

Business Services

1001 East Sain Street | UPTW 101

 Fayetteville, Arkansas 72703

 **Q&A Addendum #4**

**RFP11042024**

1. One of the deliverables is “Conduct development workshop in collaboration with members of FJSOAD.”  May this workshop be conducted virtually?

**ANSWER:** To clarify, by “Conduct development workshop” we mean internal stakeholder meetings during which we “workshop” ideas for development of the website. We can determine if that needs to be done in-person or

virtually.

1. Does FJSOAD intend for the vendor to perform all migration of content, both automated and manual, or does FJSOAD plan to use internal resources to perform any manual migration of content that may be needed?

**ANSWER:** At the moment, we do not plan on any migration of current content to the new site. We plan to update and rewrite all the content that will be on the new website.
2. The RFP states that the scope includes "in addition, some initial concepts for branding and design that will bring all Fay Jones School web properties under a single-family identity.”  What does FJSOAD envision to be included in “some initial concepts”?  Discovery sessions with staff/faculty from each of the other web properties? What would be included in the branding concepts - logo, color palette, type, etc.?  For the design, would wireframes be included? Visual design layouts and template designs?

**ANSWER: T**he Garvan Woodland Gardens and U of A Community Design Center 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. This would be very minimal. Just looking at their current site with the current content and information architecture, and imagining another look for them that would bring them more into the Fay Jones School “family” to align with the new design direction for the fayjones.uark.edu.
3. What search tool does FJSOAD use? (re RFP: “All pages must have a site search capability using the university’s search tool”.)

ANSWER: We use SearchStax for search.
4. Is there any existing audience/website user research available that might contribute to the success of this project?

ANSWER: No.

1. A nearly identical RFP was released in June 2023.  Could you give some background about why that RFP and project did not move forward at that time?

ANSWER: It was determined to be in the University’s best interest not to award and to reissue the RFP at a later date.