

Business Services

1001 East Sain Street | UPTW 101

 Fayetteville, Arkansas 72703

 **Q&A Addendum #3**

**RFP11042024**

**1**. Are you open to using firms outside of Arkansas?

 ANSWER: - Yes

**2.** Do the list of references have to be current clients or can they also be past?

ANSWER: - They can be past and present

**3.** Is the University of Arkansas/the State of Arkansas members of the women's business

council-southwest? This question comes from “women owned/minority owned”

certification and the link provided in the RFP linking to the southwest chapter.

ANSWER: - No, this section in the RFP is informational and provides information on how to become a certified minority-owned or women-owned business through the Arkansas Economic Development Commission

**4**. Could you provide a link to the ReView magazine microsite? For the microsites

(ReView and Fabrication Labs), can you clarify the level of integration expected with

the main site?

ANSWER: - Currently there is not a microsite for ReView magazine; it is currently an annually published print piece. We want to create a ReView magazine microsite that 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.

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.

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

**5**. Are there specific metrics or KPIs beyond those listed in the RFP to measure the

success of the redesigned website?

ANSWER: - Not at the moment, but might add more later. At the least, we just don’t want to see a decline in traffic or any form conversions, eg, request info, sign up for newsletter, etc.

**6**. I noticed that a VPAT is a required deliverable in the RFP. Are there any other

accessibility compliance requirements for testing?

ANSWER - WCAG 2.1 AA is our accessibility standard

**7.** Will the content updates and rewrites by the FJS Communications Team be finalized

before the vendor starts inputting text, or will this be an iterative process?

ANSWER - Updated content and rewrites will be finalized before the vendor starts inputting text

**8**. Are there any additional Modern Campus modules or custom functionalities that you

think might be introduced later during the project?

ANSWER - We currently have a blog module, but I don’t know that we’ll want/need it. That might be taken care of through the ReView magazine microsite.

**9**. If the vendor provides front-end code (HTML/CSS/JS) to Modern Campus for

implementation, will the vendor be required to support integration issues if they arise

during Modern Campus's implementation?

ANSWER: - It seems that if the issues are on the Modern Campus side and can be fixed by them, then they would fix it. If it is an issue with the code provided by the vendor, then it will need to be handled by the vendor that provided the code.

**10.** For the planned user testing of wireframes, will the university provide access to user

groups, or will the vendor be responsible for recruiting participants?

ANSWER: - The university will provide user groups for testing.

**11.** Are you expecting the vendor to include usability testing of the design as an iterative

process during implementation or just in the pre-design stage?

ANSWER: - We want to test the design decisions made earlier on in the process to check for usability. It seems the vendor would also include usability testing during implementation to make sure the end product works.

**12.** Are there specific dates or milestones planned for the development workshops during

the discovery phase?

ANSWER: - To clarify, by “Conduct development workshop” we mean internal stakeholder meetings during which we “workshop” ideas for development of the website.

**13**. How many workshops are anticipated, and who from the university is expected to

participate?

ANSWER: - See answer above

**14**. Are there any financial constraints or caps for specific project phases (e.g., user testing,

content migration, or Modern Campus integration)?

ANSWER: - The University does not provide this information.

**15**. Is there flexibility in the June 2025 launch date if unexpected delays occur, particularly

in content preparation or approvals?

ANSWER: - That June 2025 date 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.

**16**. Will there be intermediate deadlines for phases such as initial designs, prototype

testing, or content integration?

ANSWER: - Yes, we have an overall timeline for each phase of the project, and we will also set deadlines for various aspects of the phases as we start breaking down the project with the vendor.

**17**. Are there any anticipated needs for post-launch support or ongoing maintenance

from the selected vendor?

ANSWER: - Ideally, once the design and development are done, we shouldn’t need anything further from that vendor. We plan to work with Modern Campus for any ongoing support, as the CMS provider for the University.

**18**. Has a budget been identified for this project?

ANSWER – The University does not provide budget information.

**19**. Has a timeline been identified for this project?

ANSWER – Refer to Section 7 of the RFP document.

**20**. Is content development a part of the scope of work?

ANSWER – No. The FJAD Communications Team will update/rewrite all copy for the new website.