



# Request for Proposal (RFP)

## Questions and Answers

RFP Number: 4813  
Issue Date: April 22, 2013  
Issuing Agency: California State University (CSU), Stanislaus  
Title: University Website Redesign

Q1 - We were wondering if it would be possible to send over this document in "Word" format so we can copy and paste the questions to help us format our final response? This just prevents us from having to manually type out each individual question (the way it sits now in PDF)

**A1 - It depends on how the PDF was created – it may or may not be possible to copy from it. They've incorrectly assumed that ours won't permit copying. There are no lockdowns on text extraction.**

Q2 - Would you consider the use of (Wordpress) open source technology utilizing MySQL to run the website vs. a Windows based CMS? You mentioned wanting to utilize cloud based hosting and this could easily be handled securely with the Wordpress CMS and would be very cost efficient, as there are no licensing fees.

**A2 - Q2 is incorrect in premise, but the answer is yes. Wordpress can be run on a Windows platform.**

Q3 - In response to section 9.4.7 Portfolio, would examples of web site redesign work and/or reactive mobile web site design work for a government institution be an acceptable substitute for one or more of the three examples for higher education?

**A3 - No. A government agency may not have the complexity of site development or the level of stakeholder consultation involved with a university site.**

Q4 – How is the university using SharePoint with regard to the website?

**A4 – The intent would be to integrate certain SharePoint applications into the structure of the new website, but not necessarily to require use of SharePoint as the underlying CMS. To the extent SharePoint features can be used to enhance the functionality of the new site, that would be a plus – but it is not a requirement.**

Q5 – Please elaborate on the types of surveys the CMS is required to support. How will this requirement impact the use of Qualtrics?

**A5 – The new site should use the capabilities of Qualtrics for any complex surveys which may be suggested, but it would not be necessary to use Qualtrics for very simple applications such as opinion polls.**

Q6 - Do you have minimum version standards for these browsers listed (Microsoft Internet Explorer, Mozilla Firefox, Apple Safari, Google Chrome)?

**A6 – No.**

Q7- What are the browser standards for university staff and faculty computers as set by your IT department?

**A7 – Recommend latest version of Firefox in most cases.**

Q8 – Are we expected to deliver HTML templates? Typically this work would be done in CMS and for designs we would supply Wireframes, Design & Layout files with assets.

**A8 – No. We anticipate HTML templates to be a part of phase two of the project. Wireframes, design and layout files with assets are appropriate elements to be delivered for the design process specified by this RFP.**

Q9 – Can you please expand on 5.2.4 requirement which states Create a state-of-art emergency communications structure for the new website that can be quickly brought online During an emergency situation.

**A9 – A progression of home page and emergency communications subpage layouts and designs through low, medium and high-level emergency communications scenarios. In other words, demonstrate how these pages adapt to support crisis and emergency communications via the web.**

Q10 – What analytics platform are you using for the current site?

**A10 - limited implementation of Google Analytics.**

Q11 – What is included in the web site marketing strategy? 6.2.12 states Web site marketing strategy and plan, to include recommendations for search engine optimization, search engine, marketing, web site analytics and use of social media to accomplish refresh goals.

**A11 - plan to leverage the functionality and design of the new website which includes recommendations aimed at promoting the site and obtaining information on the success of promotional efforts through site traffic and other analytics.**

Q12 – What about email marketing and communications? What system is used to this purpose today?

**A12 - Constant Contact**

Q13 – Who is responsible for online advertising, print and other media with regard to promoting the website?

**A13 - The CSU Stanislaus Office of Communications and Public Affairs.**

Q14 – How many original images (pictures) do you expect will need to photograph for this project? We assume we will have access to the library of photographs already owned by the university and that those would consider original.

**A14 - We are unable to provide an estimate of an image counts, as it is a function of the proposed site design. A mechanism to electronically access our existing image library is being devised by our IT department, though we would anticipate a certain amount of new photos.**

Q15 – The development tools we use are licensed to our company and will not become property of the university. Please clarify that you meant any tools developed and development configuration files section 5.3.6.

