



WEST VIRGINIA SCHOOL OF OSTEOPATHIC MEDICINE

ADDENDUM 3 QUESTIONS
West Virginia School of Osteopathic Medicine
WVSOM Website
RFP# WVSOM-26-570
 Date: May, 20,2026

The purpose of this addendum is to answer questions that have been asked by vendors regarding this bid:

	Question	Answer
1	What is the budget range or ceiling allocated for this project?	The RFP does not specify a budget range, budget ceiling, target investment, or not-to-exceed amount for this project. Vendors are required to submit pricing based on the defined scope and the required cost sheets included in the RFP.
2	Does WVSOM have a preferred or required CMS platform (e.g., Drupal, WordPress, proprietary)?	The RFP does not identify a preferred or required CMS platform. Vendors are responsible for proposing a CMS solution that meets all mandatory requirements outlined in the RFP, including multisite support, governance controls, full administrative access, and CMS exit and export capabilities.
3	How flexible is the institution regarding proposed architecture or stack?	The RFP does not prescribe a specific technical architecture or technology stack. Vendors may propose their own architecture provided it meets all mandatory requirements, including a single centralized CMS, six-domain multisite support, governance controls, hosting, security, accessibility, and performance requirements defined in the RFP.
4	Are there any existing vendor/platform relationships influencing this decision?	No. WVSOM does not have any existing vendor or platform relationships influencing this procurement. Vendor selection will be based solely on compliance with the

		mandatory requirements and evaluation criteria defined in the RFP.
5	Is there a current vendor supporting the existing site or CMS, and will they be bidding on this RFP?	No. WVSOM does not have an incumbent vendor currently supporting the existing website or CMS.
6	Will WVSOM be able to provide access to existing user research, past usability studies, analytics reports, or student recruitment data prior to Discovery kickoff?	The selected vendor will be provided with existing analytics from the current website reports prior to the discovery phase.
7	The RFP indicates that the vendor will conduct five specific stakeholder workshops: Executive Cabinet, Recruitment & Marketing, Academic Leadership, IT & Security Technical, and Governance & Workflow. How many participants does WVSOM expect per workshop?	A set number of participants has not been defined. Workshops will be kept as small as possible while ensuring representation from relevant areas across campus.
8	In the pre-bid meeting, WVSOM stated that vendors will assume full responsibility for the content audit. Should the content audit cover all six domains in full, including intranet? Does WVSOM have any existing content taxonomy or tagging structure the vendor should map against?	The vendor is expected to conduct a comprehensive content audit across all six domains, including the intranet. WVSOM currently utilizes minimal taxonomy and tagging structures. Existing taxonomy will be reviewed during the Discovery phase, and refinements will be made based on the proposed information architecture.
9	The vendor will need to structure page content so that AI tools can extract and accurately represent WVSOM information (e.g. by providing clear, consistently formatted headings, concise descriptive page summaries, and content written to directly answer questions prospective students are most likely to ask). Will the vendor need to rewrite or edit existing page content to meet AI readability and content architecture standards, or only to structure and migrate content as-is? (At the pre-bid, WVSOM said "just structure and migrate," but the RFP appears to require content to be "written for AI readability.")	The expectation is that, when complete, all content on the website will support AI readability standards. The RFP requires content to be structured to support AI readability, including clear headings, concise descriptive summaries, and content written to directly answer the questions prospective students are most likely to ask.

10	WVSOM will not authorize design work until you have reviewed and approved the information architecture (IA), governance structure, and Core 30 page scope. What does WVSOM's review and approval process look like? (Who will have sign-off authority, what is the expected review turnaround window, and how many revision cycles does WVSOM anticipate before approval?)	The RFP requires that Discovery deliverables including the Information Architecture, governance structure, and Core 30 page scope be formally approved before any design work begins. The specific review and approval process has not yet been fully formulated and will be developed internally by WVSOM prior to the process. There is no predefined number of revision cycles.
11	One challenge WVSOM identified is determining what content belongs on the external site versus the intranet. Will WVSOM provide a preliminary list of content currently on the public site that you intend for migration to the intranet, or would you prefer that the vendor identify and recommend that content as part of discovery?	The identification of content appropriate for the public website versus the intranet will be addressed during the Discovery phase. Vendors are expected to assist in reviewing and recommending content placement, with final decisions determined by WVSOM.
12	WVSOM will need a roadmap toward WCAG 2.2 Level AA compliance with target milestones. Does WVSOM have a target date or deadline by which they need or expect to have WCAG 2.2 AA conformance, or would you prefer that the vendor propose that timeline in the roadmap?	The RFP requires WCAG 2.1 Level AA compliance at launch and a roadmap toward WCAG 2.2 Level AA with defined target milestones. The RFP does not specify a required deadline for achieving WCAG 2.2 Level AA compliance but does require that there is a path forward outlined of what steps will need to be taken.
13	Desired qualifications include experience developing and implementing content governance frameworks, including role-based permissions, editorial workflows, and content lifecycle management. Does WVSOM require vendors to deliver a written content governance policy document for WVSOM staff, or only to configure governance controls within the CMS? Will the vendor need to train content editors on governance workflows as part of the base scope?	The RFP requires the vendor to demonstrate and support content governance capabilities, including role-based permissions, workflow approvals, content versioning, and audit logging. The RFP does not explicitly require delivery of a standalone written content governance policy document, nor does it explicitly require formal training for content editors as part of the base scope.
14	What is the expected budget range or not-to-exceed amount for this engagement? We are able to scope and scale many of our activities according to client needs and preferences; a budget range helps us gauge whether to propose more or less intensive versions of each of	The RFP does not specify a budget range, budget ceiling, or not-to-exceed amount for this engagement. Vendors are required to submit pricing based on the defined scope and required pricing forms.

	our services.	
15	Phase-Based Invoicing: Can the Agency confirm that the individual line items listed in Exhibit E, Section 1 (Implementation Costs)—such as 1.1 (Discovery & Stakeholder Engagement) and 1.2 (Information Architecture & Wireframes)—represent distinct, billable project milestones?	The RFP requires vendors to provide separate pricing line items for each implementation phase listed in Exhibit E. While the RFP defines required deliverables for each phase and requires formal approval of certain phases before proceeding, it does not explicitly state that each individual line item constitutes a separate billable milestone.
16	Eligibility for Payment: If these represent distinct milestones, is an invoice for a specific line item eligible for submission and payment once the associated deliverables for that phase (as defined in Section 4.2.2.3.2) have received formal written approval/sign-off from the Agency?	The RFP requires defined deliverables and formal approval for certain project phases but does not explicitly state that individual implementation line items constitute separate billable milestones or that invoicing is permitted upon approval of each phase.
17	Managed Services: Similarly, for Section 2 (Ongoing Managed Services), is the "Year 1" fee intended to be invoiced as a single annual sum in arrears, or will the Agency accept monthly or quarterly invoicing for these ongoing services?	Final invoicing terms will be negotiated at the contract stage.
18	Will you provide the WVSOM brand guide before the proposal submission deadline so design considerations can be included in our proposal?	The RFP does not provide for distribution of brand guidelines prior to proposal submission. Brand guidelines will be shared with the selected vendor during the Discovery phase.
19	Does registration with the Secretary of State of West Virginia need to be done before proposal submission, or would it be acceptable if registration is completed after the contract has been awarded?	Section 2 – Instructions to Vendors Submitting Bids Page 5, Item 13 (“REGISTRATION”) “Prior to Contract award, the apparent successful Vendor must be properly registered with the West Virginia Purchasing Division and must have paid the \$125 fee, if applicable.”
20	How many stakeholders are involved in each of the 6 sites. Will one team oversee all 6 sites?	A set number of stakeholders has not been defined. Consistent with the approach outlined for stakeholder workshops, groups will be kept as small as possible while ensuring representation from relevant areas across campus. Each of the six sites has a separate

		group responsible for it, and stakeholder participation will vary by site.
21	Are there any editorial workflow needs that should be taken into consideration?	The RFP requires the platform to support editorial workflows, including role-based permissions, workflow approvals, content versioning, and audit logging. Specific editorial workflow configurations or processes beyond these requirements are not defined in the RFP.
22	How many content editors do you have?	There is no set limit or numbers of content editors.
23	Does WVSOM have a preferred search platform like ElasticSearch?	The RFP does not identify a preferred search platform. Vendors are required to propose a search solution that meets the RFP's mandatory requirements for natural language, intent based search, and to disclose all associated licensing and ongoing costs.
24	Are there any specific features on the existing site that you hope to retain, expand, or create for the new site?	There is no specific existing site features that must be retained or expanded. We do have pages such as HR and admissions that have capabilities we would want to keep such as the payroll calculator on the HR site.
25	Has a preliminary content audit been conducted, or should we assume full responsibility for validating the ~1,000 pages?	The RFP states that the vendor assumes full responsibility for conducting the content audit. A preliminary content audit is not identified in the RFP.
26	Do you have a CRM you wish to integrate? If so, what CRM?	The RFP does not identify a specific CRM platform for integration.
27	How do you currently measure the success of the websites? Are there any known KPIs?	The RFP emphasizes post-launch success indicators such as site stability, accessibility compliance, search visibility retention, and the institution's ability to independently manage content. Specific KPIs or measurement frameworks beyond these indicators are not currently defined.

28	Are there any third-party systems (CRM, SIS, marketing tools) that must be integrated but are not listed?	WVSOM currently uses Google Analytics and a tracking pixel for marketing and analytics purposes. No additional third-party systems are identified beyond those referenced in the RFP.
29	For the 750+ news and event entries requiring scripted migration (Section 4.2.2.4), will the selected vendor be provided with a SQL database dump or direct database access to perform a proper source-to-destination programmatic migration?	WVSOM will work with the selected vendor to provide the necessary access to database dumps or equivalent data sources required to support scripted migration of the news and event entries.
30	Is the vendor expected to write/rewrite any content, or just structure and migrate it?	The expectation is that, when complete, all content on the website will support AI readability standards. The RFP emphasizes structured, AI readable content but does not mandate a specific approach for rewriting versus structuring existing content. It is not expected that legacy news stories and events will be edited for AI readability.
31	Can you share the Google Analytics data to understand the user journeys?	Yes. The selected vendor will be provided with access to existing Google Analytics reports to support discovery, user journey analysis, and baseline benchmarking
32	How happy are you with Drupal? Any pain points?	WVSOM has no preference for a specific CMS platform. The RFP does not call for or express a preference for any particular CMS, and WVSOM is open to evaluating all CMS offerings that meet the requirements outlined in the RFP.
33	Do you see any shared content between the sites or data relationships that the sites might share. An small example of this might be news.	The RFP requires a single centralized CMS and supports shared content and reusable components across the six domains. Specific content types to be centrally managed or shared will be identified and confirmed during the Discovery phase.
34	Is the Intranet intended to be a read-only news/communications portal, or will it eventually need to surface live data — like class schedules or directory info from Banner?	The RFP defines the intranet as an internal communications and resources platform secured via SSO. There is no current plan to integrate it with class schedules or live data from Banner.
35	<i>4.4.1. states: Experience integrating websites with third-party systems, such as CRM platforms, authentication systems (SSO), analytics tools, and marketing technologies:</i> Is there a list of candidate	The RFP does not identify a list of candidate CRM platforms.

