**University of Arkansas**

**RFP No. 03102023**

**Graduate School & International Education Website Project**

**Q&A Document #1**

**Beacon**

1. Can you share a sense of the total budget range available for the project? This budget information will help agencies develop a solution that best aligns with your expectations and help determine the timeline for the project.
   1. **We would like a price quote from vendors commensurate with the work required to complete the project objectives.**
2. What CMS will the chosen vendor’s designs be implemented into?
   1. **OmniCMS by ModernCampus**
3. Who will complete the following? (Chosen vendor or UA’s web team)
4. HTML
5. Implementation into CMS
6. Content Migration
7. **For HTML, CMS implementation and content migration, vendors can choose to build these into their proposal, but it is not required. Vendors should also be aware that they will need to work within our university’s existing Bootstrap based web templates.**
8. New content creation
   1. **GSIE will handle website content (e.g. words on the website). Content, in the context of web design, will be completed by the chosen vendor.**
9. Are you interested in having the chosen vendor provide a Content Strategy that would include a content audit of your high-level pages to help determine what pages to move to the new website, what content is missing, organization of content, what content needs to be edited, etc?
   1. **Currently, we have over 1,000 webpages on our site, and 75% of those are rarely viewed. We would like to pare down our site to be focused solely on prospective students and getting them to take the action of applying for admission. As part of that process, we want to start from scratch with the question: how would we design a site to most effectively accomplish that goal? What information do we need to provide where? Much of the content we already have may be repurposed for that, so we do not anticipate creating the entire site from scratch. But how we present that information will change.**
10. Would you prefer to hold the Stakeholder Session(s) onsite at the University or virtually via Zoom?
    1. **We would request onsite meetings.**
11. Would XD files be accepted for the design deliverables?
    1. **Yes, if the vendor is not proposing to implement the design/architecture.**
12. Will the seven sites require a distinct visual design for each website? Or are you looking for a unified look and feel across the websites?
    1. **We would like all of the websites to have a unified look and feel.**
13. Will unique design mockups be required for each of the 7 homepages? Or, will the sites share a similar layout and similar functionality? If the latter, can one style guide for the homepage design be created to be used across the 7 websites?
    1. **I would prefer the sites share a similar layout and functionality. The university already has a style guide available at brand.uark.edu, so that will not be needed, but we would ask for a site specific style guide containing elements such as the specific dimensions of images used on the site, any compositional requirements, design requirements, etc.**
14. Outside of the homepage, landing page, and interior page, what additional templates will be needed?
    1. **At this time, we don’t have any additional templates planned.**
15. Do you need any of the following dedicated templates for GSIE? Or will the following templates be shared globally with the main university website?
    1. calendar/events page
    2. faculty/staff directory
    3. degree/program template with search
    4. news landing page/article detail page.
       1. **All of these are shared globally with the main university site.**
16. Does the vendor's responsibility only involve designing and developing the Information Architecture (IA) for the top level of the 7 websites?
    1. **It involves the information architecture as well as a visual redesign. Implementing both the IA and redesign are optional components of the project.**

**Red Rooster**

1. Is there a target launch date for the project?
   * **We want to launch the project as soon as we reach an agreement with a vendor. In terms of a target completion date, we would like to be finished by the start of the school year (end of August), but that timeline is negotiable.**

1. There isn’t any mention of working within the Omni CMS that the university is currently using and the RFP mentions a visual redesign, but I doesn’t specify what exactly that includes. I’m assuming that includes both static designs in addition to creating and implementing the HTML/CSS that goes along with those designs within the current CMS?
   * **That is correct.**
2. The RFP mentions streamlining content. Is content editing and/or creation (meaning the actual words on the page, not the information architecture) included in the scope of the project or will that be the responsibility of GSIE?
   * **Yes, that will be the responsibility of GSIE.**
3. Is the below insurance certificate for auto required to be awarded the contract? “Comprehensive Automobile Liability, with no less than combined coverage for bodily injury and property damage of $1,000,000 each occurrence.” **Regarding the vehicle insurance question – assuming they will be driving a vehicle to campus to perform services, they should provide proof of automobile insurance**
4. What specifically are they looking for when they say “Current financial status and revenues – Overview only”
   * **This is typically an overview of the company financial statement (e.g., profits, losses, revenue, earnings, etc.)**

**Stamats**

1. It appears that the current CMS is Omni. Are you planning to remain on this CMS for this project?
   * **Yes**
2. What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range? If you are seeking a new CMS with this project, please separate expected budget allocation by redesign efforts vs. CMS initial procurement and ongoing costs.
   * **We would like a price quote from vendors commensurate with the work required to complete the project objectives.**
3. The RFP grades on the ability to complete the project within a realistic timeframe. What is the intended timeline for the described scope of work?
   * **We would like for this project to be completed by the beginning of the school year (end of August), but that timeline is negotiable.**
4. Will all the domains move into one site or will each of the domains listed remain an independent site?
   * **Remain independent sites**
5. Is the intended scope for a **full redesign build** within a CMS (discovery to launch) or solely Information Architecture and Visual Redesign? Where do you see the handoff with this project?
   * **At the minimum, the scope is information architecture and the visual redesign, but we are also requesting the full implementation into OmniCMS for those that have experience working in that system.**
6. Do you need interactive modules such as News, Events, Program Finder, Faculty, Site Search, etc.?
   * **No**
7. What is the plan for content development and optimization with the new design?
   * **In collaboration with the chosen vendor, we will conduct a content audit of the site and work with the vendor to match the information architecture and edit content to meet page layout specifications.**

**Primary**

1. What is your current CMS? Will you be staying in this CMS?
2. **OmniUpdate, and yes we will be staying with this CMS**
3. Will the final be responsible for any HTML or development deliverables?
   1. **We would prefer full site implementations depending on experience with OmniCMS, but it is not required.**
4. Will GSIE be responsible for backend implementation?
   1. **The vendor can choose to submit a bid to include implementation, but it is not required.**
5. Approximately how many designed templates do you see as a part of this engagement (home page, how many subsidiary landing pages need their own look/feel)?
   1. **We would ask for home page, landing page and interior page templates that can be used consistently across the site.**
6. What is your anticipated budget for this project?
   1. **We would like a price quote from vendors commensurate with the work required to complete the project objectives.**
7. What is your desired project delivery timeline?
   1. **We would like for this project to be completed by the beginning of the school year (end of August), but that timeline is negotiable.**

**Sandbox Studio**

1. Are there brand guidelines to adhere to for the visual redesign?
   * **Yes. You can view brand guidelines at brand.uark.edu.**
2. Is there a preferred deliverable for the visual redesign? (For example: static images, a style guide, or sample pages developed for the web)
   * **We would ask for a styleguide, details on any functionality or interactivity and sample page templates for a home page, landing page and interior page that we supply to an implementation vendor if you are not filling that role.**
3. Will any involvement be required during the development process?
   * **Vendors can choose to submit a proposal that implements the visual redesign and information architecture, into working page in OmniCMS but it is not required.**
4. Are we required to submit a hard copy of our proposal or can we do so electronically?
   * **Hard copy of proposal is required – 1 signed hard copy, 2 soft copies - USB’s must match hard copy completely. (this requirement is noted in the RFP standard terms/conditions).**
5. Is there a cost which our bid should not exceed?
   * **We would like a price quote from vendors commensurate with the work required to complete the project objectives.**