**A15 – That is correct.**

Q16 – If we are to make a recommendation of a CMS and Hosting, should we also include the ongoing budget and fees for those services?

**A16 – If that information is available, yes.**

Q17 – Please explain in more detail what content is to be written by us and what content will be supplied by the university section 6.2.8.

**A17 - New and event content will continue to be written by the Communications and Public Affairs. Repurposing of college and unit content will be conducted by colleges and units. New promotional and positioning content suggested in connection with the website redesign should be drafted by the selected vendor for review by the university.**

Q19 – Please confirm that the design standard is for the website only and will be based on Brand Guidelines supplied by the university.

**A19 - Correct.**

Q20 – Can you confirm that you're looking for Discovery, IA, Design, Home and High Level Page Content Creation, and CMS Recommendation, but no Build-Out within the scope of this project?

**A20 – Confirmed.**

Q21 - We're a East Coast based firm, with recent or current clients in many states throughout the US including Texas and California. We are very comfortable performing our service remotely,

utilizing web conferencing for client meetings, along with on-site visits for 2-3 key sessions throughout the course of a typical project. Will our geographic location be a negative factor in your consideration of our proposal?

**A21 - No**

Q22 - Can you share the budget for this project, or at least a range? Has the budget been approved?

**A22 - This is specified in section 3.0, estimated cost.**

Q23 - What are the three most important outcomes for the college for this project? [What are your measures of success?]

**A23 - These questions are addressed in the scope of work and deliverables sections of the RFP.**

Q24 - Have you evaluated any CMS products and determined a preference? If so, which ones have you looked at and which ones did you prefer?

**A24 - No.**

Q25 - How many people will be interacting with the CMS to maintain content on their sites? Will they use the site frequently or occasionally? How web-savvy are they on the whole?

**A25 - On a regular basis, approximately 30-40 offices will interact with the site on a regular basis. Level of "web-savvy" would be low, so a CMS with a user-friendly, familiar interface will be preferred.**

Q26 - Do you plan to implement the designs into the chosen CMS or will this be a separate contract? Should we quote Implementation services?

**A26 - Separate contract. It would be helpful to us if you can provide an estimate for the cost of implementation services.**

Q27 - How many unique design templates are currently being used?

**A27 - One main template with four subpage designs.**

Q28 - How important is it that your chosen partner has previous experience working with higher education clients?

**Q28 - Very**

Q29 - How should we address additional line items that we'd recommend that fall outside of the list shared in Appendix A?

**A29 – Please refer to Section 9.4.3 Exceptions.**

Q30 - Are you looking for the vendor to evaluate and recommend a CMS as part of this scope of work? Or, would you like vendors to assume a CMS in our proposal?

**A30 – Recommend a CMS, unless a specific CMS is essential to the success of your design and implementation approach.**

Q31 - Who will be responsible for the actual build and implementation (coding) of the website? Does the scope of work include information architecture for the entire site (including the 250 sub sites)?

**A31 – The university will decide after this RFP if it will perform the coding itself, or if it will be part of a follow-up contract. The scope of work should include the entire site.**

Q32 - How many page templates are expected to be included in the visual design?

**A32 – The University has no expectation.**

Q33 - Who from the university will be involved in reviewing and approving milestone deliverables?

**A33 – The executive leadership team from the Communications and IT offices.**

Q34 - Does the scope of work include coding of the HTML/CSS templates? Or, are we simply responsible for delivering final design files?

**A34 – Final design files only.**

Q35 - Has the university defined exactly what areas/types of content will need to be developed by the vendor? Could you give us a list of pages/sections for which we'd be responsible for creating new content?

**A35 – The university is looking for recommendations from the selected vendor.**

Q36 - Is there flexibility in the timeline? Based on our experience a scope of work like this will fall somewhere in the 6 month timeframe.

**A36 – Yes, it's the University desire to complete Phase I & II by December 2013.**

Q37 - Is there flexibility in the budget?

