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Business Services

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**Q&A Addendum #2**

**RFP11042024**

Questions 1-15 reference Section 2 – Scope of Work:

1. Will the magazine microsite continue to stand alone, or is there any desire to integrate the magazine content into the main school site?

Answer: Our ReView alumni magazine is currently a printed piece. We have converted that design file to an Issuu digital format. This will be our first time to have a microsite dedicated to the alumni magazine content. We think that a microsite makes the most sense for this, so that it has a different look more aligned with its content, and that a link would exist on the school’s website.

An example is the UA’s Honors College –   
Website: <https://honorscollege.uark.edu/index.php>   
Magazine microsite: <https://aplus.uark.edu/>

1. Do you want visual identity concepts that extend beyond the web?

Answer: No.

1. Will the standalone UACDC and Garvan sites continue to stand alone or will that content be integrated into the main school site? If the former, confirming these sites are not in the project scope?

Answer: These sites will continue to stand alone. Garvan Woodland Gardens is now going to do their own website redesign, so no attention needs to be given to them for this project. The UACDC is an outreach center and teaching center for Fay Jones School students. The attention given to them would not be a full redesign. We would just like some initial thought given and general direction provided for what a new look could be for their site – that would align with and appear to be “in the family” of the Fay Jones School website. We will link to them from the FJS site, but they still would be their own distinct website, as many of their functions and web content aren’t directly connected to the school.

1. What is the expectation for “editing text”? Do you mean revision of new or current website copy?

Answer: FJAD Communications Team will update/rewrite all copy for the new website.

1. What is the expectation for “typesetting”?

Answer: The expectation is to work with the design team to take the copy we provide, and input it into the website design in an effective and visually pleasing and easy-to-read way.

1. Audiences – Are these audiences listed in priority order?

Answer: Not necessarily – those priorities can be confirmed during the initial phases of the design process.

1. What is the expectation of a “development workshop”?

Answer: This would be part of the discovery and planning phase of the redesign process. Workshops would mean discussions with the Fay Jones School leadership to discuss the needs and goals for the new website – such as the types of content, users and audiences, performance expectations, etc.

1. Is the June 2025 deadline firm? What is driving this deadline?

Answer: That June 2025 is driven by the expected completion date for the new Anthony Timberlands Center research and teaching center. We would like to launch the website at the same time, or at least in the summer 2025 between the regular spring/fall academic semesters.

1. Website – Is there a brand in place currently? By “brand” do you also mean messaging pillars, in addition to a visual identity?

Answer: We have current brand that is in line with the University’s brand (outlined at <https://brand.uark.edu>), but we would like the new website to develop a stronger brand identity for the school that could also influence other aspects of its work such as marketing collateral and social media.

We would also explore messaging pillars during the discovery and planning phase of the redesign process. Such messaging pillars will be good drivers for the type of content we need on the website.

1. What resources does the school have to create photo and video contect?

Answer: We currently have two team members that do in-house photography and videography and editing. Beyond that we are more limited on content creation without establishing a budget first.

1. Do you use an event calendar tool on your website currently? Are you seeking a new event calendar tool on the new site?

Answer: Yes – Localist powers our campus events.

1. To confirm, the scope entails: main school site, ReView site, Fabrication Labs site - what is driving the desire to keep the microsites versus folding them into the main site?

Answer: During the discovery and planning phase of the redesign process, we can discuss whether Fabrications Labs site (https://fayfabricationlabs.uark.edu/) needs to be its own site or if the content could be migrated onto the fayjones.uark.edu site. This current microsite has its own content, site architecture and functionality. This has some basic info but primarily is a portal to reserve time on equipment in the labs. It’s possible all of that could be fitted into fayjones.uark.edu in a compelling and pleasing way.

The ReView magazine microsite will have its own content, site architecture and functionality. It’s a new way to feature the content online so that it can be shared more broadly and updated year-round, in addition to us continuing to produce a printed magazine version with selected content, and likely mailed to a more limited audience to save money on printing and mailing. It will allow us to use new types of content such as videos and animations.

Potential advantages for distinct sites would be to increase SEO, build brand awareness, and target specific audiences.

1. Are you wanting information architecture recommendations that deliver solutions for bringing UACDC and Garvan into the main school site?

Answer: No. These sites will remain as standalone site. Garvan Woodland Gardens is now going to do their own website redesign, so no attention needs to be given to them for this project. The UACDC is an outreach center and teaching center for Fay Jones School students. The attention given to them would not be a full redesign. We would just like some initial thought given and general direction provided for what a new look could be for their site – that would align with and appear to be “in the family” of the Fay Jones School website. We will link to them from the FJS site, but they still would be their own distinct website, as many of their functions and web content aren’t directly connected to the school.

