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Business Services

1001 East Sain Street | UPTW 101

Fayetteville, Arkansas 72703

**Q&A Addendum #5**

**RFP11042024**

1. While the RFP indicates that “copy, photography, or other content” is excluded, what is the expected scope for managing existing content updates versus creating placeholders for new content?

**ANSWER:** The FJSOAD communications team will handle updating, writing, and providing all new content and assets to the vendor to include in the new site.

1. What are the specific design constraints or expectations for the Fabrication Labs and ReView magazine microsites to align them with the Fay Jones School’s branding?

**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. It provides information on the labs and equipment and primarily is a portal to reserve time on equipment in the labs. It’s possible all of that could be fitted onto fayjones.uark.edu in a compelling and pleasing way, existing within the site architecture rather than functioning as a distinct mircrosite.  
  
The online ReView magazine will be integrated into the website via its own microsite that is linked to from the main site. The ReView magazine microsite will have its own content, site architecture and functionality. A microsite is 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.

Both the Fabrication Labs and ReView magazine microsites should be designed to have a look that is in the family of the main FJSOAD site since they are all under the same school umbrella – but the exact look will be specific to the needs of those microsites.

1. Are there any specific features desired on the ReView microsite for alumni interaction, such as donation forms, event registrations, or forums?

**ANSWER:** Those areas might be a possibility. We’d need to discuss this further during the stakeholder conversations and discovery phase of the redesign process.

1. Is user testing required only on wireframes, or should it extend to high-fidelity designs and functional prototypes? Additionally, will the University provide access to user groups for this testing?

**ANSWER:** If possible, we would like to do user testing on high-fidelity design and functional prototypes as well as wireframes to ensure proper functionality and usability. Yes, we can provide access to user groups for testing.

1. Beyond compliance with WCAG 2.2 Level AA and Section 508, are there any specific accessibility requirements or tools preferred for ensuring compliance?

**ANSWER:** No.

1. What are the key performance indicators (KPIs) for measuring the new website’s success after its launch?

**ANSWER:** Increased website engagement, increase in brand awareness, SEO improvement, and conversion rate increase.

1. Although limited content migration is expected, can you clarify the volume of content to be transferred or restructured, particularly regarding faculty profiles and other key sections?

**ANSWER:** We don’t plan on migrating any current website content. The FJSOAD communications team will be updating content and developing new content which will be provided to the vendor to integrate into the design.

1. Will multiple teams need to be trained on Modern Campus CMS, and if so, what is the anticipated depth of training required?

**ANSWER:** Possibly. 1 hour should cover most needs.

1. Are there existing keywords or SEO strategies the University wants to enhance, or should the vendor propose a new strategy?

**ANSWER:** This is something we can discuss during the stakeholder conversations and discovery phase of the redesign process. The University has certain pillars and missions that we may reinforce in some way. This redesign of the school’s website is an opportunity for the school, FJSOAD, to generate the keywords and SEO strategies that we want our redesigned website to embody.

1. For dynamic content such as videos and animations mentioned in the microsites, what formats and hosting solutions are preferred (e.g., self-hosted, YouTube/Vimeo integration)?

**ANSWER:** YouTube for video, animations can be hosted locally.

1. Should the design strategy explore extensions of the school’s visual identity to offline assets (e.g., brochures, signage) as part of creating a unified brand family?

**ANSWER:** No.

1. Are there specific data privacy policies, beyond standard practices, that the website needs to adhere to, particularly for user accounts or forms?

**ANSWER:** Forms would be managed in our university system, Jadu. No account management is expected as a part of this project.

1. Is there a need for any custom-built functionality beyond what is explicitly stated, such as advanced booking systems for labs or faculty-student collaboration tools?

**ANSWER:** We don’t believe so. The Modern Campus CMS and the University’s forms system, Jadu, should handle most needs. The Fabrication Labs microsite does currently use a scheduling system for reserving equipment. During discovery and planning discussions, we can look at whether that system will continue to be used or if there’s a better option.

1. Will the new website need to integrate with any University systems or tools beyond Localist for events (e.g., student portals, faculty management systems)?

**ANSWER:** Nothing beyond direct links.

1. What is the anticipated level of support required from the vendor after the website launch? Are there specific maintenance tasks expected to be included?

**ANSWER:** Once the website is launched in Modern Campus CMS, we anticipate that Modern Campus will handle any maintenance tasks or support needed unless something is specifically needed from the vendor that develops the site.

