

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

1. Question:

What is the expectation for Copy needs on this project? Does your team have a sense of how much 'new' copy needs to be written vs. what can be leveraged/repurposed from the existing site?

Answer:

There will need to be relatively little new copy written. As outlined in the RFP, there is a great deal of existing copy from the current website that will need to be moved over and repurposed to the new website.

2. Question:

Can you elaborate on the format of the style guide? Will this be a digital or PDF file and will it include code snippets?

Answer:

Ideally it would be incorporated into the CMS so users would be able to select predefined styles like Headline style for example for headlines, subhead style for subheads, body text for body text, etc.

3. Question:

Regarding the photography bank, is the partner vendor selecting from your existing photography library or does this include custom photography? Is the team open to the use of stock photography?

Answer:

The university maintains an in-house photographer who will supply photos for the website to the greatest extent possible. If stock photography were deemed necessary it should only be used in the case where images from our staff photographer don't exist.

4. Question:

Will the selected vendor host the website?

Answer:

Yes.

5. Question:

Will the website process payments and require a PCI-compliant server?

Answer:

Payments are not currently processed on the website.

6. Question:

Is there any sensitive data that needs to be encrypted?

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

Answer:

Not at this time.

7. Question:

Will a single sign-on process need to be implemented during the redesign?

Answer:

The website does have multiple users, campus wide, that are responsible for individual department pages. It would be ideal to integrate with our single-sign-on environment (which is LDAP/SimpleSAML). The vendor should describe in their proposal.

8. Question:

Are there any other required functionalities or integrations not included in the RFP, such as a CRM?

Answer:

No.

9. Question:

Are there any budget targets that might influence our process?

Answer:

The vendor should propose a solution that meets the overall need of the university as outlined in this RFP. Cost will account for 30 points of the scoring of this RFP.

10. Question:

Is there flexibility with the December launch date?

Answer:

December is the preferred launch date.

11. Question:

Based on the requirements in the RFP, we'd recommend [Squiz CMS](#) as a great solution. During the RFP process, would the team be open to a brief 15-minute demo to discuss the platform?

Answer:

Yes.

12. Question:

What is the average/estimated level of traffic to the site day-to-day?

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

Answer:

Typical daily traffic is between 1,000 and 2,000 users per day.

13. Question:

How many pages/content pieces exist in the current site?

Answer:

Approximately 1,965 pages and 4,500 files.

14. Question:

What degree of training is desired as part of the proposed solution?

Answer:

Train the trainer training for university webmaster, and then training sessions with department level users who have access to their department's webpages to make updates.

15. Question:

What is your "not to exceed" budget?

Answer:

The vendor should propose a solution that meets the overall need of the university as outlined in this RFP. Cost will account for 30 points of the scoring of this RFP.

16. Question:

When was your website last redesigned and what company was used?

Answer:

Last redesign began in 2015 and the website went live in 2016.

17. Question:

Please list all required integrations/third party services

Answer:

Userway accessibility tool. Regroup emergency alert system.

18. Question:

Are there any defined security standards that you need to meet with this redesign, or are you okay going with our recommendations? (e.g. Content-Security-Policy standards, intensive code-review processes, etc.)

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

Answer:

No, the vendor should respond with their recommendations.

19. Question:

Will this scope include any subdomains of the main site? or other URLs?

Answer:

Not in terms of redesign or design work. The university owns a few other domain names that redirect to the main website.

20. Question:

Has the School utilized any additional external APIs or data feeds (courses, faculty profiles, events, research publications, etc.) since the initial launch of the website?

Answer:

Not at this time.

21. Question:

Please itemize any customizations added since the last active development.

Answer:

A work-flow approval process where all updates and revisions are reviewed before going live.

22. Question:

Have any major modules been added to the site's functionality since the last active development?

Answer:

No.

23. Question:

Do vendors need to demonstrate previous experience on the Kentico platform?

Answer:

Not necessarily if recommending another content management system.

24. Question:

Is a content audit in scope for this engagement?

Answer:

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

Yes.

25. Question:

Is content writing in scope for this project?

Answer:

No, but vendor may provide recommendations.

26. Question:

It's understood that photography and videography are in scope for this project. How many days on location does the WVSU team require for shooting? This will impact on cost. Alternatively, can you define the anticipated cost associated with this service?