	CRMs that you are considering?	
36	What outbound marketing tools should this project cover, like email design, etc?	The RFP does not define any outbound marketing tools or require inclusion of email design or campaign execution as part of the project scope.
37	Do you have a preferred vendor for photography, videography or do you have all the media assets necessary for a redesign? Or would you like an estimate from the vendor for providing new media assets?	WVSOM has internal photography and videography staff who will evaluate whether existing or newly produced media assets can be provided for this project. If internal resources are unable to meet all project needs, WVSOM may consider supplementing with external resources.
38	What do you consider to be your primary audiences for this web experience?	The RFP emphasizes prospective students as a primary audience, with a strong focus on recruitment, engagement, and conversion. It also identifies internal audiences for the intranet and broader institutional communication needs.
39	Do you have any custom API integrations like CRMs, RSS feeds, or Careers that we should consider?	No. WVSOM does not have any custom API integrations that must be considered. Sites such as Careers are currently implemented as CNAMEs that direct users to an external vendor-managed site.
40	Could the Agency please clarify whether travel-related expenses (e.g., on-site workshops, stakeholder sessions) are considered reimbursable/billable under this contract, or if all such costs are expected to be included within the proposed pricing?	Travel-related expenses should be included in the proposed pricing.
41	Could the Agency please confirm whether these workshops are expected to be conducted in-person, virtually, or in a hybrid format? If in-person delivery is required, please clarify whether WVSOM will provide appropriate meeting space, or if the Vendor is expected to arrange and include such costs in its proposal.	Both in-person and virtual workshop delivery options are acceptable. Vendors should describe their proposed workshop delivery approach in their proposal. If workshops are conducted on campus, WVSOM will provide appropriate meeting spaces.

42	Could the Agency please clarify whether internal stakeholders are already aligned on governance structures and decision-making processes, or if the Vendor should anticipate facilitating alignment across potentially differing stakeholder requirements during the discovery phase?	The approval process for major deliverables will be defined by WVSOM. Deliverables will be reviewed by appropriate stakeholders, and final approval authority will be confirmed during the Discovery phase.
43	Could the Agency please provide an estimated monthly volume (e.g., number of requests, pages, or hours) for routine content updates to support accurate pricing and resource planning?	WVSOM does not currently have an estimated monthly volume for routine content updates. Vendors may include the number of hours they are assuming within their managed services proposal. Any work exceeding those assumed hours should be billed at rates clearly defined in the vendor's proposal.
44	Could the Agency please clarify whether managed services are expected to include proactive optimization (e.g., performance improvements, UX enhancements, SEO recommendations), or if the expectation is primarily reactive support based on submitted requests?	Managed services may include a combination of proactive optimization activities and reactive, request based support. Vendors are encouraged to propose recommendations for proactive improvements as well as describe how reactive support requests will be handled. The goal is to establish an ongoing partnership in which the vendor helps facilitate and support the continued success of the website.
45	Could the Agency please confirm whether content sharing across domains (e.g., news, faculty profiles, program information) is required? If so, please provide examples of content types that should be centrally managed and distributed across sites.	Managed services may include a combination of proactive optimization activities and reactive, request-based support. Vendors are encouraged to propose recommendations for proactive improvements as well as describe how reactive support requests will be handled. The goal is to establish an ongoing partnership in which the vendor helps facilitate and support the continued success of the website.
46	Could the Agency please confirm whether there is an inventory of existing custom components (e.g., calculators, interactive tools, or custom applications) that must be migrated or redeveloped as part of this engagement? If available, could such a list be provided?	The RFP does not identify an inventory of existing custom components that must be migrated or redeveloped. Existing components, such as the payroll calculator, may be reviewed and discussed during the Discovery phase. No redevelopment of custom components is currently expected.
47	Could the Agency please clarify whether there are additional third-party systems (e.g., CRM, marketing automation platforms, learning systems, or other institutional tools) that the proposed solution will be required to integrate with?	There are no additional third-party systems requiring integration.

48	<p>Could the Agency please confirm whether SSO integration is required exclusively for the intranet, or if it is also expected to be extended to any public-facing domains or restricted content areas?</p>	<p>The RFP requires SSO integration for the intranet. There are no SSO requirements for public-facing domains or restricted content areas. Allowing CMS editors to authenticate using SSO for content management purposes may be desirable; however, any such integration would be minimal and is not a required scope item.</p>
49	<p>Could the Agency please confirm whether resumes are required for all proposed key personnel, and whether this applies only to named project resources or to the broader supporting team as well?</p>	<p>The RFP requires vendors to describe the qualifications and experience of key personnel assigned to the project. The RFP does not require submission of resumes or curricula vitae for proposed personnel.</p>
50	<p>Could the Agency please confirm whether Vendors are permitted to subcontract portions of the scope of work, and whether there are any limitations or approval requirements associated with subcontracting?</p>	<p>Vendors are permitted to subcontract portions of the work, but:</p> <ul style="list-style-type: none"> • Subcontractors must comply with all applicable laws and requirements • Vendors must disclose subcontractor relationships in their proposal • The prime vendor remains fully responsible for subcontractor performance <p>There is no explicit prohibition, but subcontracting is subject to compliance and transparency requirements, and the Agency retains oversight through contract terms.</p>
51	<p>Could the Agency please clarify whether project references from subcontractors (proposed as part of the team) may be included to demonstrate relevant experience, or if references must be limited solely to the prime Vendor?</p>	<p>Vendors are permitted to subcontract portions of the work, but:</p> <ul style="list-style-type: none"> • Subcontractors must comply with all applicable laws and requirements • Vendors must disclose subcontractor relationships in their proposal • The prime vendor remains fully responsible for subcontractor performance <p>There is no explicit prohibition, but subcontracting is subject to compliance and transparency requirements, and the Agency retains oversight through contract terms.</p>

52	For the six-domain multisite architecture, is a single-tenant environment required, or are multi-tenant models acceptable if all SLA, security, and performance requirements are met?	WVSOM prefers a single-tenant hosting architecture due to considerations around security, governance, performance isolation, and long-term maintainability. Multi-tenant solutions may be proposed, provided the vendor clearly demonstrates how all security, performance, SLA, governance, and CMS exit requirements outlined in the RFP will be met.
53	What baseline SEO performance metrics will be used to evaluate post-launch success and define any material decline requiring remediation?	The RFP emphasizes post launch success indicators such as search visibility retention but does not define specific baseline SEO metrics or thresholds for material decline.
54	Should vendors include licensing, implementation, and ongoing tuning of the required semantic/natural language search platform within their scope?	The RFP requires a natural-language, intent-based search experience and states that vendors must disclose all associated licensing and ongoing costs. Vendors should include licensing, implementation, and ongoing tuning costs within their proposed scope, where applicable.
55	Should faculty and staff directories be dynamically integrated with systems such as Azure Active Directory/Banner, or managed as CMS-controlled content?	There is no requirement for faculty or staff directory functionality or integration with Azure Active Directory, Banner, or other systems as part of this project. Existing directory functionality is hosted on a separate application server and is outside the scope of this engagement.
56	What outbound marketing tools should this project cover, like email design, etc?	The RFP does not define specific outbound marketing tools or require inclusion of email design, campaign execution, or marketing automation as part of the project scope.
57	Do you have full admin access to your Drupal sites?	Yes
59	For the Core 30 pages - how many unique designs are needed across the 30? Design LOE is going to be very different for 30 unique landing pages versus 5 core designs with departmental variations on each. Which is closer to the requirement?	Thirty (30) unique designs are expected. This reflects the estimated total number of unique high priority pages when considered across all six sites within the WVSOM websites.

60	Do the workshops in 4.2.2.3..3.1. need to be onsite, or is virtual preferred?	Both in-person and virtual workshop delivery options are acceptable. Vendors should describe their proposed workshop delivery approach in their proposal. If workshops are conducted on campus, WVSOM will provide appropriate meeting space.
61	IS site content generally in conformance with WCAG 2.1 AA presently? What about PDFs? Who is responsible for bringing legacy content and PDF files up to standard, if needed?	The current website and all PDF's that are not archival information is currently at standard. Future PDF's will be provided in ADA format by WVSOM.
62	Is there any preference for a traditional multisite architecture versus a different approach that uses a single codebase and git to maintain the sites in separate containers? This eliminates the risks associated with one site in the multisite impacting the entire fleet of domains while maintaining one codebase and one design system.	The RFP does not specify a preferred multisite implementation approach. Vendors may propose an architecture that meets all security, performance, governance, and maintainability requirements outlined in the RFP.
63	Please provide page views or raw hits (peak and monthly average over last 12 months) for the website fleet.	This information will be shared with the selected vendor to support discovery, analysis, and planning activities.
64	Where are the sites hosted currently?	The site is currently hosted on WVSOM owned servers in Azure.
65	Is there a WAF in place? Is one needed?	The RFP does not require the implementation of a Web Application Firewall (WAF), provided that the vendor's proposed solution meets all other security requirements outlined in the RFP.
66	Is the microsite implementation referenced on the pricing page the Intranet, or something else?	The "Microsite Implementation" line item refers to the implementation of additional webpages that are not part of the primary public website including the intranet.

67	Please describe the functionality of any custom Drupal modules in use on the site.	There are no known custom Drupal modules currently in use.
68	Do you expect copywriting or editing services as part of engagement?	No. The RFP does not call for copywriting or editorial services beyond what may be required to structure content to support AI readability standards.
69	Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?	The RFP requires the hosting solution to meet a 99.9% monthly uptime SLA. Vendors may propose enhanced SLA options if desired, but must, at a minimum, meet the stated requirement.
70	We are a US company with team members outside the US. Is there any limitation on their ability to work on the project?	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls, including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
71	How should additions to the Core 30 scope be handled if identified during discovery?	The RFP requires formal confirmation and written approval of the Core 30 page scope during the Discovery phase. Any additions identified beyond the approved scope would require documented approval and appropriate change order.

72	Are there established brand or messaging systems we should work within or evolve?	WVSOM has an established branding guide that should be followed. Messaging will be developed and refined in collaboration with WVSOM administration and the Marketing and Admissions team.
74	Are there existing performance benchmarks (traffic, conversion, search visibility) that will be used as the baseline for post-launch evaluation?	The RFP does not define specific performance benchmarks for traffic, conversion, or search visibility that will be used as a baseline for post-launch evaluation.
75	The RFP places strong emphasis on recruitment outcomes. Where are the current gaps in the prospective student journey that the new platform must address most urgently?	The RFP emphasizes the prospective student journey as a core focus of the website. However, no specific gaps in the current student journey are identified or defined in the RFP. Identification and prioritization of such gaps, if any, will be addressed during the Discovery phase.
76	Given the scale of the platform and the multi-year managed services component, are there budget guardrails or investment expectations that would help us align our proposed approach and level of ambition?	The RFP does not define budget guardrails or investment expectations beyond the required pricing submissions. Vendors should propose solutions aligned with the scope and requirements outlined in the RFP.
77	Is there an incumbent for this contract? If so, please provide the incumbent name, contract duration, scope, and approximate contract value.	No. WVSOM does not have an incumbent vendor for this contract.
78	Are offshore resources outside the USA (Eg, India) acceptable for any portion of the work? If so, are there any restrictions on roles or functions, including eligibility for non-U.S. citizens or visa holders?	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls, including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the</p>

		resulting contract.
79	Can the work be performed remotely?	Yes. The RFP does not restrict remote work.
80	Are there any requirements for specific roles (e.g., Project Manager, Technical Lead) to be onshore?	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls, including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
81	What are the priority user journeys that must be optimized in the Core 30 pages?	The RFP identifies the Core 30 pages as high-priority experiences focused on supporting the prospective student journey. Specific priority user journeys are not explicitly defined and will be confirmed during the Discovery phase.
82	Can WVSOM confirm whether the primary objective is to establish a student recruitment–focused digital platform aimed at improving inquiry, application, and enrollment conversion rates?	Yes. The RFP states that the primary objective is to deliver a modern, student recruitment–focused digital platform designed to improve prospective student engagement and conversion.

