**UNIVERSITY OF ARKANSAS**

**RFP #737571**

**Q&A #3**

 What is the goal of the website? (information, lead generation, specific functionality, etc.)

**Answer:** The goal of the microsite is to act as a visually impacting intermediate marketing site, positioned between initial lead generation (e-mail, paid advertising, etc.) and the official GSIE website. It is primarily intended to be a visually-appealing marketing platform that nurtures users (leads) with rich media (videos/photos) before ultimately encouraging them to continue to the official GSIE site and/or seek more information.

 Who is the target audience?

**Answer:** Prospective domestic graduate and prospective international graduate and undergraduate students. This population may vary widely in demographic makeup, but can broadly be categorized by these three classifications.

 Is this an eCommerce website?

1. eCommerce websites require some extra steps and have specific requirements, those requirements may require an addition spec sheet.  
    **Answer:** No

 Does this site require an event management component?

1. Event management websites require some extra steps and have specific requirements, those requirements are may require an addition spec sheet.

**Answer:** No

 Does the site need to integrate with any 3rd party services?

1. Examples may be: Newsletter signup, bill payment gateways, or custom analytic platforms.

**Answer:** Potentially, in the case of analytics (i.e. integration with Google Analytics). The site should also have the ability to host embedded forms from the Slate CRM platform for lead generation, and contain Facebook Pixel script for paid advertising purposes.

 Number of known pages

**Answer:** Total page count in unknown, and to be determined during creative planning process with vendor. However, we estimate page count to range from 6-10, depending on content layout.

 Number of unique page designs.  
 **Answer:** There is no pre-determined figure for unique page designs at this time.

 Content

1. Are we creating content (copy) from scratch, or modifying existing content? If modifying, how? (proofing, editing for length, etc.)

**Answer:** Content is to be created by vendor’s production team in collaboration with GSIE.

1. If creating content from scratch, please provide links to any resources (Google Drive, etc.) for information/preferences from client.

**Answer:** Content is to be developed during pre-production process with vendor. For examples of the types of videos to be created, visit <https://www.uark.edu/short-takes/>

 Does the website need to be ADA compliant? 

**Answer**: Yes - per University of Arkansas [Board Policy 280.1 Information Technology Accessibility](https://www.uasys.edu/wp-content/uploads/sites/16/2018/04/280.1-Information-Technology-Accessibility.pdf)

 Does the website need special mobile considerations?

**Answer:** The website should be responsive on mobile devices, and remain fully accessible.

 Does the website need to support legacy browsers?

**Answer:** Legacy browser support is not a priority; however, support is primarily expected for previous two years’ versions of Chrome, Firefox, Safari and MS Edge.

 Are there specific design considerations that need to be accounted for based on functionality requirements?

**Answer:** At the time, we do not anticipate specific design considerations based on functionality requirements.

 Are there specific design considerations that we need to avoid based on client preferences? (i.e. no scrolling, or no sliders, etc.)

**Answer:** We do not anticipate that any specific design considerations should be avoided, provided they are in compliance with University of Arkansas [Board Policy 280.1 Information Technology](https://www.uasys.edu/wp-content/uploads/sites/16/2018/04/280.1-Information-Technology-Accessibility.pdf)regarding web accessibility guidelines.

 Are we creating visual assets for the websites, i.e. photos, videos, graphics, etc.?

**Answer:** Yes, the vendor is expected to create all visual assets for website.

1. If we aren’t creating photography, are stock images ok or will the client be providing imagery?  
    **Answer:** GSIE has access to a database of pre-existing photographic assets. If suitable photos do not exist (as determined during the pre-production process), then it is expected that vendor will capture photo needs during the period they are on campus to capture media. However, some stock images may be used if appropriate and deemed suitable by GSIE.

* For the Website is there a current lead management system or CRM that we are responsible to integrate with?

**Answer:** GSIE utilizes Slate as its CRM solution and the ability to integrate via embedded forms is expected.

* Will we be able to ask any follow-up questions once you respond to these initial questions?

**Answer:** 04/14/2020 at 4:00 PM CDT is the last date/time UA will accept questions.