

**Request for Proposal (RFP)**

**RFP #05262023**

**Fay Jones School of Architecture & Design Website Redesign**

**Q&A ADDENDUM #1**

1. Are there any websites you’re inspired by??

**•** [**https://archdesign.utk.edu/**](https://archdesign.utk.edu/)

**•** [**https://design.uky.edu/**](https://design.uky.edu/)

**•** [**https://www.caad.msstate.edu/**](https://www.caad.msstate.edu/)

**•** [**https://www.pratt.edu/**](https://www.pratt.edu/)

1. Who do you consider your main competitors?

**Regionally:**

**• Auburn University**

**• Kansas State University**

**• University of Texas at Austin**

**• University of Kentucky**

**• Louisiana State University**

**• The University of Tennessee**

**Nationally:**

**• Rhode Island School of Design**

**• Pratt Institute**

**• Harvard University**

**• Southern California Institute of Architecture**

1. Do you have personas developed for the target audiences listed in the RFP? Should persona development be included in the scope?

**• We did some journey mapping and personas that can be used and/or expanded on.**

1. What existing research exists e.g., audience insights, branding, marketing plan, business strategy, and/or other initiatives that we can leverage to jump start our work?.

**• A communications plan and some concepts from the school’s strategic plan.**

1. Have funds been secured for this project? Do you have an established budget you need to stay within? If so, are you able to share the amount??

**• Yes, we have funding for this. You can submit a range for the estimated cost until the exact work is better defined. Maybe explain the rates for certain sections or aspects of the work.**

1. What are the top goals you are hoping to address with the website redesign?

**• Attract and recruit quality, diverse students to enroll in our school**

**• Reconnect with and engage alumni**

**• Reduce questions asked of faculty/staff by providing that information in website content.**

1. What does success for this initiative look like to your key stakeholders?

**• A website that is visually appealing, informative and easy to navigate**

**• Relaunch new site with no issues**

**• Increase inquiries and email newsletter subscriptions**

**• After the project, a peer review shows we stand above competitor websites**

1. How will you be measuring success of this initiative?

**• Through analytics**

**• User survey. (We did a user survey of the current site that we can share.)**

1. What CRM(s) are currently in use?

**• None**

1. Who will be responsible for the content development to support the redesign?

**• In-house staff**

1. Per the RFP, we understand there is a target launch date of May 2024. Can you confirm and advise what is driving this date?

**• We are planning to open a new facility, the Anthony Timberlands Center for Design and Materials Innovation, in fall 2024. By selecting a date several months ahead of that construction finalization, we can give the center a presence on our site and provide content to start getting audiences familiar with the new center**.

1. How many agencies received this RFP?

**• This bid is open to all interested suppliers.**

1. To confirm, the vendor will be responsive for development and implementation of the entire website (front and back-end delivery), correct

**• We are asking for this project to be done in two phases. The design/development is one phase. The implementation is another phase. In the end, we want front and back-end delivery of the full project, though that might be accomplished through two different vendors for each phase of work.**

1. We are a Modern Campus partner and have a number of higher ed clients on the Omni CMS platform. Unless you have an in-house development team that is proficient with Omni CMS, we always recommend using Modern Campus’s implementation team for the CMS integration. They are by far the best team to execute this portion of the work and we have worked with them extensively on similar projects. Your RFP requires that your agency partner do the CMS implementation in house. Would you consider contracting with Modern Campus for the CMS implementation?

**• Modern Campus purchased Omni CMS. Yes, we would consider contracting with Modern/Omni for implementation.**

1. Could you please describe any Omni CMS modules or functionality that FJSOAD has access to (search, faculty directory, blog, etc)?

**• Only the blog. For search, the U of A uses Funnelback. For faculty directory, we have our own homegrown solution – use Campus Web Data with an RSS feed to locations across www.uark.edu. For the U of A calendar, we use Localist.**

1. The RFP mentions that increased attendance at FJSOAD events is a desired outcome of the redesign. Does FJSOAD have any event registration platforms that need to be integrated with the website as a part of this project?

**• The U of A calendar (using Localist) does have capacity for RSVP and payment links for events. The main goal of this is to promote and draw more attention to the events and activities of the school, so that people then want to participate**.