83	Can WVSOM clarify whether the expectation is to implement a COTS/open-source CMS platform, a fully custom-built solution, or if both approaches are acceptable?	The RFP does not prescribe a specific CMS approach. Vendors may propose either a COTS/open-source platform or a custom-built solution, provided all mandatory requirements are met.
84	If both approaches are acceptable, how will WVSOM evaluate platform-based solutions versus custom-built architectures in terms of scalability, governance, and long-term maintainability?	Proposals will be evaluated based on compliance with mandatory requirements and the evaluation criteria defined in the RFP. Considerations include scalability, governance, security, maintainability, and the vendor's proposed approach to meeting project goals.
85	If a custom-built solution is preferred, please provide the preferred technology stacks for frontend, backend, database, cloud?	The RFP does not identify preferred technology stacks for frontend, backend, database, or cloud. Vendors may propose technologies appropriate to their solution, provided all mandatory requirements outlined in the RFP are met.
86	Does WVSOM have any preferences or constraints regarding CMS platforms (open-source vs proprietary), and would an enterprise open-source CMS such as Drupal be acceptable if it meets all requirements?	WVSOM does not have a preference for open-source versus proprietary CMS platforms. An enterprise open-source CMS such as Drupal would be acceptable, provided all requirements in the RFP are met.
87	For the CMS exit requirement, are there any preferred formats or standards for data portability and export?	The RFP requires that the CMS support complete export of content, media, configuration, and metadata. The RFP does not prescribe specific export formats or standards.
88	Can WVSOM provide detailed information about the current legacy web environment, including CMS/platform(s), hosting infrastructure, and key integrations such as CRM, analytics, search, and authentication?	Yes. Detailed information about the current legacy web environment, including CMS platforms, hosting infrastructure, and key integrations, can be made available to the selected vendor during the Discovery phase.
89	Can WVSOM provide a content inventory or sitemap, including page types, media assets, and metadata, to support migration planning?	Yes. A content inventory or sitemap can be made available to the selected vendor during the Discovery phase to support migration planning.
90	How are media assets (documents, images, videos) currently stored, centralized or distributed across systems?	Media assets are currently stored in a centralized manner.

91	Are there any existing integrations or third-party systems that must be preserved, enhanced, or replaced?	No, there are not any existing integrations.
92	Can WVSOM provide access to existing analytics and SEO tools (e.g., GA4, GTM, Search Console) for baseline benchmarking and migration planning?	Yes. Access to existing analytics and SEO tools can be made available to the selected vendor during the Discovery phase.
93	Can WVSOM provide details on the Azure Active Directory configuration and SSO setup, including any security constraints?	Yes. Relevant Azure Active Directory and SSO configuration details can be shared with the selected vendor during the Discovery phase.
94	Should the multisite architecture support shared content and cross-site publishing, or maintain strict separation between domains?	The RFP supports a centralized CMS with the ability to manage content across multiple domains.
95	What is the current content governance model and editor maturity (centralized vs distributed authors), and what workflow or approval requirements are expected?	WVSOM currently operates in a distributed content model with significant reliance on centralized oversight. The future approach to content updates is being evaluated, with the goal of having departments responsible for maintaining their own content within a centrally governed framework. Governance roles, workflows, and approval requirements will be confirmed during the Discovery phase.
96	Does WVSOM anticipate future expansion of the multisite ecosystem (e.g., additional domains or microsites) that should be considered in the architecture design?	The RFP does not specify future expansion beyond the six domains currently in scope. Any future expansion of the multisite ecosystem would be handled separately and would require its own documented approval and contractual modification.
97	For the Core 30 pages, will content be provided by WVSOM, or is the vendor expected to support content creation, editing, and optimization?	The design will be the responsibility of the chosen vendor but content will be provided by WVSOM. The RFP does not require the vendor to perform content creation beyond structuring content to meet accessibility, governance, and AI readability requirements.

98	For automated migration of approximately 750 news and event entries, are there known exceptions requiring manual remediation, and what is the expected approach for content rationalization (retain, archive, redesign)?	There are no known exceptions that would require manual remediation. The intent is that these entries be archived and presented using designs consistent with the new site, mapped to the appropriate content type (for example, legacy news entries aligned to the new news design).
99	Can WVSOM confirm that fully managed hosting must be included as part of the vendor's proposed solution?	Yes. The RFP requires the vendor to provide hosting and infrastructure management as part of the proposed solution.
100	Are there any preferred hosting environments, cloud providers, or architectural constraints that vendors must align with?	All data must remain hosted within the United States. No specific hosting environments, cloud providers, or architectural platforms are otherwise prescribed, provided all security, performance, governance, and compliance requirements outlined in the RFP are met.
101	Are there any data residency, compliance, or security requirements (e.g., NIST, FERPA) that will influence hosting and architecture decisions?	Vendors must comply with all applicable security, privacy, and regulatory requirements outlined in the RFP. In addition, the RFP requires that all hosting infrastructure be located within the United States.
102	Should environments be single-tenant (isolated) or is multi-tenant hosting acceptable?	The RFP does not require a specific tenant model. Vendors may propose single-tenant or multi-tenant solutions, provided all security, performance, SLA, governance, and CMS exit requirements are met.
103	Does WVSOM have a preferred search platform, or should vendors recommend a solution, including support for AI-driven or conversational search capabilities?	WVSOM does not have a preferred search platform. Vendors are expected to propose a solution that meets the natural language, intent-based search requirements outlined in the RFP and disclose all associated costs.
104	Are there expectations for AI-driven capabilities such as personalization, chatbot integration, or AI-assisted content discoverability?	The RFP includes requirements related to AI-assisted content discoverability and AI-readability. It does not require implementation of personalization engines or chatbot functionality. Though there may be a need for this in the future that would be an enhancement outside of this scope.
105	Can WVSOM clarify the expected monthly volume and types of content updates and support requests to define the managed services model?	WVSOM does not currently have defined monthly volumes or specific categories for routine content updates or support requests. Vendors may propose assumptions within their managed services model, including anticipated hours and rates for work exceeding those assumptions.

106	What are the expected service levels (SLAs) for response and resolution of routine updates, enhancements, and critical issues?	The RFP defines hosting and availability SLAs but does not prescribe detailed service-level targets for response and resolution of routine updates or enhancement requests.
107	Does WVSOM prefer a dedicated support team model or a shared/ticket-based support model?	The RFP does not specify a preferred support model. Vendors may propose a support structure that aligns with their managed services approach and meets the requirements of the RFP.
108	Are vendors expected to provide proactive optimization services (UX, SEO, performance), or only reactive support?	Managed services may include a combination of proactive optimization activities and reactive, request-based support. Vendors are encouraged to propose recommendations for proactive improvements in addition to describing how reactive support requests will be handled.
109	Is formal training required as part of the engagement, and if so, what are the expectations regarding number of users, format, and depth of training?	The RFP does not prescribe specific training requirements. Vendors may describe any proposed training approach as part of their solution.
110	What level of documentation, knowledge transfer, and ongoing support is expected to enable WVSOM to independently manage content post-launch?	The RFP emphasizes long-term maintainability and the ability for WVSOM staff to manage content independently post-launch. Documentation, knowledge transfer, and support expectations should be addressed as part of the vendor's proposed solution and refined during Discovery.
111	How many stakeholders are expected to participate in the required workshops, and what is the preferred delivery model (virtual, in-person, or hybrid)?	A set number of stakeholders has not been defined. Stakeholder groups will be kept as small as possible while ensuring representation from relevant areas across campus. Workshop delivery may be in-person or virtual, as described in the vendor's proposal.
114	How does WVSOM prefer to handle conflicting stakeholder input during discovery?	The RFP requires structured stakeholder engagement and documented outcomes during the Discovery phase. Conflicting input will be addressed through facilitated discussion and resolved through the Discovery approval process.
115	Who has final decision authority for Information Architecture, Core 30 page scope, design approvals, and final acceptance?	Final decision authority will be determined by an appropriate WVSOM team.

116	What are the expected turnaround times for WVSOM feedback and approvals during the project lifecycle?	The RFP does not define specific turnaround times for feedback or approvals. Timing expectations will be established collaboratively during the Discovery phase.
117	Who will own ongoing SEO optimization post-launch, WVSOM or the vendor?	The vendor is responsible for SEO as outlined in the RFP, including preservation of search visibility during migration and ongoing SEO-related responsibilities throughout the managed services term.
118	Has WVSOM conducted any recent accessibility audits, and does WVSOM require third-party accessibility validation or vendor attestation at launch?	WVSOM has reviewed its current website for accessibility. The selected solution will be required to pass third-party accessibility validation at launch and meet WCAG 2.1 Level AA requirements.
119	What are the expectations for ongoing accessibility compliance governance post-launch?	The RFP emphasizes continued accessibility compliance post-launch. Ongoing accessibility governance responsibilities will be established during the Discovery phase and supported through defined roles and processes.
120	Can WVSOM clarify its expected internal roles and responsibilities, including content preparation, stakeholder coordination, and approval timelines?	Internal roles and responsibilities, including content preparation, stakeholder coordination, and approval timelines, will be defined by WVSOM and finalized during the Discovery phase.
121	Is there an estimated budget range or target investment for implementation and ongoing managed services?	The RFP does not define an estimated budget range or target investment for implementation or ongoing managed services.
122	Can the offeror provide pricing in MS Excel in its own format?	Yes. Vendors may submit pricing in Microsoft Excel using their own format, provided all required pricing components outlined in the RFP are clearly identified and included.
123	Is there a specific pricing structure to be followed?	The RFP requires vendors to submit itemized pricing aligned to the cost categories defined in Exhibit E. Beyond those required categories, a specific pricing structure is not prescribed.
124	Can the offeror propose additional resources beyond those specified in Section 4 (page 42)? If so, how should such resources be presented and will they be considered in the evaluation?	Yes. Vendors may propose additional resources beyond those specified in the RFP. Any proposed additional resources should be clearly identified and will be evaluated in accordance with the evaluation criteria outlined in the RFP.

125	What are the expected monthly hour assumptions for the managed services retainers (e.g., routine content updates and design/development support)?	The RFP does not define expected monthly hour assumptions for managed services retainers. Vendors may propose their own assumptions, including included hours and rates for work beyond those assumptions.
126	Will WVSOM consider tiered or alternative pricing models (e.g., standard vs enhanced support options)?	The RFP does not prohibit tiered or alternative pricing models. Vendors may propose alternative pricing approaches, provided required pricing aligned to Exhibit E is clearly identified.
127	How will WVSOM balance technical quality, innovation, and long-term value against cost in final evaluation?	Proposals will be evaluated in accordance with the evaluation criteria outlined in the RFP, which balances technical approach, compliance with requirements, qualifications, and cost to determine best value.
128	Are there any local vendor preference policies or geographic considerations that will impact evaluation?	The RFP does not define local vendor preference policies or geographic evaluation considerations.
129	Are vendors encouraged to propose value-added enhancements or alternative approaches beyond the stated requirements?	Vendors are encouraged to propose value-added enhancements and innovative approaches that meet or exceed the requirements of this RFP. Such enhancements will be considered as part of the technical evaluation. However, vendors must fully comply with all mandatory requirements and clearly identify any exceptions or deviations, as failure to meet mandatory requirements may result in disqualification.
130	Can WVSOM clarify expectations for transition support at contract end, including scope of the transition period and knowledge transfer requirements?	The RFP requires full CMS exit, data portability, and transition support at contract end. In addition, the RFP defines an initial managed services term following implementation, with the option for annual renewals. Expectations for transition support, knowledge transfer, and any services beyond the initial managed services term will be defined in the contract and managed services agreement.