**A37 –The university moved forward with a phase one approach to the redesign based on the initial funding allocated toward the project. Budgetary flexibility, if available, would be a function of specific recommendations made by the selected vendor.**

Q38 - Section 3.0 Does the \$80,000 estimate on deliverables for this project include the purchase of a web content management system? or just a new look/feel and mobile site? Will this price also include the migration of all of your current content into the new web content management system?

**A38 – Does not include purchase of a CMS or content migration.**

Q39 - Section 4.0 Under technical requirements when you say you would like to make use of existing technologies, does that mean you are only considering solutions built in the .Net programming language?

**A39 – No.**

Q40 – Section 4.4 Do you have a time frame in mind for the evaluation, selection, and purchase of a web content management system?

**A40 – As soon as possible after evaluating the recommendations for a CMS provided in response to this RFP.**

Q41 – Section 4.5 What time frame does the University have in mind when they mention they will be moving to a hosted cloud based service?

**A41 – It is assumed that the initial implementation of a new site will be in a hosted environment.**

Q42 - Will the design that is generated as a result of this RFP be implemented and managed with the adobe contribute/dreamweaver tools that you have today?

**A42 – Depends on the capabilities and requirements of the CMS environment.**

Q43 - I understand that a year ago you had chosen a web content management system provider, and generated wire frames and design mock ups to be implemented with that web content management system, will you be using any of those designs or research for the purposes of this project?

**A43 – This information is not correct.**

Q44 - Will you be using Hannon Hill to implement the design that is proposed as part of this RFP evaluation/selection?

**A44 – No vendor for Phase II of the project has been selected.**

Q45 - Can you please provide a list of features and functions that you require be implemented within the site(s) as a function of the redesign?

**A45 – No requirements have been devised or specified.**

Q46 -To what extent have you engaged internal and external stakeholders to better understand requirements? If none, are you interested in doing so?

**A46 – It is anticipated that the selected vendor will make recommendations and function as a co-lead with such activities.**

Q47 - Can you please define your expectations regarding the UAT?

**A47 – We’re Unable to define expectations. Don’t know what UAT is.**

Q48 - Is Content Migration an aspect of the project you are seeking assistance for?

**A48 – No.**

Q49 - Can you please provide further details as to what you mean by have the vendor “develop a web site marketing and strategy plan”

**A49 – This is addressed in answer 11.**

Q50 - Does the stated budget exclude the CMS license fees?

**A50 – Yes.**

Q51 - Is Geographic proximity to your location important and an obstacle to being selected as your interactive partner?

**A51 - No.**

Q52 - 3 and ½ months is a tight time frame. Is there any room to extend this deadline for deliverables?

**A52 – This is answered in question 36.**

Q53 - Does the University have a preference for open source CMS vs. a proprietary system?

**A53 – No.**

Q54 - For the CMS, will the vendor be participating in the CMS search? If so, what role will the vendor play?

**A54 – No role is anticipated.**

Q55 - How many users does the University anticipate using the content management system?

**A55 – 30 to 40.**

Q56 - Does the University require a granular permissions bases system in order to restrict administration privileges by user?

**A56 – Yes.**

Q57 - Please identify any 3rd-party applications, components, or sites integrated with the current website or administrative tools? Please also describe the platforms these applications use, and if the University intends to keep them or replace them in this project.

**A57 – Google Search and some in-house applications (e.g., news feed) – will keep.**

Q58 - Are there any new web applications and/or functionality planned as part of the web site redesign? If so, please elaborate.

**A58 - No specific functionality has been planned. However, the site should be able to readily integrate social media and multimedia content hosted on sites like YouTube and Flickr.**

Q59 - Approximately how many pages of content will be migrated to the new site? Who will be responsible for migrating the content?

**A59 - The University does not have an estimate at this time. Content migration is not a component of phase one of the redesign and therefore is not covered by this RFP.**

Q60 - Who will be responsible for content creation?

**A60 - This is specified in answer 17.**