1. The RFP mentions that an increase in email sign-ups is a desired outcome of the redesign. Could you please share what email platform(s) or CRM’s FJSOAD uses?

**• We would like increased subscriptions to our email newsletter. We use MailChimp for that.**

1. Could you please clarify whether the Community Design Center and Garvan Woodland Gardens websites will be redesigned as a part of this initiative?

**• Those websites will not be redesigned as part of this project. Each of the centers has a landing page on our school’s site. So we want that presence there, with links back to their sites. A future project would involve redesigning those sites to bring them closer into the family of Fay Jones School sites.**

1. The list of audiences that you provided is very helpful. Are you able to prioritize these audiences in some way?

**• 1.Prospective students and their parents**

**• 2.Researchers, collaborators, research clients and partners, institutional partners**

**• 3.Alumni, prospective donors**

**• 4.Peer schools, including their deans and their faculty**

**• 5.Policymakers including mayors, other elected officials and civic leaders; school overseers and university trustees; other schools and centers within the University**

**• 6.Internal audiences, including current students, faculty, staff, and FJSOAD affiliates**

**• 7.Stakeholders including FJSOAD leadership, Professional Advisory Board, Donors**

**• 8.Influencers, including Design Intelligence; Media, including Architectural Record, Architecture Review, ArchDaily, BldgBlog, Dezeen, Design Boom, Archinect, Architizer, Domus, as well as more general media outlets including New York Times, Fast Company; presses including Princeton Architectural Press, MIT Press, Yale University Press**

1. Do you anticipate that an onsite visit to campus would be a part of this project?

**• A site visited is not required but is encouraged and could be of benefit to better understand our school.**

1. Could you please share a target budget for this project? Can we submit ranges until the scope is more narrowly defined?

**• Yes, you can submit a range for the estimated cost until the exact work is better defined. Maybe explain the rates for certain sections or aspects of the work.**

1. Is the University of Arkansas (UofA) working with other agencies to redesign key aspects of the UofA web presence?

**• NO**

1. The RFP states: HTML framework: The university’s standard HTML framework is the Bootstrap 5. Any changes, additions, or subtractions to these technologies must be approved by the university’s office of digital strategy.

We can use Bootstrap but our typical front end development approach does not use any HTML frameworks; however we often like to use a CSS framework called Tailwind. Would the office of digital strategy approve this approach? For more information on Tailwind please see: <https://tailwindcss.com/>

If so, how long would the approval process take? We’re happy to discuss the details in our proposal and also on a call if that’s helpful

**• Bootstrap 5 is required for this project.**

1. Could you please describe any digital marketing work that is planned for the upcoming year and share the firm that you are working with?

When was it last redesigned?

What works well?

What needs improvement?

**• NONE**

1. Are there any 3rd party platforms that need to be integrated with the new website (CRM, Course Catalog, Events software, Calendar software, etc)?

**• NO**

1. Who is responsible for content migration or content buildout within the new site? If you’d like assistance with this from your partner, how many pages should we include in our proposal?

**• We may need assistance in this area. We like a proposal that addresses 100 to 150 pages. The faculty and staff bio pages are created in Campus Web Data and then will be populated to the website via RSS feed.**

1. Could you please share some information about the current site?

When was it last redesigned?

What works well?

What needs improvement?

**• Thecurrent website launched in 2014**

**• It’s a clean layout, has good basic navigation**

**• We’d like to feature more photography and videos in a more compelling and straightforward way that shows off our design school, and also showcase the design work of students; want to improve the information architecture of the site; improve navigation schema (get rid of dropdowns; use side navigation on some pages); remove the accordion functions under the Academics tab; generally make sure it’s in line with website best practices; make all content better accessible and help increase our SEO**

1. Could you please describe who your web partner(s) will be working with on this redesign? (MarComm, Admissions, etc.)

**• We’ll be working with University Relations (https://universityrelations.uark.edu/index.php) and other campus stakeholders.**

1. Could you please describe the team that will maintain the new site post launch? (both from a technical and content perspective)

**• Our school’s Communications staff will maintain the content; we’ll partner with University Relations for compliance aspects and consult with them as needed for technical issues.**

1. Can you please describe the approval process for key deliverables such as IA, design, etc.?

**• FJSOAD Communications Director and UREL Director of Digital Design & Development will approve**

1. What are the enrollment trends over the last few years for FJSOAD? Is FJSOAD seeking to recover from pandemic-driven enrollment losses, or is it in a positive enrollment-growth mode? Are the trends for graduate enrollment in FJSOAD different than those for undergraduates?