131	While we understand a formal budget has not been disclosed, are there internal budget ranges or phased investment expectations (e.g., core launch vs. subsequent enhancements) that vendors should consider when structuring their proposals?	The RFP does not disclose internal budget ranges or phased investment expectations.
132	Are there any planned or existing integrations with CRM or student systems (e.g., Slate, Salesforce, Ellucian, or similar platforms) that should be anticipated as part of this project?	The RFP does not identify planned or existing CRM or student system integrations as part of this engagement.
133	Are there any concurrent branding or rebranding initiatives underway that will influence the website design, or should vendors assume the current brand guidelines as the foundation for design?	Vendors should assume the current brand guidelines will be the foundation for the design. WVSOM will share branding guidelines with the selected vendor.
134	Could you share any details regarding the current or previous vendor(s), and whether there are existing technical constraints, reusable components, or architectural considerations that should be taken into account?	WVSOM does not have an incumbent vendor for this engagement. The RFP does not identify predefined technical constraints, reusable components, or architectural considerations beyond those explicitly stated. Relevant details of the current environment may be reviewed with the selected vendor during the Discovery phase.
135	While high-level goals have been shared, are there specific success metrics or performance benchmarks (e.g., conversion rates, engagement metrics, search performance improvements) that will be used to evaluate the success of the new platform post-launch?	The RFP does not define specific success metrics or performance benchmarks that will be used to evaluate post-launch success. Metrics and evaluation criteria may be discussed and refined during the Discovery phase.
136	Section 4.2.2.3.1 designates the Discovery Phase as Months 1–2 (June–July 2026), with no design work authorized until the Information Architecture, governance structure, and Core 30 page scope have been formally approved by WVSOM. Given the complexity of aligning five stakeholder workshops and multiple written deliverables within a two-month window, will WVSOM consider extending the Discovery Phase by one month if it is determined during engagement that additional time is necessary to produce high-quality, WVSOM-approved	The RFP includes a proposed project schedule, however, WVSOM is open to vendor-proposed timelines. Vendors are welcome to submit their own project schedules for consideration as part of their proposal.

	deliverables without compromising downstream phases?	
137	The RFP references a "Core 30" of custom-designed pages but notes that five of the 30 are intranet-specific pages to be scoped during discovery. Can WVSOM confirm whether the five intranet pages are in addition to or included within the 30-page cap, and confirm that any additions beyond 30 pages require a written contract amendment?	The 5 intranet pages will be included within the "Core 30" template pages.
138	Section 4.2.2.3.3 requires the vendor to conduct five structured stakeholder workshops. Will WVSOM stakeholders be available to participate in these workshops virtually, or is in-person attendance at the Lewisburg, WV campus expected or preferred for some or all sessions?	Stakeholder workshops may be conducted virtually or in person. Vendors should describe their proposed approach. If workshops are conducted on campus, WVSOM will provide appropriate meeting space.
139	Who within WVSOM will serve as the primary decision-making authority and single point of contact for sign-off on discovery deliverables such as the Information Architecture proposal, governance confirmation document, and the Core 30 page confirmation? Will a formal project sponsor be identified prior to contract execution?	Decision-making authority and points of contact will be determined by a WVSOM team. Governance roles and approval responsibilities will be confirmed prior to or during the Discovery phase. A formal project sponsor will be identified prior to contract execution.
140	Section 4.2.2.4 states that WVSOM's web presence consists of approximately 1,000 total pages, with roughly 750 being legacy news and event entries. Can WVSOM provide access to a current sitemap, content inventory, or crawl export of all six domains to enable vendors to more accurately assess migration complexity prior to bid submission?	Yes. A current sitemap is publicly available at https://www.wvsom.edu/sitemap.xml . Additional content inventory details may be reviewed with the selected vendor during the Discovery phase.
141	Section 4.2.2.4.3 notes that WVSOM reserves the right to archive, suppress, or sunset legacy content prior to migration. Will WVSOM perform a preliminary content rationalization exercise before the contract begins, or is the vendor expected to facilitate that content governance decision-making	The RFP clause allowing WVSOM to archive, suppress, or sunset content is intended to give WVSOM flexibility to make any necessary site changes before the contract begins. WVSOM currently has no plan to preemptively remove or archive pages prior to the project. As part of this project, a secure

	process as part of the Discovery Phase?	intranet will be created, and some content now on the main public site will be able to move to the intranet. Decisions about which pages to archive or move will be made during the Discovery phase with the vendor's involvement.
142	What CMS platform(s) currently power WVSOM's web presence across the six domains? Understanding the source environment will directly affect the scripted migration methodology and tooling vendors propose.	Currently, WVSOM utilizes Drupal across all sites.
143	For the approximately 750 legacy news and event entries designated for automated scripted migration, can WVSOM describe the current data structure of those entries — specifically whether they have consistent metadata fields, taxonomies, and structured content, or whether significant field irregularities exist that may require pre-migration remediation?	The legacy news and event content is generally structured in a consistent manner.
144	Does WVSOM have a preferred CMS platform, or is this an open evaluation? If WVSOM has internal IT preferences or existing enterprise licensing agreements (e.g., Microsoft, specific cloud providers) that should inform the CMS recommendation, vendors would benefit from knowing this prior to proposal submission.	WVSOM does not have a preferred CMS platform. This is an open evaluation, and vendors may propose any CMS solution that meets the requirements outlined in the RFP.
145	Section 4.2.2.5.3.1 requires Azure Active Directory SSO integration using SAML 2.0 for the new intranet. Does WVSOM's Azure AD environment currently support SAML 2.0 federation for external applications, and will WVSOM's IT team be available to facilitate SSO configuration and testing as part of the project?	Yes. WVSOM's Azure Active Directory environment supports SAML 2.0 federation. WVSOM's IT team will be available to assist with coordination, configuration, and testing as part of the project.
146	Are there any existing third-party systems - such as a Student Information System (SIS), CRM, learning management system (LMS), or event management platform — that will require integration with the new web platform? If so, can WVSOM provide a list of those systems and whether API access is currently available?	No. The RFP does not identify any third-party systems that require integration as part of this engagement.

147	The RFP references a need for a natural language, intent-based site search experience across all six domains (Section 4.2.2.7). Does WVSOM have a preference or budget expectation for a specific search platform (e.g., Algolia, Elasticsearch, Funnelback), or are vendors free to propose any qualifying solution?	WVSOM does not have a preferred search platform. Vendors are free to propose any qualifying solution that meets the requirements outlined in the RFP and should disclose all associated costs.
148	Section 4.2.2.11 requires three distinct environments (Development, Staging, Production) for each of the six domains. Does WVSOM have any data residency requirements that would restrict hosting to U.S.-based cloud regions, or are vendors free to propose any commercially available cloud infrastructure meeting the stated SLA requirements?	The RFP requires that all hosting infrastructure be located within the United States. Vendors may propose any cloud infrastructure that meets this requirement and all other SLA and security requirements outlined in the RFP.
149	The RFP requires 99.9% monthly uptime SLA, daily backups with 30-day retention, and a four-hour Recovery Time Objective (RTO). Will WVSOM require the vendor to maintain a Disaster Recovery (DR) environment or hot standby in a geographically separate region, or is the 4-hour RTO expectation to be met from standard backup restoration?	The RFP defines required uptime, backup, and recovery objectives but does not mandate a specific disaster recovery or hot standby architecture. Vendors should propose an approach that meets the stated RTO and SLA requirements.
150	For the ongoing managed hosting (initial 3-year term per Section 4.2.2.12.5), will WVSOM consider pricing structures where hosting costs are tied to actual resource consumption (e.g., cloud cost pass-through with a management fee), or does WVSOM require flat-rate fixed-fee hosting pricing for budgeting predictability?	The RFP pricing forms assume a flat-rate, fixed-fee approach to hosting costs for budget predictability. The RFP does not provide for a consumption-based pricing model.
151	Section 4.2.2.9.3 requires a pre-launch accessibility audit conducted by a "qualified third party or internal accessibility specialist." Will WVSOM accept an internal accessibility specialist employed by the vendor (rather than a fully independent third party) to satisfy this requirement, provided the individual holds relevant credentials such as CPACC or WAS?	No. WVSOM requires the pre-launch accessibility audit to be conducted by an independent third party. A vendor's internal accessibility specialist, even if certified, would not satisfy this requirement.
152	Does WVSOM currently have an existing institutional Voluntary Product Accessibility Template (VPAT) or accessibility policy against which delivered components will be measured, in addition to the contractual WCAG 2.1 Level AA	WVSOM does not currently have an institutional VPAT or any separate accessibility policy beyond the WCAG 2.1 Level AA requirement.

	requirement?	
153	Section 6.2 allocates 20 of 80 technical points to "Higher Education and Experience." Will WVSOM consider demonstrated experience with healthcare or government institutional websites as comparable to higher education experience for scoring purposes, given that the RFP's Section 4.4.1 itself identifies healthcare and government as analogous complex organization types?	Yes. WVSOM will consider experience with comparably complex institutions, such as healthcare or government organizations, as relevant and comparable to higher education experience for scoring purposes.
154	The RFP requires references from at least three comparable higher education or institutional website engagements (Section 5.3.5). Will WVSOM accept references from healthcare or government institutional website projects of similar scale and complexity as equivalent to higher education references, consistent with the desirable qualifications described in Section 4.4.1?	References will be evaluated based on relevance to the scope, scale, and complexity of the services outlined in the RFP.
155	Section 5.3.1 requires a two-part submission with technical and cost proposals sealed separately. If the proposals are submitted via email, how should vendors physically separate or distinguish the technical and cost components - for example, as two separate PDF attachments or two separate emails?	Vendors should submit the technical and cost proposals as separate documents, clearly labeled and distinguishable from one another. These documents can be attached to the same email.
156	The RFP does not explicitly address the use of offshore subcontractors or development resources. Is WVSOM willing to permit a vendor to utilize qualified offshore resources (e.g., for development, QA testing, or content migration scripting) as part of the proposed staffing model, provided those resources are properly disclosed, managed by U.S.-based project leadership, and compliant with all applicable data privacy, security, and compliance requirements set forth in the RFP?	The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements. Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls,

		<p>including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
157	<p>If offshore resources are permitted, are there any restrictions on geographic regions, data handling limitations, or specific activities that must remain onshore?</p>	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls, including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
158	<p>Given WVSOM's Privacy, Security, and Confidentiality obligations under Section 29 of the General Terms and Conditions, and the intranet's Azure AD SSO integration involving authenticated WVSOM user data, will WVSOM require that all personnel with access to WVSOM's systems, data, or authenticated environments be based in the United States, regardless of where other project resources may be located?</p>	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls,</p>