Answer:

WVSU maintains an in-house photographer who will provide photos at the direction of the design team.

27. Question:

Is content strategy in scope for this project (e.g. SEO, meta descriptions, heading structures, on-page content strategy). If yes, please define expectation

Answer:

Yes. Vendor will provide recommendations for content strategy inline with peer institutions and industry best practices.

28. Question:

Who on the client team will ultimately be responsible for the creation of new content and the consolidation/editing of existing content?

Answer:

The migration of existing content is included in the RFP. The university maintains departmental level page masters that update page level content as needed and a university webmaster that oversees and approves these changes.

29. Question:

Is the School currently using any automated tools (Siteimprove, etc.) to scan the website for accessibility compliance and issues?

Answer:

No.

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

30. Question:

How large is the CMS user base (i.e. number of users)?

Answer:

Approximately 20-25 at any given time.

31. Question:

Has the School created additional CMS user roles since the initial group of roles created when the site was initially launched?

Answer:

Yes.

32. Question:

How large is the current site (total number of pages and files)?

Answer:

Approximately 1,965 pages and 4,500 files.

33. Question:

Is content migration in scope for this project?

Answer:

Yes.

34. Question:

Approximately how many levels or pages are anticipated to be in scope for the migration (e.g. only top level pages, all first and second level pages, top level plus department pages, the 500 most used pages, all existing web pages, etc.)

Answer:

All existing web pages.

35. Question:

Is it expected that design workshops will be completed virtually or in person?

Answer:

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

In-person is preferred, but if they must be delivered virtually they must include adequate opportunities for interactions and questions.

36. Question:

A multi-channel (social media, search engines, e-mail and printed admissions materials) content strategy is referenced. This seems to expand beyond the normal scope for most higher education redesign projects. Is the desire more so for the vendor to provide a guide on how to create content in an appropriate on-brand voice?

Answer:

Yes, particularly if the new design, for example, relies more heavily on photos and graphics and less on text.

37. Question:

Has a brand guide been established? If not, is there an intention to publish a brand guide?

Answer:

The current version of the University Brand Guide can be found online at:

[https://www.wvstateu.edu/getattachment/About/Administration/University-Relations-Operations/2019\\_graphicManual-1.pdf.aspx?lang=en-US](https://www.wvstateu.edu/getattachment/About/Administration/University-Relations-Operations/2019_graphicManual-1.pdf.aspx?lang=en-US)

It may be updated in the coming year.

38. Question:

How many templates does the School anticipate to be in scope for this project? Standard template examples include the homepage template, course listing page template, course detail page template, landing page template, and one or two flexible general interior page templates.

Answer:

The templates cited as standard templates, plus a few additional templates for staff, faculty, news and events. The current CMS has 21 templates.

39. Question:

Is the school open to a modular design system and pattern library?

Answer:

Yes, we would consider alternatives.

40. Question:

Is the design and development of a new campus map in scope for this project?

REQUEST FOR PROPOSALS  
WEST VIRGINIA STATE UNIVERSITY  
RFP #WVSU22-01  
ADDENDUM #1 – MAY 2, 2022

Answer:

No.

41. Question:

How will events be managed? Has an event calendar module been selected? If so, will the vendor be responsible for integrating this into the new site?

Answer:

The current website CMS has an Events Calendar built in.

42. Question:

Are there any other anticipated modules or integrations that the School wants to implement? (this can influence our the design approach)

Answer:

Not at this time.

43. Question:

Does the School have branding guidelines that the vendor will be following throughout the process? Additionally, are any branding or marketing campaigns underway that the vendor should be made aware of?

Answer:

The current version of the University Brand Guide can be found online at:

[https://www.wvstateu.edu/getattachment/About/Administration/University-Relations-Operations/2019\\_graphicManual-1.pdf.aspx?lang=en-US](https://www.wvstateu.edu/getattachment/About/Administration/University-Relations-Operations/2019_graphicManual-1.pdf.aspx?lang=en-US)

It may be updated in the coming year.

44. Question:

Is it expected that design workshops will be completed virtually or in person?

Answer:

In-person is preferred, but if they must be delivered virtually they must include adequate opportunities for interactions and questions.