1. What aspects of the Bootstrap framework are you interested in the selected vendor using on this project?

Answer: Any aspects from the current version.

1. The final website will be built out by the vendor's staff in Modern Campus" -- are you not expecting to hand off to MC for back end development?

Answer: This is optional. If the winning bidder can do the work please provide that estimate, if not please note that.

The bid is structured so that the vendor who designs and develops the site may also do the implementation within Modern Campus CMS. Or we may choose to have Modern Campus do that third phase, implementation. That may be based on cost, the vendor’s experience, and/or the vendor’s timeline/workload capacity.

1. How related should the designs of these sites be? All a very similar related family? All very unique sites? Trying to determine whether we price several redesigns of one with some unique pieces for each?

Answer: Garvan Woodland Gardens is now going to do their own website redesign, so no attention needs to be given to them for this project. The UACDC is an outreach center and teaching center for Fay Jones School students. The attention given to them would not be a full redesign. We would just like some initial thought given and general direction provided for what a new look could be for their site – that would align with and appear to be “in the family” of the Fay Jones School website. We will link to them from the FJS site, but they still would be their own distinct website, as many of their functions and web content aren’t directly connected to the school.

1. Can you explain a bit more your goal for the design center and Garvan Gardens? It is to provide design direction yet no specific design deliverables?

Answer: Yes, exactly. Some design direction but no design deliverables. We would pursue that as a separate redesign project.

1. It was unclear if we are to use a UArk design system or if we should assume we are doing net new designs from scratch. Can you provide details?

Answer: New designs from scratch supported by the most recent version of Bootstrap.

The chosen vendor will develop new HTML/CSS/JS designs from scratch that will be handed over to Modern Campus for them to implement and launch the site; Designs will need to meet UArk standards and follow guidelines and be able to be implemented by Modern Campus.

1. Regarding Modern Campus, our typical relationship with Modern Campus is that we build the front end code (html, css, JS) and then MC will implement that code. In fact that is typically the only way they have us work. Is there an assumed difference in that relationship or how you expect implementation to happen?

Answer: This is an acceptable path forward.

We plan to have the vendor create the HTML/CSS/JS files and then hand them over to Modern Campus for implementation.

1. We typically run user tests against wireframes only. Is that OK?

Answer: Yes

1. When you say "The vendor will deliver to the university a completely built out and tested website managed in MODERN CAMPUS CMS." Does this mean the templates or a fully functional site? Who will handle migration?

Answer: Fully functional site. The winning bidder will handle the migration.

The migration is part of this bid process, phase three: implementation. We don’t anticipate much migration of existing content from our current site to the new site. The bid is structured so that the vendor who designs and develops the site may also do the implementation within Modern Campus CMS. Or we may choose to have Modern Campus do that third phase, implementation. That may be based on cost, the vendor’s experience, and/or the vendor’s timeline/workload capacity.

1. What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?

Answer: The University does not provide this information.

1. What Modern Campus modules do you have licensed or plan to add?

Answer: Blog Module.

1. Do you use any personalization?

Answer: No.

1. What is the expectation of the alumni magazine functionality wise?

Answer: This will be integrated into the website via its own microsite that is linked to on the main site. The ReView magazine microsite will have its own content, site architecture and functionality. It’s a new way to feature the content online so that it can be shared more broadly and updated year-round, in addition to us continuing to produce a printed magazine version with selected content, and likely mailed to a more limited audience to save money on printing and mailing. It will allow us to use new types of content such as videos and animations.

1. Please detail your expectations for content migration (manually moving content from the old site to the new). How many pages are expected to be carried over to the new site? Will the selected partner be responsible for migrating all pages or only certain sections and/or tiers?

Answer: We will be updating and rewriting any copy needed for the website and will provide it to the vendor to be added to the new site. We don’t expect to migrate much if any of our current content to the new site (potentially faculty bios at first, but we’ll likely revise those and want new photos for the new site).

1. In terms of website governance, please describe the following:

* The School’s current state:

Who can publish to the website?

Answer: Director of Communications, Creative Services Manager, Communications Specialist (Comms Team), University web team.

Who can edit within the CMS?

Answer: Director of Communications, Creative Services Manager, Communications Specialist (Comms Team), University web team.

Who decides about the web?

Answer: Director of Communications, School leadership (deans), University web team.

* The School’s desired state:

Who should be able to publish to the website?

Answer: Director of Communications, Creative Services Manager, Communications Specialist (Comms Team), University web team.

Who should be able to edit within the CMS?

Answer: Director of Communications, Creative Services Manager, Communications Specialist (Comms Team), IT Services, Student Services, Fab Labs staff, University web team.

Who should decide about the web?

Answer: Director of Communications, School leadership (deans), University web team.