		<p>including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
159	<p>Section 4.3 states the contract term is four years with up to three one-year renewals. The General Terms and Conditions (Section 17) note the contract is contingent upon legislative appropriation of funds. In the event WVSOM's funding is not appropriate for a subsequent fiscal year, what transition support obligations, if any, would the vendor retain, and would WVSOM be responsible for any wind-down costs incurred by the vendor?</p>	<p>The contract is contingent upon the availability of appropriated funds. In the event that funding is not appropriated or otherwise made available for a subsequent fiscal year, the contract will become void in accordance with Section 3, General Terms and Conditions.</p> <p>WVSOM will only be responsible for payment for services properly performed and accepted prior to the effective date of termination. The RFP does not provide for payment of anticipated profits, unperformed work, or vendor-incurred wind-down costs.</p>
160	<p>Section 4.2.2.12.5 describes the managed services contract as a separate agreement from the implementation agreement. Will both contracts be executed simultaneously at the time of award, or will the managed services contract be executed separately upon completion of the implementation phase? Vendors need this clarity to structure their pricing and staffing commitments appropriately.</p>	<p>The managed services contract is anticipated to be executed as a separate agreement from the implementation contract, as described in Section 4.2.2.12.5.</p> <p>While both components are part of the overall engagement, the managed services contract is expected to become effective following completion of the implementation phase and the post-launch stabilization period.</p> <p>Vendors should include proposed managed services pricing as part of their response; however, final execution timing and terms of the managed services agreement will be finalized at the appropriate stage of the project lifecycle.</p>

161	SSO & Intranet Security: The RFP specifies SAML 2.0 integration with Microsoft Azure AD for the new intranet. Does WVSOM require Just-in-Time (JIT) provisioning for user accounts upon first login, or is there an existing user database that needs to be pre-synchronized?	The RFP does not prescribe a specific user provisioning model. Details regarding user provisioning, including the use of Just-in-Time (JIT) provisioning or pre-synchronized user data, will be determined during the Discovery phase. There is not currently an existing user database.
162	Search Technology Preference: Does WVSOM have a preference for a specific hosted search AI (e.g., Algolia, SearchSpring, or a custom Solr/Elasticsearch implementation), or are you looking for the vendor to provide the full SaaS licensing as part of the managed services?.	WVSOM does not have a preferred search technology or provider. Vendors may propose any qualifying solution that meets the requirements outlined in the RFP, including disclosure of any licensing or ongoing costs.
163	Third-Party Data Ingestion: Beyond the six domains listed, are there external feeds (e.g., an Applicant Tracking System like PageUp, or a Course Catalog like Watermark/Acalog) that must be integrated via API into the new CMS templates?.	No. There are no current third-party data feeds requiring integration as part of this engagement. Vendors may outline suggested integrations as part of their proposal, if applicable.
164	Scripted Migration Complexity: You've identified 750 legacy news/event entries for scripted migration. Are these entries currently stored in a structured database (SQL) or a proprietary CMS? Knowing the source format is critical for us to validate the metadata, tags, and structured fields during the migration	The legacy news and event entries are currently managed within a Drupal CMS. Additional details regarding the source configuration and data structure may be reviewed with the selected vendor during the Discovery phase.
165	PDF Search & Remediation: The RFP emphasizes WCAG 2.1 Level AA compliance. Does this compliance requirement extend to the 1,000+ pages of legacy PDF documents, or is the vendor only responsible for the accessibility of the new web interface and templates?.	The vendor is responsible for ensuring WCAG 2.1 Level AA compliance for the new web interface, templates, and content delivered as part of this engagement. The RFP does not require remediation of legacy PDF documents. As part of WCAG 2.1 the ADA does not require the conversion of legacy content.
166	Core 30 vs. Discovery: You have pre-defined 14 of the Core 30 custom pages . For the remaining 16, does WVSOM have a high-risk list of complex functional pages (e.g., a highly filtered research directory or interactive map) that we should account for in our initial technical scoping?.	The remaining Core 30 pages will be confirmed during the Discovery phase. The RFP does not identify additional high-risk or complex functional pages beyond those already noted. There are no known high risk complex functional pages outside of the ones listed.

167	Brand Evolution: Has WVSOM recently completed a brand refresh or messaging exercise that will provide the visual and tonal signal for this project, or will the vendor be expected to facilitate brand positioning workshops during the project?.	WVSOM has existing brand standards that should be followed. The RFP does not require the vendor to facilitate brand positioning or rebranding workshops as part of this engagement.
168	Stakeholder Access: For the five required workshops (Executive, Recruitment, Academic, IT, Governance), how many total participants do you anticipate across these groups?. This helps us scale our Discovery artifacts and alignment strategy.	A specific number of participants has not been defined. Stakeholder participation will be determined by WVSOM, with the intent to keep groups appropriately sized while ensuring adequate representation.
169	Budget Transparency: To ensure our proposed solution (especially regarding the AI search and high-performance hosting requirements) is scaled appropriately, is there a target budget range or a not-to-exceed figure WVSOM is comfortable sharing?	The RFP does not define a target budget range or a not-to-exceed amount. Vendors should propose solutions based on the requirements outlined in the RFP.
170	Incumbent Vendor: Is there an incumbent agency currently managing the legacy environment, and are they participating in this RFP process?	No. WVSOM does not have an incumbent vendor currently managing the legacy web environment.
171	Does WVSOM have specific priority content types or user journeys (e.g., program pages, admissions content, faculty profiles) where AI discoverability and structured data performance are most critical at launch?	The RFP identifies prospective student-focused content, including admissions and program information, as high priorities. Specific priority content types and user journeys will be confirmed during the Discovery phase.
172	Can WVSOM provide additional detail on the current CMS platforms, content formats, and any known limitations (e.g., non-exportable content, PDFs, legacy systems) that may impact the feasibility of fully automated migration?	WVSOM currently utilizes Drupal across its websites. There is no known limitation that has caused any issues.
173	Should vendors assume that WVSOM will complete content rationalization before migration, or should this effort be included as part of the vendor's scope?	Content rationalization efforts will be addressed as part of the Discovery phase. The RFP does not require content rationalization to be completed prior to contract award.
174	Will WVSOM provide finalized content for the Core 30 pages, or should vendors include content strategy and/or copywriting support within the proposed scope?	WVSOM will provide the content for the Core 30 pages. The RFP does not require vendors to provide content strategy or copywriting services beyond structuring content to meet accessibility, governance, and AI readability

		requirements.
175	Can WVSOM clarify who will serve as the final decision-making authority for approvals during Discovery, Design, and Development phases?	Decision-making authority will be determined by a WVSOM team. Governance roles and approval responsibilities will be confirmed prior to or during the Discovery phase.
176	Are there any existing internal systems (e.g., document management, HR systems, shared drives) that the intranet is expected to integrate with as part of this engagement?	The RFP does not identify any internal systems that require integration with the intranet as part of this engagement.
177	Does WVSOM have a preferred or existing search platform, or should vendors propose a recommended solution inclusive of licensing and ongoing optimization?	WVSOM does not have a preferred search platform. Vendors should propose a solution that meets the natural language, intent-based search requirements outlined in the RFP and include disclosure of all licensing and ongoing optimization costs.
178	Can WVSOM clarify expectations regarding acceptable fluctuations in search rankings during migration and the post-launch stabilization period?	The RFP emphasizes preservation of search visibility during migration but does not define acceptable fluctuation thresholds. Expectations regarding search stabilization will be assessed based on overall search visibility retention rather than specific ranking guarantees.
179	Does WVSOM have a preferred cloud provider, hosting architecture, or data residency requirements that vendors should consider in their proposed solution?	All hosting infrastructure must be located within the United States. The RFP does not identify a preferred cloud provider or hosting architecture, provided all security, performance, governance, and compliance requirements are met.
180	Can WVSOM provide guidance on the anticipated volume and frequency of ongoing content updates and support requests to inform managed services pricing assumptions?	WVSOM does not currently have defined expectations for the volume or frequency of ongoing content updates or support requests. Vendors may propose assumptions as part of their managed services offering, including included hours and rates for work exceeding those assumptions.
181	Given the breadth of requirements across implementation, hosting, and ongoing managed services, would WVSOM be open to vendors proposing a phased or prioritized roadmap that aligns delivery with institutional priorities and	Yes. Vendors may propose phased or prioritized approaches, provided all mandatory requirements outlined in the RFP are met.

	investment considerations?	
182	Do you have an internal SEO team that manages your search efforts on a regular basis, or would you be interested in that service as a part of post launch support?	The RFP assigns responsibility for SEO to the vendor during implementation and ongoing managed services. Internal roles related to SEO may be refined during the Discovery phase.
183	It sounds like for your Core 30 scope, you are expecting custom page development for each of the 30 pages. Our recommendation for budget efficiency and scalability is to set up a component-based site builder with some unique and some more standardized templates so your team has a lot of options to grow your site in the future without being hamstrung by custom or static pages. Is that an approach you are open to?	Yes. The RFP allows vendors flexibility in their proposed technical and design approach, provided the Core 30 requirements and other mandatory requirements are fully met.
184	Similarly, we may recommend a different template breakdown to cover your Core 15 scope. Are you open to us making suggestions?	Yes. Vendors may propose alternative template approaches for the Core 15, provided the requirements outlined in the RFP are met.
185	Beyond automated migration of ~750 structured entries and development of Core 30 pages, is the vendor responsible for migrating all remaining pages using templates?	Yes. The expectation is that existing content will be migrated as part of this engagement. As part of the project, content may be migrated between the main public website and the intranet, as some pages currently on the public site may be more appropriately housed on the intranet. These determinations will be made during the Discovery and design phases. The selected vendor will be expected to deliver a complete solution in which all applicable content is available on either the new public website or the intranet, unless content is determined to no longer be needed.
186	What is the expected monthly volume and complexity of content updates that should be assumed for structuring the ongoing retainer model?	WVSOM does not currently have defined expectations for the monthly volume or complexity of content updates. Vendors may propose assumptions within their managed services model, including anticipated hours and rates for work exceeding those assumptions.

187	In addition to the 4-hour RTO defined in Section 4.2.2.11, what is the required Recovery Point Objective (acceptable data loss window)?	The RFP does not define a specific Recovery Point Objective (RPO). Vendors should propose an approach that aligns with the stated recovery and backup requirements.
188	We typically recommend workshops that are focused on key areas of focus, like UX or UI Design. Are you open to fewer workshops that include more of your cross-functional team members and additional stakeholder interviews to speak with key personnel?	The RFP defines five required workshops. Vendors may propose recommendations for workshop structure or facilitation approach, provided all required workshops are included.
189	Does the “full-spectrum assessment” referenced in Section 1.1 include physical campus security, or is it limited to digital infrastructure, hosting, and application security?	The reference to a “full-spectrum assessment” is not applicable to the scope of this Website RFP and appears to be a carryover from a separate procurement. This engagement is limited to the digital website platform scope outlined in the RFP.
190	Can WVSOM confirm the preferred authentication approach between SAML 2.0 and OpenID Connect, or should vendors recommend the optimal solution?	The RFP specifies SAML 2.0 integration for the intranet. Vendors may propose recommendations; however, the solution must support the SAML 2.0 requirement outlined in the RFP.
191	Will WVSOM provide Azure AD configuration support and test environment access during implementation?	Yes. WVSOM will provide appropriate Azure Active Directory configuration support and access, as needed, to support implementation and testing.
192	Beyond WCAG 2.1 compliance, are there any specific tools or reporting formats required for accessibility validation and monitoring?	The RFP does not require the use of specific tools or reporting formats beyond demonstrating WCAG 2.1 Level AA compliance. Vendors may propose tools, processes, or reporting approaches as part of their solution, if desired.