1. How long has the current website been in maintenance mode? Is there an existing incumbent vendor?

**ANSWER:** 10-plus years – since fall 2014. No incumbent vendor.

1. On page 5 of the RFP, it reads, "Modern Campus CMS: The vendor understands that the final website will be built out by the vendor’s staff in MODERN CAMPUS CMS the university’s web content management system.” We’ve designed over 10 MC websites and each was under partnership with MC’s professional services team. The division of labor basically ran from start to tested front end development with us, and then MC takes over for content migration, implementation, QC, training, etc.  Our clients contract directly with MC for licensing, support, migration, and implementation professional services. Is this model what you are expecting from this engagement? Would you be open to this model — they really are the experts in MC implementation; no other agency like us would ever be able to compete with their time to market, expertise, cost, and value since they are the ones who made the CMS.

**ANSWER:** Yes, we would be open to this model.

1. On page 6, copywriting is excluded from the services requested. On the same page, the RFP lists “Increased SEO” as a desired outcome. Our front-end code is always SEO optimized. We can certainly include SEO copywriting as a service if requested. Would writing SEO-optimized front-end code meet this requirement?

**ANSWER:** Yes, writing SEO-optimized front-end code would meet this requirement.

1. idfive is a certified MBE company in Baltimore City, Maryland, New York State, and the Commonwealth of Virginia — would this meet your MBE requirements?

**ANSWER:** Refer Page 10 of the Terms & Conditions document. If indicated on this form, the business will be duly noted as MWOB on the RFP tabulation and resulting contract (if awarded the RFP). However, there is a separate process to be officially recognized as MWOB by the State of Arkansas – refer to Page 2, Paragraph C, of the RFP document.

1. On page 14, it requests WCAG 2.0 but on page 5 it lists WCAG 2.2. Is it ok if we deliver to 2.2 levels?

**ANSWER:** Yes please.

1. On page 15, Background Checks are noted as required. As a matter of DEI policy, idfive does not perform background checks on our employees. Would this be acceptable to you?

**ANSWER:** Per Section 9.33 of the RFP document, background checks are required for “all individuals performing any services related to this RFP **on the UA campus . . . “.**

1. What is your total approved budget or budget range for this initiative?

**ANSWER:** The University does not provide this information.

1. What is the desired start date for the project?

**ANSWER:** Refer to Addendum #2 for edits to the proposed timeline.

1. Who are your current competitors and/or comparators?

**ANSWER:** This is something we would need to discuss during the stakeholder conversations and discovery phase of the redesign process.

1. Can you provide examples of websites you aspire to or like the look and feel of?

**ANSWER:** A few that come to mind for specific aspects include:

* University of Kansas School of Architecture and Design - [**https://arcd.ku.edu/**](https://arcd.ku.edu/) - Site is very clean with easy navigation as well as a good layout of content; the faculty/staff bio pages are clean and well organized; also like the event pages.
* University of Oklahoma - [**https://www.ou.edu/**](https://www.ou.edu/) - We like the overall aesthetic as well as the infographics, dynamic assets, text and graphic overlays, and the clean layout.
* Auburn School of Architecture, Planning, and Landscape Architecture - [**https://cadc.auburn.edu/architecture/**](https://cadc.auburn.edu/architecture/) - Really like the overall style of this site; feels very much like a design school. Has nice, dynamic features, and we really like the cohesive look of the “people” page with all the faculty and staff.
* California College of the Arts – Architecture – [**https://www.cca.edu/architecture/**](https://www.cca.edu/architecture/) - Like the minimal layout with focus on visuals. Really enjoy the way they showcase student work.
* Harvard - [**https://www.harvard.edu/**](https://www.harvard.edu/) - Overall nice and clean design and layout with subtle but effective dynamic movement. Nice layout with good imagery without being visually overwhelming. Very approachable design despite it being a prestigious ivy league university.

1. Approximately how many pages do you expect will be needed to migrate and input to the CMS?

**ANSWER:** We do not plan on directly migrating any current content from the current website to the new website. The communications team will be rewriting, revising and updating all the content and will provide it to the vendor for integration into the new site.

1. Are you interested in any SEO or Analytics support?

**ANSWER: No.**

1. Please provide a list of any 3rd party integrations that must be supported in the new site.

**ANSWER:** (Localist calendar) already supported with in house scripts.

1. Does your new website have multilingual content? If so, what languages does the new website need to support?

**ANSWER: No.**

1. Do you have any security requirements that should be accounted for on the new website?

**ANSWER: No.**

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

**ANSWER:** An implementation bid from Modern Campus for the new website will be obtained separately.

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

**ANSWER:** A team that is knowledgeable on the website needs of higher education clients. Communicative and well organized, as well as able to provide suggestions on functionalities and assets that should be added to the new website and ways to improve the user experience.