**• We’ve had very strong enrollment for undergraduate programs in architecture and interior architecture and design. We want to grow enrollment in our undergraduate program in landscape architecture and in our Master of Design Studies graduate degree program. We also want to increase the diversity of our student body overall.**

1. Could you please describe the relationship between the University level and FJSOAD MarComm and Admissions teams?

**• We are partners and collaborators.**

1. Please provide a list of all URLs that are included in the scope.

**•** [**https://fayjones.uark.edu/**](https://fayjones.uark.edu/)

1. What is the realistic start date for the redesign project?

**• July 2023**

1. Can you share information on the core web team who will be managing this project; specifically, number, background and experience with website redesign projects?

**• The school will be working with the University Relations Office of digital strategy, who has over 20 years of experience with website redesigns**

1. Can you elaborate on the desired level of autonomy the core team might have on the project? Specifically, ability to make project decisions/approvals and if multiple levels stakeholder involvement should be considered within the timeline?

**• The core team has full autonomy, working in consultation with the U of A’s University Relations for compliance issues.**

1. Please elaborate on the extent of the branding concepts you ask for in section 2. Are you looking for a full rebranding of these sites or more of a lighter touch?

**• For the** [**https://fayjones.uark.edu/**](https://fayjones.uark.edu/)**redesign, we are looking for it to be done within the guidelines of the U of A but with a style that sets us apart – as a U of A family website and among other architecture and design schools.**

1. What specific qualities are you looking for in an agency partner?

**• Professional, responsible, meets deadlines, quality work, broad experience with higher education clients**

1. What are your hopes and expectations for a vendor lead discovery phase and development of a website strategy?

**• The supplier will perform audience-based surveys including, but not limited to, future students, alumni, current students, faculty, staff and parents. The vendor will perform assessments of peer institutions and programs. We did some journey mapping and personas that can be used and/or expanded on.**

1. Do you have writers on staff? Do you need help with content strategy, writing or governance? If writing, how many pages would need to be written and/or revised?

**• We have writers on staff.**

1. Do you have photographers or videographers on staff? Are new photos or videos needed?

**• We have both on staff and will create our new content.**

1. Which department(s) are primarily responsible for the website?

**• Communications staff for school**

1. Who are recent competitor and/or comparator institutions?

**Regionally:**

**• Auburn University**

**• Kansas State University**

**• University of Texas at Austin**

**• University of Kentucky**

**• Louisiana State University**

**• The University of Tennessee**

**Nationally:**

**• Rhode Island School of Design**

**• Pratt Institute**

**• Harvard University**

**• Southern California Institute of Architecture**

1. Can you provide examples of higher education websites or even those outside of higher ed that you aspire to / favor and why?

**•** [**https://archdesign.utk.edu/**](https://archdesign.utk.edu/)

**•** [**https://design.uky.edu/**](https://design.uky.edu/)

**•** [**https://www.caad.msstate.edu/**](https://www.caad.msstate.edu/)

**•** [**https://www.pratt.edu/**](https://www.pratt.edu/)

**•Use of visuals, easy to navigate, showcase the design aspect of the education offered at the institution.**

1. Do you have an intranet and/or portal for current students? Is that in the scope of this redesign? Which Omni CMS modules do you currently utilize?

**• NO**

1. Which Omni CMS modules do you currently utilize?

**• We don’t currently use any modules. If you have ideas of ways those could effectively be incorporated in the website, please show examples and how that would be used and function.**

1. Are you expecting an implementation bid from Omni CMS for the new website in this submission or will that be obtained separately?

**• We will obtain separately**

1. Is the project funded? If so, are you able to share a budget target or range?

**• Yes, we have funding for this. You can submit a range for the estimated cost until the exact work is better defined. Maybe explain the rates for certain sections or aspects of the work.**