193	Can WVSOM provide more detail on user roles and permission hierarchies across departments?	The RFP requires role-based permissions and governance controls within the CMS. Specific user roles, permission hierarchies, and departmental access levels will be defined and confirmed during the Discovery phase.
194	Is there any current incumbent?	No. WVSOM does not have a current incumbent vendor for this engagement.
195	Will the selected vendor be provided with direct database access or export files (e.g., SQL dump) for automated migration of ~750+ news and events?	Yes. WVSOM will work with the selected vendor to provide appropriate database access, export files, or equivalent data sources necessary to support the automated migration of legacy news and event content.
196	Are there other third-party integrations that would require custom development?	No. The RFP does not identify additional third-party integrations requiring custom development.
197	In Section 6.2. (Evaluation Criteria), the point allocation is inconsistent. Which allocation is correct: a) Technical Score = 70, Cost Score = 30; or b) Technical Score = 80, Cost Score = 20?	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>

198	Are you accepting proposals from Canadian companies?	<p>The RFP does not prohibit the use of non-U.S.-based personnel. Vendors may utilize team members located outside the United States; however, the Vendor remains fully responsible for ensuring compliance with all applicable legal, security, and data protection requirements.</p> <p>Institutional data must be stored within the United States and may not be transferred or accessed from outside the United States without prior written approval from WVSOM. Vendors should describe their approach to data security, hosting, and access controls, including any use of offshore resources.</p> <p>WVSOM reserves the right to impose additional reasonable restrictions related to data access, storage, and security in the resulting contract.</p>
199	Do you have a preference between Drupal or WordPress?	<p>WVSOM does not have a preference between Drupal, WordPress, or other CMS platforms. Vendors may propose any CMS solution that meets the requirements outlined in the RFP.</p>
200	Is there a preference to remain on Drupal, or are alternative CMS platforms being considered?	<p>WVSOM does not have a preference to remain on Drupal. Alternative CMS platforms may be proposed, provided all mandatory requirements outlined in the RFP are met.</p>
201	Are there any current limitations with the existing CMS that should inform platform selection?	<p>There are no specific limitations with the existing CMS that are intended to constrain platform selection. Evaluation of platform capabilities and limitations will be part of the vendor's proposed solution.</p>

202	Are there reference websites that reflect your desired look and feel?	WVSOM has not identified any specific reference websites. Vendors may include relevant examples as part of their proposal to demonstrate design approach and experience.
203	Are brand guidelines and accessibility standards available to share?	WVSOM has established brand guidelines and accessibility standards that will be shared with the selected vendor during the Discovery phase.
204	Will the six domains remain separate under a centralized CMS, be consolidated under wvsom.edu, or follow a hybrid approach?	The RFP requires a centralized CMS supporting six distinct domains. The domains will remain separate while sharing a common platform, governance model, and design system.
205	Should the domains function as a unified experience or maintain distinct identities?	The RFP supports a unified experience through a common design system and governance structure while allowing each domain to maintain its own distinct identity and content focus.
206	What is the expected balance between migrating existing content and creating new content?	The expectation is that the majority of page content will be migrated from the existing website. However, some additional content may be required for certain Core 30 pages to support their intended purpose and design. Any new or revised content needs will be identified during the Discovery and design phases.
207	Will content audit and cleanup be handled internally or by the vendor?	The RFP states that the vendor assumes responsibility for conducting the content audit as part of this engagement.

208	Will backend access (database/API) be available for migration?	Yes. WVSOM will work with the selected vendor to provide appropriate backend access, export files, or equivalent data needed to support content migration.
209	Should the “Core 30” pages be fully custom, or inform reusable templates?	The Core 30 pages are intended to be custom-designed pages. However, vendors may propose approaches that leverage reusable components or templates, provided the Core 30 requirements are fully met.
210	What level of flexibility should departments have within templates?	Departments will have flexibility to manage and update content within approved templates. Governance controls, role-based permissions, and allowable customization will be defined during the Discovery phase.
211	What is the primary purpose of the intranet, and will it include sensitive or regulated data?	The intranet is intended to serve as an internal communications and resources platform for WVSOM faculty and staff and will be secured via SSO. Some pages currently located on the public website contain information intended for internal audiences and are expected to move to the intranet as part of this project. The RFP does not identify requirements for hosting sensitive or regulated data beyond standard internal institutional content.
212	Are there required integrations, custom tools, or interactive features we should plan for?	The RFP does not identify required integrations, custom tools, or interactive features beyond those explicitly outlined. Vendors may propose optional enhancements as part of their solution.
213	Will photography and videography assets be provided, or should content production be included?	WVSOM has internal photography and videography resources. The RFP does not require vendors to provide content production services as part of the base scope.

214	Is the current donation functionality PayPal-based, and will that approach continue?	The current donation functionality is PayPal-based, and there is no plan at this time to change that approach. Vendors may propose alternative or enhanced donation solutions as part of their proposal and should clearly outline any associated costs, if applicable.
215	What are the primary conversion goals and key success metrics for the platform?	The RFP emphasizes improving prospective student engagement and supporting recruitment goals. Specific conversion goals and success metrics are not explicitly defined and will be refined during the Discovery phase.
216	Who are the primary stakeholders and decision-makers during discovery and approvals?	Primary stakeholders and decision-makers will be determined by WVSOM. Roles, governance structure, and approval responsibilities will be confirmed prior to or during the Discovery phase.
217	Is there a budget range available to help align scope and recommendations?	The RFP does not define a budget range or not-to-exceed amount. Vendors should propose solutions based on the requirements outlined in the RFP.
218	The introductory paragraph states technical = 70 points and cost = 30 points, but the detailed breakdown totals technical = 80 and cost = 20. Which allocation is correct?	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>

219	The introduction contains a sentence referencing "a full-spectrum assessment of WVSOM's cybersecurity posture and physical security," which appears unrelated to the website scope. Can WVSOM confirm this is a carryover from another document and not part of this RFP's scope?	Yes. The reference to a “full-spectrum assessment” is not applicable to this Website RFP and appears to be a carryover from a separate procurement. This engagement is limited to the website platform scope outlined in the RFP.
220	The heading reads "Required Schema.org implementations" but the bullets describe CMS architecture requirements. Schema.org is addressed separately in §4.2.2.6.2.1. Can WVSOM confirm these are CMS architecture requirements, not Schema.org requirements?	Yes. The referenced section describes CMS architecture requirements. Schema.org requirements are addressed separately in the RFP.
221	The RFP asks vendors to identify the underlying cloud provider (AWS, Azure, GCP). Would WVSOM accept a Drupal-optimized PaaS hosting platform (e.g., Upsun, Acquia, Pantheon) that runs on top of these cloud providers?	Yes. Vendors may propose Drupal-optimized PaaS hosting platforms that run on underlying cloud providers, provided all security, performance, governance, SLA, data residency, and CMS exit requirements outlined in the RFP are met.
222	For the required Dev/Staging/Production environments per domain since the RFP mandates a single unified CMS instance, can domains share Dev and Staging environments within that instance, or are 18 separate environments (3 × 6) required?	The RFP requires distinct Development, Staging, and Production environments but does not prescribe a specific environment segmentation model. Vendors may propose an approach that meets all isolation, governance, testing, and deployment requirements.
223	The RFP requires content "written to directly answer the questions prospective students are most likely to ask." Is the vendor expected to write or rewrite page content, or will WVSOM provide final copy with the vendor responsible only for content architecture and structuring?	WVSOM will provide page content. The vendor is responsible for structuring content to meet accessibility, governance, and AI readability requirements. The RFP does not require the vendor to write or rewrite content.
224	For the ~750 legacy news/event entries, is there a date cutoff beyond which entries should be archived rather than migrated? Or should all entries be migrated regardless of age?	The RFP does not define a date-based cutoff for legacy news and event entries. Migration and archival decisions will be addressed during the Discovery phase but legacy news and events are likely to remain.

225	Beyond the 5 Core 30 intranet pages, approximately how many total intranet pages does WVSOM anticipate at launch?	An estimated total number of intranet pages has not been defined. The intranet scope and page count will be refined during the Discovery phase.
226	Can WVSOM confirm the current CMS platform and version across all five public domains, and identify the current hosting provider?	WVSOM currently utilizes Drupal across all public domains. The sites are hosted within WVSOM's Azure environment. Additional
227	Can WVSOM provide access to Google Search Console and Google Analytics data for each domain so vendors can accurately baseline traffic, indexation, and SEO health for migration planning?	Yes. Access to existing Google Analytics and related SEO reporting data can be made available to the selected vendor during the Discovery phase.
228	The RFP references "NIST aligned or equivalent security practices." Which NIST framework is WVSOM referencing (CSF, 800-53, 800-171)?	The RFP does not prescribe a specific NIST framework. Vendors should align their proposed security practices with applicable NIST-aligned or equivalent standards appropriate to the solution.
229	Does WVSOM have a budget expectation for search platform licensing, given that semantic/vector-based search solutions vary significantly in annual cost?	The RFP does not define a budget expectation for search platform licensing. Vendors should disclose all licensing and ongoing costs associated with their proposed solution.
230	Can WVSOM provide Azure AD tenant documentation including supported SAML claims and any conditional access policies in place?	Relevant Azure Active Directory configuration details may be shared with the selected vendor during the Discovery phase.

231	The timeline maps Months 9 and 10 both to March 2027 (Migration/QA and Main Site Launch). Can WVSOM clarify the intended launch date?	The timeline outlined in the RFP represents a proposed target schedule. Vendors are welcome to submit suggested timelines or sequencing adjustments as part of their proposal. The finalized launch date and project schedule will be confirmed during the Discovery phase.
232	§4.2.2.12.5 states managed services will be "a separate contract," while §4.3 states services shall be "governed under the same contract." Can WVSOM clarify the intended contract structure?	The RFP establishes implementation and managed services as distinct components of the engagement. The finalized contract structure will be confirmed as part of contract execution.
233	The cost sheet Section 2 only lists Hosting and Security Patching as annual managed services, while §4.2.2.12 describes four service categories. Should the monthly retainers in Section 3 be treated as separate from or part of the annual managed services total?	The RFP requires vendors to submit pricing in alignment with the cost categories outlined in the pricing exhibits. Vendors should clearly itemize and describe how annual managed services and monthly retainers are structured within their proposal.
234	Section 6.1 indicates a 70-point technical / 30-point cost scoring split, while Section 6.2 shows 80 technical / 20 cost. Which allocation is correct?	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>
235	The Core 30 list notes additional pages will be confirmed during discovery. Can WVSOM provide an estimate of how many additional pages beyond those listed are anticipated, so vendors can appropriately scope discovery effort?	The Core 30 represents the total expected number of custom pages for this engagement and is not anticipated to exceed 30 pages. WVSOM has provided a list identifying a portion of the Core 30 pages in the RFP. The remaining Core 30 pages, which have not yet been individually identified, will be finalized and refined during the Discovery phase. All Core 30 pages are expected to be unique, high-priority pages.

