University of Arkansas

Request for Information
RFI No. 25-001

Potential Outsourcing for a News Publishing Content Management System

Issue Date: 01/22/2025
Responses Due: 02/05/2025, 2:30 p.m. CST

Introduction

University Relations is conducting a Request for Information ("RFI") for a news publishing content management system on behalf of The University of Arkansas, Fayetteville. The information gathered will inform the University's future decision on whether to issue a formal RFP. This RFI should not be construed as a commitment by the University to issue a formal RFP in the future. No contract will be awarded directly from this RFI.

Background Information

University Relations currently manages our online news presence via an in-house developed CMS. We are seeking to move this to a vendor supported system without losing any functionality while gaining opportunities and efficiencies.

Our current system has over thirty thousand stories and is in the top five trafficked websites on our domain with 1.5M views a year.

We support over twenty high level editors as well as dozens of content contributors across campus.

Respondents are asked to submit responses to this RFI on or before 2:30 p.m. CST on February 05, 2025. One (1) electronic copies of the response should be deposited in the proper receptacle at https://forms.uark.edu/xfp/form/906.

Respondents are responsible for all costs associated with preparing a response to this RFI. The University will not be responsible for any vendor costs associated with preparing a response to this RFI.

Disposition of Responses

In accordance with Ark. Code Ann. § 19-11-279(e), information provided in response to this RFI is exempt from the Freedom of Information Act of 1967, § 25-19-101, et seq., until (1) the bids for a competitive sealed bidding

procurement are opened publicly; (2) the notice of anticipation to award is given for a competitive sealed proposal procurement; or (3) a decision is made not to pursue a procurement based on this RFI.

Responses should not contain material considered by the respondent to be confidential under state or federal law for any reason including being proprietary, copyrighted, or capable of giving an unfair advantage to competitors.

The University shall have the right to use all ideas, or adaptations of those ideas, contained in any response received to this RFI. While responses to this RFI are optional, all knowledgeable parties are strongly encouraged to provide complete responses.

The University may exercise the option to further discuss the details of the response with one or more respondents if it is determined to be in the best interest of the University.

Responding or not responding to this RFI shall not determine any future partnerships.

Responses will not be reviewed on a competitive basis and the University does not intend to establish or publish any formal results.

RFI Questionnaire

Responses are encouraged from any and all knowledgeable parties. It is recommended to format responses to coincide with the structure of this section.

0. Organization and Ownership

1. State your organization's legal name, address, and state of incorporation. If your organization is a subsidiary of a parent firm, provide the same information for the parent company.

    a. Please list all offices and the primary function of each office.

2. How many full-time employees do you employ currently?

3. How long has your organization been operational?

4. Who do you consider your company's 3 main competitors and why?

5. Provide a summary of your solution including but not limited to the following services (please include any presentations or other communications describing your services):

- Your digital platform coordinating the full lifecycle of online news management from community contributions to final edited approved work published on a website and nightly emails sent to roughly forty thousand constituents.
- Years in business

- Experience with universities

- Active product development roadmaps

- How do you handle product feedback and feature requests

- Optional services you provide

1. Technical Requirements

1. **System Architecture:** Can you describe the CMS's architecture (e.g., cloud-based, on-premises, hybrid)?

2. **Compatibility:** Does the CMS integrate with our existing systems (e.g., Single Sign-On, LDAP, student information systems)?

3. **APIs and Extensibility:** Are there APIs available for custom development or integration with other university tools?

4. **Mobile Compatibility:** Is the CMS optimized for mobile use, both for editors and readers?

5. **Performance and Scalability:** How does the CMS handle high-traffic scenarios, and is it scalable to meet potential growth in content or audience?

6. **News Emails:** Do you support the automated sending of nightly emails? Weekly digest? Personalization?

    a. Is there an email template manager?

2. Content Management and Publishing

- **User Interface**: What customization options are available in the content editor for creating and styling news articles?

- **Content Scheduling**: Does the CMS support scheduling for content publication and expiration dates?

- **Multilingual Support**: Does the CMS support multiple languages? If so, how is it implemented?

- **Multimedia Management**: What tools are available for managing images, videos, and other media assets within the CMS?

- **Editorial Workflow**: Can we customize workflows for different roles (e.g., writer, editor, publisher)? Are there review and approval processes?

3. User and Access Management

- **Role-Based Permissions**: How does the CMS handle user roles and permissions? Can they be customized to meet our needs?

- **Access Control**: How is access controlled at the content level (e.g., private news for specific groups or departments)?

- **Audit Trails**: Is there an audit trail or history tracking to monitor changes made by different users?

- **Subscriber Data:** Can we synchronize our campus users with your CMS while allowing external users to create accounts?

4. SEO and Analytics

- **SEO Features**: What built-in SEO tools are available? Does the CMS allow for meta tags, customizable URLs, and schema markup?

- **Analytics Integration**: Does the CMS integrate with Google Analytics or other analytics platforms? Are there built-in reporting features?

- **Search Functionality**: What search options are available for visitors? Does the CMS support faceted or filtered search?

5. Security and Compliance

- **Data Privacy**: How does the CMS comply with data protection laws, such as GDPR or FERPA (for student-related information)?

- **Content Backup**: What backup and recovery options are available in case of data loss?

- **Access Security**: Does the CMS support multi-factor authentication (MFA) for administrative access?

- **Vulnerability Management**: How are vulnerabilities managed and patched in the system?

6. Support and Maintenance

- **Support Services**: What types of support packages are available? (e.g., email, phone, 24/7 support)

- **Onboarding and Training**: What onboarding and training options are available for staff and faculty?

- **Maintenance and Updates**: How frequently is the CMS updated? Are there additional costs for major updates?

- **Documentation**: Is there comprehensive documentation available for administrators, editors, and developers?

7. Costs and Licensing

- **Pricing Model**: Is the CMS pricing based on a subscription model, one-time licensing, or another structure?

- **Additional Fees**: Are there additional costs for custom integrations, additional storage, or user licenses?

- **Contract Terms**: What are the minimum contract terms? Is there flexibility for scaling up or down based on our needs?

8. Case Studies and References

- **University References**: Can you provide references from similar higher education institutions currently using the CMS?

- **Success Metrics**: How do other universities measure success with your CMS? Are there case studies available?

9. Additional Information (Optional)

Identify any additional pertinent information that was not considered in the RFI.