from ATU will be required to provide input and feedback on the new website's strategy? **That has yet to be determined.**
99. Are there any technical requirements for the universal site search (e.g., predictive type, personalized results, autocorrect, etc.)? **Not at this time.**
100. How do you plan to host/support video content on the new website? **We have a staff member.**
101. For the implementation of university news into the new site, are you referring to this site: <https://www.arkansastechnews.com/>? What is the plan for this site after the new site launches? **The news site is not part of the scope.**

102. Do you currently employ personalization? What tool are you utilizing/do you have a preference? If you are looking for recommendations on personalization software/plugin, could you provide sample use cases in order for us to provide recommendations? **We do not.**
103. Are the selected vendors allow to include contract workers as part of our team? **Yes.**
104. Who will be initially reviewing the proposals and then sitting in on the final presentation? **The RFP committee.**
105. Where will the final presentation be made—in person or via video conference? If in person, will a large monitor be available? **This has yet to be determined.**
106. Is it possible to do a call with the selection committee before the initial submission? **Not allowed.**
107. What is the primary objective? More site traffic, more requests for information, or more applications? **All of the above.**
108. Has the RFP been distributed to both in state and out of state agencies? **All are welcome to take part.**
109. UX/IA, creative, and web technology firms differ greatly in their core competencies. Which of the three align best with your perception of what ATU needs most? **Parts of all of these**