236	Should the intranet be treated as a lightweight internal communications hub at launch (news, directory, calendar), or does WVSOM envision a more robust platform with workflows, integrations, or additional functionality over time?	The intranet is intended to launch as an internal communications and resources platform. The RFP does not require advanced workflows, integrations, or additional functionality at launch, though future enhancements may be considered outside the scope of this engagement.
237	The pre-bid meeting indicated the intranet would not be hosted on AWS. Should vendors assume the intranet will be hosted within WVSOM's existing Azure infrastructure, with the vendor providing the application layer? Will WVSOM IT be directly involved in the infrastructure setup?	WVSOM does not prohibit the use of AWS, Azure, or other cloud platforms, provided all hosting infrastructure is located within the United States and meets the security, performance, and governance requirements outlined in the RFP. The specific hosting approach and level of WVSOM IT involvement will be coordinated with the selected vendor during implementation.
239	Is the main site the only domain currently on Drupal, or are all six domains on the same platform? Does WVSOM have an existing sitemap or URL inventory available, or should vendors assume a full crawl is required	All six domains are currently managed within Drupal. A public sitemap is available at https://www.wvsom.edu/sitemap.xml . Additional URL or content inventory details may be reviewed with the selected vendor during the Discovery phase.
240	The pre-bid meeting referenced three systems the site currently connects to, but noted no hard integrations are required at launch. Can WVSOM identify those systems and clarify whether integration with any of them is anticipated within the contract term?	The RFP does not require integration with external systems as part of this engagement. Any existing connections are informational or indirect, and there is no current plan to implement hard integrations within the scope of this contract.
241	Will the vendor be responsible for DNS management and SSL certificate provisioning across all six domains, or does WVSOM IT retain those responsibilities? Will the vendor have direct access to the existing hosting environment for migration purposes, or will content be provided via export?	WVSOM IT will retain responsibility for DNS management and SSL certificate provisioning. The selected vendor will be provided with appropriate access or export files to support migration activities, as coordinated during implementation.

242	The RFP requires contract execution and kickoff no later than June 2026, with bid opening on May 1. What is WVSOM's anticipated timeline from bid opening to contract award and execution?	The dates outlined in the RFP represent a proposed timeline. WVSOM recognizes that scheduling may vary based on procurement review and contract and is open to reasonable timeline flexibility. Vendors may account for this in their proposals.
243	The RFP references an "AI @ WVSOM Innovation Page" and AI-optimized content as goals. Beyond Schema.org and structured data for AI discoverability, is WVSOM envisioning any user-facing AI features, such as conversational search or AI-assisted content tools, within the scope of this engagement?	The RFP requires an AI-supported, natural-language, intent-based site search experience as part of this engagement. Beyond search and AI-oriented content discoverability requirements, the RFP does not require additional user-facing AI features such as chatbots or AI-assisted content tools.
244	The pre-bid meeting indicated KPIs are currently under discussion internally. Will WVSOM provide direction on KPIs during the Discovery phase, or is the vendor expected to lead the KPI definition process as part of discovery deliverables?	Key Performance Indicators will be defined and refined during the Discovery phase. Vendors may offer recommendations, but final KPI determination will be made by WVSOM.
245	You mentioned the current site is text-heavy. Have you conducted any usability testing with students, and how open are you to simplifying content to improve user experience while maintaining SEO?	WVSOM has not recently conducted a large-scale usability study with students. Content simplification and optimization may be addressed during the Discovery phase, provided accessibility, SEO, and institutional requirements are maintained.
246	Are there any organizational priorities (e.g., new offerings, regional expansion, enrollment growth, etc.) that should guide prioritization in this redesign effort?	The RFP emphasizes supporting student recruitment and engagement as primary objectives. Additional organizational priorities will be identified and refined during the Discovery phase.
247	Are there particular audiences you would like to improve engagement with?	The RFP identifies prospective students as a primary audience, along with internal faculty and staff users for the intranet. Additional audiences may be identified during the Discovery phase.

248	What user behavior data is currently available to inform decisions in the discovery phase of the project?	WVSOM utilizes Google Analytics and related reporting tools. Available user behavior data can be shared with the selected vendor during the Discovery phase.
249	How will success of the new sites be measured across your goals? What are your KPIs?	The RFP does not define specific Key Performance Indicators. Success measures and KPIs will be defined and refined during the Discovery phase, aligned with recruitment, accessibility, usability, and governance goals.
250	What are the traffic metrics for the sites in scope?	Traffic metrics will be made available to the selected vendor during the Discovery phase to support analysis, benchmarking, and planning.
251	Who is your current hosting partner?	The websites are currently hosted within WVSOM's Azure environment.
252	How are you currently using CDN? Do you plan to continue this in the future?	There is no explicitly defined CDN requirement or implementation outlined in the RFP. Vendors may propose the use of a CDN as part of their hosting, performance, and security approach, provided all RFP requirements are met.
253	Do you have a preferred hosting partner for the new sites?	WVSOM does not have a preferred hosting partner. Vendors may propose an appropriate hosting solution that meets all requirements outlined in the RFP.

254	How much of your web traffic comes from logged in users?	The majority of traffic to the public websites is from unauthenticated users. Authenticated usage is primarily associated with the intranet that does not currently exist in the method we are discussing.
255	Do you plan to leverage SSO beyond the Intranet, and if so what solution?	The RFP requires SSO integration for the intranet only. There is no current requirement to extend SSO to the public facing website. If SSO were to be expanded in the future, it would be for content management access on the public site rather than for public users. Any such expansion would be expected to leverage SAML 2.0 and/or Azure Active Directory.
256	Do you have any requirements to leverage your own SSL certs?	Yes. WVSOM will provide and manage the SSL certificates for the domains in scope. Coordination details will be addressed during implementation.
257	Will you require static IPs for integrating with resources behind firewalls?	The RFP does not identify a requirement for static IP addresses. Vendors may propose static IP usage if required for their solution. Static IPs are not expected to be needed for resources behind firewalls.
258	Are there any unique Information Security Requirements like HIPAA, FedRamp, Web Application Firewalls, PCI, etc... that you require for your applications? If so, please describe.	The RFP does not identify additional security or compliance requirements beyond those explicitly outlined. Vendors must comply with all applicable security, privacy, and regulatory requirements described in the RFP.
259	The RFP mentions that the six domains in the multisite environment should be under a “single, centralized CMS”. For clarification, are you expecting all sites within the multisite environment to share the same features, content model, and theme? Or do you anticipate needing some level of per-site customization in any of these areas? If so, do you anticipate the sites being mostly similar with minor customizations or will	The RFP requires a centralized CMS and shared design system. While common features, content models, and templates are expected, each domain may maintain unique content and branding requirements within the centralized governance framework.

	they lean more towards being completely unique?	
260	Approximately how many sites could you envision potentially existing in this environment? Will it only be the six domains listed, or do you aspire to add additional sites to the multisite environment in the future?	The RFP defines six domains in scope for this engagement. Any additional sites beyond the stated scope would require separate approval and contractual modification.
261	How many content types do the sites utilize?	An exact number of content types has not been defined. Current content types and any required refinements will be reviewed and confirmed during the Discovery phase.
262	How many taxonomy categories and terms are currently used?	Currently, WVSOM utilizes very few taxonomy categories and terms. Existing taxonomy structures are minimal and will be reviewed with the selected vendor during the Discovery phase.
263	Do the current sites use custom-built modules or features? Can you please briefly describe the functionality of these? Do you wish to retain this functionality in the new sites?	There are no known custom-built CMS modules currently in use that are required to be retained as part of this engagement.
264	Can you list the contributed Drupal modules you use for your sites?	Minimal modules are used. A detailed list of contributed Drupal modules will be made available to the selected vendor during the Discovery phase.

265	Are there any internal tools or processes already in place for accessibility testing that you would like the vendor team to include in their processes? Or do you wish for the vendor to propose their own processes and tools.	WVSOM utilizes a third-party accessibility scanning tool. Vendors may propose additional tools and processes as part of their solution.
266	Will the selected vendor be responsible for setting up and configuring analytics dashboards and SEO monitoring tools? Are there any existing tools in use for tracking SEO currently?	WVSOM currently utilizes Google Analytics and related reporting tools. Vendors may propose analytics dashboards and SEO monitoring approaches as part of their solution. Final responsibilities will be confirmed during the Discovery phase.
267	Will the vendor need to do any graphic design work for the sites? Or is that handled entirely by the WVSOM?	Graphic design work for the website is expected to be performed by the selected vendor as part of the implementation scope. WVSOM may also provide supporting assets where available.
268	Is there an established budget range or not-to-exceed amount for the implementation phase and/or the ongoing managed services?	The RFP does not define a budget range or not-to-exceed amount. Vendors should propose solutions based on the requirements outlined in the RFP.
269	The RFP requires "natural language and conversational" site search with semantic or vector-based ranking. Is WVSOM open to solutions that incorporate AI-powered search with usage-based pricing models, and if so, should projected annual usage costs be included in the managed services line items or listed as optional costs?	Vendors may propose AI-powered search solutions, including those with usage-based pricing models. All associated licensing, usage, and ongoing costs should be clearly disclosed and itemized in the vendor's proposal.
270	For the intranet (domain 6), the RFP lists functional requirements such as staff directory, event calendar, and announcements. Should vendors anticipate integrating with existing internal data sources (e.g., an HR system or Exchange/Outlook calendars) for these features, or will content be managed manually within the CMS?	The RFP does not require integration with internal data sources for these features. Content is expected to be managed within the CMS unless otherwise defined during the Discovery phase.

271	The RFP states that the vendor "assumes full content audit responsibility." Can WVSOM confirm whether existing content will be provided in an exportable format from the current Drupal instance, or should vendors plan to crawl and extract content independently?	WVSOM will work with the selected vendor to provide appropriate exportable content or data sources from the current Drupal environment to support migration and audit activities.
272	The evaluation criteria in Section 6.2 list a total of 80 technical points and 20 cost points (totaling 100), but the introductory text references 70 technical and 30 costs points	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>
273	Could WVSOM confirm the correct point allocation?	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>
274	Does WVSOM have a current web governance policy in place?	WVSOM has governance practices in place; however, specific policies, roles, and processes will be reviewed and refined as part of the Discovery phase.

275	For the Core 30 pages and remaining ~220 pages that are non-legacy news and event entries, does WVSOM anticipate the written content being migrated verbatim or are optimizations and improvements to the written content before site launch within the scope of this project?	The expectation is that existing content will be migrated. Content may be refined as needed to support accessibility, SEO, and AI readability requirements; however, wholesale rewriting of content is not required as part of this engagement. Legacy content such as news stories, events, board materials, and similar records is not expected to be updated or rewritten.
276	Could you tell us what content management system (CMS) currently powers the WVSOM websites? Are there multiple systems across the different domains, or is there a single platform in use today?	WVSOM currently utilizes Drupal across all domains in scope.
277	Is WVSOM open to proposals recommending a specific CMS, or would you prefer that a CMS evaluation process be included as part of the discovery phase?	WVSOM is open to vendor recommended CMS solutions. Proposals should identify the proposed platform and rationale, with further evaluation and refinement occurring during the Discovery phase.
278	Are there any CMS platforms that WVSOM has already evaluated or has a preference for (e.g., open-source vs. proprietary)?	WVSOM does not have a preferred CMS platform or approach. Vendors may propose any solution that meets the requirements outlined in the RFP.
279	Has a budget or budget range been established for this project? Any guidance would help us tailor our proposal to deliver the strongest possible solution within your investment parameters.	The RFP does not define a budget range or not-to-exceed amount. Vendors should propose solutions based on the requirements outlined in the RFP.
280	Is this project being funded as a capital expenditure, from an annual operating budget, or through another funding mechanism?	The RFP does not specify the funding source or classification (e.g., capital or operating). Funding for this project will be managed in accordance with WVSOM's applicable budgeting and appropriation processes.

281	Regarding the approximately 750 legacy news and event entries referenced in Section 4.2.2.4 – is all of this content currently stored in a CMS database, or does some of it reside in static files, PDFs, or other locations outside a CMS?	The legacy news and event content is stored within the CMS database. This content may include references or links to PDFs and other documents that exist within the broader website environment.
282	For content migration, do content relationships such as taxonomy, tags, and category structures need to be preserved, or is WVSOM open to restructuring these during migration?	WVSOM is open to reviewing and refining taxonomy, tags, and category structures during the Discovery phase, based on the proposed information architecture.
283	Beyond the automated migration of news/events and the custom development of the Core 30 pages, does WVSOM expect the selected partner to manually migrate or edit the remaining ~220 structured institutional pages, or will WVSOM staff handle that work?	The expectation is that existing content will be migrated as part of this engagement. The selected vendor is expected to deliver a complete solution, including migration of applicable content, with final scope details confirmed during the Discovery phase.
284	Who on the WVSOM team will be responsible for content editing and creation during the project? Will you need content writing or editing support from the selected partner, or will WVSOM provide final content for all pages?	WVSOM will be responsible for providing content for the website. The RFP does not require the vendor to provide content writing or editing services beyond structuring content to meet accessibility, governance, and AI readability requirements.
285	Will the selected partner be expected to provide content strategy guidance – for example, auditing existing content and recommending what to keep, revise, consolidate, or retire – or is the scope limited to designing and building the templates and pages as described?	The vendor is expected to conduct the content audit and may provide recommendations as part of that process. Final decisions regarding content retention, consolidation, or removal will be made by WVSOM and confirmed during the Discovery phase.
286	Section 4.2.2.6.2.2 references content that is “written to directly answer the questions prospective students are most likely to ask.” Is WVSOM expecting the selected partner to develop or rewrite this content, or will WVSOM provide it?	WVSOM will provide page content. The vendor is responsible for structuring content to meet accessibility, governance, and AI readability requirements. The RFP does not require the vendor to develop or rewrite content.

287	Section 4.2.2.3.3.1 lists five required workshops. Could you describe the approximate size and composition of each workshop group? For instance, how many participants would you anticipate in the Executive Cabinet Session versus the IT & Security Technical Workshop?	A specific number of participants has not been defined. Workshop composition will be determined by WVSOM, with the intent to keep groups appropriately sized while ensuring representation from relevant areas across campus.
288	Will the discovery workshops be conducted in-person in Lewisburg, virtually, or a combination of both?	Both in-person and virtual workshop delivery options are acceptable. Vendors should describe their proposed approach. If workshops are conducted on campus, WVSOM will provide appropriate meeting space.
289	Does WVSOM have current brand guidelines and a graphic identity system (e.g., logo usage, color palette, typography) that the selected partner should work within, or is there flexibility to evolve the visual identity as part of this project?	WVSOM has established brand guidelines that should be followed. The RFP does not require a rebranding effort as part of this engagement.
290	Are brand messaging guidelines available, or would WVSOM need assistance developing messaging as part of the content strategy work?	WVSOM has existing brand messaging guidelines. The RFP does not require the vendor to provide messaging development services beyond supporting content structure and presentation.
291	Section 4.2.2.5.3 describes a new intranet with SSO authentication. Could you provide a sense of the number of WVSOM staff who would use the intranet, and whether there are existing internal communication tools (e.g., SharePoint, Teams sites) that the intranet would replace or need to coexist with?	The intranet is intended for use by approximately 325 faculty and staff, as well as supporting internal resources relevant to a student population of approximately 850 users. Existing tools and how the intranet will coexist or evolve alongside them will be evaluated during the Discovery phase.
292	For the intranet's internal staff directory (Section 4.2.2.5.3.2), is there an existing HR or directory data source (such as Active Directory or a PeopleSoft-type system) that the directory should pull from, or will directory content be managed manually in the CMS?	The RFP does not require integration with an existing HR or directory data source. Directory content is expected to be managed within the CMS unless otherwise defined during the Discovery phase.

293	Beyond Azure Active Directory SSO for the intranet, are there other third-party systems that will need to be integrated with the new platform? Examples might include a CRM (e.g., Slate, Liaison), an events calendar system, a faculty or course database, or an application portal.	No. The RFP does not identify additional third-party systems requiring integration as part of this engagement.
294	Is WVSOM currently using a CRM to track and engage with prospective students from website visit through application and enrollment? If so, which platform?	The RFP does not identify a CRM platform as part of this engagement.
295	Section 4.2.2.7 describes a requirement for natural-language, intent-based site search. Does WVSOM have a current site search solution in place, and is there a preference for the type of platform (e.g., a specific product, open-source vs. commercial)?	The RFP requires a natural-language, intent-based search experience. WVSOM does not have a preferred search platform. Vendors should propose a solution that meets the requirements outlined in the RFP and disclose all associated costs.
296	Does WVSOM currently have Google Analytics (or another analytics platform) configured across its domains? If so, could you share approximately how long historical data has been collected?	WVSOM currently utilizes Google Analytics across its domains. Historical data is available and can be shared with the selected vendor during the Discovery phase.
297	Section 4.2.2.8.1 references a discovery process for Key Performance Indicators. Are there specific enrollment or conversion metrics WVSOM already tracks that should serve as the baseline, or would defining those KPIs be part of the discovery phase?	The RFP does not define specific enrollment or conversion metrics to be used as baselines. Key Performance Indicators will be defined and refined during the Discovery phase.
298	Section 4.2.2.9.3 requires a pre-launch accessibility audit conducted by a “qualified third party or internal accessibility specialist.” Is WVSOM expecting the partner to procure and fund the third-party audit, or will WVSOM arrange its own independent audit?	A third-party accessibility validation tool may be utilized to support compliance verification. WVSOM will evaluate the approach and results to ensure alignment with WCAG 2.1 Level AA requirements.

299	Has WVSOM conducted any recent accessibility audits of its current web properties? If so, could those findings be shared with the selected partner during discovery?	WVSOM has reviewed its current website for accessibility. Relevant findings may be shared with the selected vendor during the Discovery phase, if available.
300	Section 4.2.2.10.2 requires 90-day post-launch monitoring and remediation at no additional cost. Could you clarify whether this 90-day period applies per domain launch or once across the entire engagement? Given the phased launch schedule (main site in Month 10, microsites in Months 11–12 per Section 4.2.2.13), the monitoring periods could overlap or extend well beyond the 12-month implementation timeline.	The 90-day post-launch monitoring and remediation period applies to each domain following its respective launch.
301	Section 4.2.2.11 asks vendors to identify the underlying cloud provider and whether environments are single- or multi-tenant. Is WVSOM open to managed hosting platforms that specialize in CMS hosting (such as Pantheon or Acquia), or does WVSOM require infrastructure on a general-purpose cloud provider (AWS, Azure, GCP)?	WVSOM is open to vendor-proposed hosting platforms, including managed CMS hosting solutions, provided all requirements related to security, performance, governance, data residency, and CMS exit capabilities are met.
302	Are there any WVSOM IT security or compliance requirements beyond what is described in the RFP (e.g., NIST framework alignment, FERPA considerations, state-specific data residency requirements) that would apply to the hosting environment?	The RFP references alignment with NIST or equivalent security practices. Vendors must ensure their proposed solution complies with these requirements, along with all applicable security, privacy, and regulatory obligations outlined in the RFP.
303	Section 4.2.2.12.2 asks for a monthly retainer for routine content updates with a defined hour allocation. Could WVSOM provide a sense of current content update volume (e.g., approximate number of content updates per month across all domains) so that partners can propose an appropriately sized retainer?	WVSOM does not currently have defined expectations for content update volume. Vendors may propose assumptions within their managed services model, including included hours and rates for work exceeding those assumptions.
304	The proposed timeline in Section 4.2.2.13 targets completion within 12 months. Given the scope of six domains, 30 custom pages, 15 templates, a new intranet, and content migration – is there flexibility in the 12-month completion target if discovery findings suggest a longer timeline would better serve quality outcomes? We note the RFP states vendors may propose alternative timelines with written justification.	The timeline outlined in the RFP represents a proposed schedule. Vendors are welcome to submit alternative timelines with supporting rationale. The final project schedule will be confirmed during the Discovery phase.

305	Please tell us about the WVSOM team we would be working with on this project – titles, roles, and who would be responsible for reviewing and approving deliverables at each phase.	Project team structure, roles, and responsibilities will be defined by WVSOM. Stakeholders and approval authorities will be identified prior to or during the Discovery phase.
306	What is the approval process for major deliverables? For example, will the Discovery Summary and Decision Document (Section 4.2.2.3.3.3) go through a single project owner, or will it require sign-off from multiple stakeholders or committees?	The approval process for major deliverables will be defined by WVSOM. Deliverables will be reviewed by appropriate stakeholders, and final approval authority will be confirmed during the Discovery phase.
307	Section 6.2 contains a discrepancy in scoring: the introductory paragraph states the technical evaluation accounts for 70 of 100 points with cost representing 30, but the itemized point allocation totals 80 points for technical and 20 for cost. Could you please clarify the correct point allocation between technical and cost scoring?	<p>Section 6.2 contains a discrepancy between the narrative description and the detailed point allocation. The detailed evaluation criteria reflect the correct scoring methodology.</p> <p>The correct allocation is:</p> <ul style="list-style-type: none"> • Technical Score: 80 points • Cost Score: 20 points <p>The reference to a 70/30 split is a typographical error.</p>
308	Will oral presentations (Section 4.5) be required for this procurement? If so, are there specific topics or questions the evaluation committee would like addressed?	Oral presentations may be requested at the discretion of WVSOM as part of the evaluation process. If required, additional details will be provided to selected vendors.
309	Is there an incumbent firm or agency that has been providing web design, development, or hosting services to WVSOM?	No. WVSOM does not have an incumbent vendor for this engagement.

310	<p>The bid opening date listed in Section 2, Item 7 is May 1, 2026. Could you confirm whether this deadline applies to both the technical and cost proposals, and whether electronic submission via email is the preferred delivery method?</p>	<p>The bid opening date applies to the submission of the complete proposal, including both the technical and cost components, as described in Section 5.3.1 (Two-Part Submission).</p> <p>Proposals may be submitted electronically via email or by physical delivery, as outlined in Section 2. Electronic submission via email is acceptable.</p> <p>Please note that any changes to the bid opening date or submission requirements will be communicated through an addendum and posted on the HEPC procurement website and WVOASIS.</p>
311	<p>Does WVSOM have specific priority content types or user journeys where AI discoverability is most critical? And given the rapidly evolving nature of AI search platforms, how does WVSOM intend to evaluate whether AI readability requirements have been met — are there specific platforms (e.g., Google AI Overviews, ChatGPT, Perplexity) that WVSOM considers priority channels?</p>	<p>The RFP identifies prospective student-focused content, including admissions and program information, as high priorities for AI discoverability. Specific user journeys and evaluation criteria will be refined during the Discovery phase. AI readability will be assessed based on alignment with structured content, Schema.org implementation, and the ability of content to support natural-language query responses.</p>
312	<p>Can WVSOM provide additional detail on the current CMS platforms, content formats, and any known limitations (e.g., non-exportable content, PDFs, legacy systems) that may impact the feasibility of fully automated migration? Can WVSOM provide limited read-only CMS access, representative content samples, or sample exports during the proposal phase so vendors can better assess migration complexity, legacy data constraints, and any non-exportable or manually remediated content risks?</p>	<p>WVSOM currently utilizes Drupal across its websites. Additional detail regarding content formats and configurations will be shared with the selected vendor during the Discovery phase.</p>