Questions and Answers

1. Whether we need to come over there for meetings?

   There may be a need for meetings for those vendors who make the shortlist.

2. Can we submit our proposals via email?

   No.

3. Would like to know if the Famu.edu needs to be completely redesigned as the given RFP details are quite confusing to us.

   Yes, the entire www.famu.edu web site will need to be redesigned

4. Also, please elaborate the secure payment system mentioned in the RFP as in the current website the payment is redirecting to the different domain. Please clarify.

   QGiv

5. Are you able to provide a general requirements document or a full RFP so that we are able to understand your full needs. Schools that I have worked with in the past have either required just the design and basic code to implement over an existing CMS or we had to design the full system (including the CMS) from the ground up. Please let us know what is your organization’s needs are.

   Please design the full system (including CMS)
6. We would like to make a proposal for services relates to the FAMU website design, development, implementation and hosting. I would really appreciate if you could explain what kind of documents you need from our company for that?

   A proposal that outlines a complete turn-key solution

7. Office 365 cloud--does this need to remain as is or will you need to change the configuration?

   We do not understand the question. Please explain.

8. Is there a registration functionality available to check the functionality for staff and students? Can you please elaborate on the login feature functionality that your website has?

   Again, not quite sure what you're referring to in this question. Please explain. Are you asking if there is different functionality on the web site for Staff and Students?

9. Under the admission section, the “Apply Now” button is taking us to a different domain. Do we need to keep as is (redirecting to the same URL) or do we need to change the functionality?

   This would need to stay as it is. The application process is handled by another entity.

10. The “University Calendar” and “News & Events” section are on different URLs [http://www.famunews.com/]. Do we need to redesign this website or this will remain as is?

    No. The News site will remain as a separate URL. We want to be able to reach the News site from the main website homepage.

11. Does the donation section need to remain the same or does to need to integrate FAMU’s payment gateway?

    The donation section should remain the same
12. Do you want the same color theme to be used to redesign the website?

   The colors can vary slightly, but not significantly. The school colors are Orange and Green.

13. Your current website is developed using Dot Net technology and the CMS purchased by FAMU is also in Dot Net, so are you comfortable using other development platforms like PHP or something else? Please suggest.

   Our current web site is developed in ColdFusion. The CMS that was purchased is Java based. We are very comfortable with using PHP.

14. Will any face to face meetings be required or can these meetings be all done over web/conference call?

   Face to face meetings will be required during the design process.

15. What institutions does FAMU consider to be among its peer institutions/competitors on a local and national level?

   All historically black colleges and universities and public universities of comparable size.

16. Can FAMU list three specific goals (i.e. driving admissions, increasing donations, brand awareness) it would like to achieve by embarking on this initiative?

   Making the site more student-centric; enhancing our brand; and enhancing recruitment of students

17. What are FAMU’s biggest challenges from a marketing and brand perspective? For example, what’s holding the institution back from achieving these goals?

   One of the biggest challenges from a marketing and brand perspective is brand conformity and the ability to manage our brand across each unit on campus.
18. Who will be involved in reviewing and approving deliverables (i.e. general approach and strategy, information architecture, visual design, etc.) during this engagement? For example, is there any kind of committee or group involved?

Vice President for Communications and External Relations and Chief Information Officer

19. What skill sets exist within the institution (e.g. web developers, content writers) who could assist with certain components of the project?

The University has content writers who will be responsible for content development and has web developers who can assist with agreed upon parts of the design. (Cantrell)

20. Could you please elaborate on FAMU’s primary target audience(s)? For example, where are they located geographically? What sort of demographic/behavioral data exists regarding FAMU’s target audience groups?

Our primary target groups are students, prospective students, faculty and staff, alumni, and supporters.

21. What does FAMU stand for in the eyes of the public? For example, when external stakeholders talk about FAMU, what sort of comments do they make about the institution and its programs?

What distinguishes FAMU from other universities is it legacy of providing access and opportunity to obtain a college degree for underserved students.

22. Does the institution have documentation regarding brand guidelines or any kind of style guide (e.g a web style guide) which clearly defines elements such as visual marks, typefaces, color palates, photography treatments, etc.?

Yes. The University has a Style Manual.
23. When does FAMU expect to begin initiative?

   Immediately after the selection of the web design entity.

24. Are there any deadlines (e.g. a specific launch date) set by FAMU? If yes, is there flexibility in these dates or are they hard deadlines?

   The launch date is scheduled for January 2016. Any extension of this timeline depends on delays that may be caused as a result of actions by FAMU.

25. If, as stated, there is no budget set for the work outlined in the RFP what is a reasonable range to stay within for the work requested?

   It is the respondent’s responsibility to determine the price for the work since this is a part of the evaluation criteria.

26. Can you provide access to stakeholders to participate in focus groups and stakeholder interviews (i.e. current students, prospective students, faculty, staff, alumni, etc.)?

   Yes.

27. Has any research already been completed (e.g. user testing, feedback, surveys, etc.)?

   Yes. We have already completed the discovery phase of the process.

28. Section 3.1 of the RFP mentions content migration. Can you provide the urls of the sites? This would include all of the web sites within www.famu.edu except external sites, and sites that exist on sub domains, e.g. pharmacy.famu.edu, sjgc.famu.edu, etc.

29. What is your preferred platform, Windows or Linux?

   We prefer Windows Servers
30. In the Services Required After Selection you stated that the selected firm's representative may be required to attend public meetings, additional progress meeting and other meetings. Can those meetings be conducted via electronic technologies (e.g., GotoMeeting services, Skype etc.)

   **Yes, most of the meetings can be done electronically**

31. In lieu of full resumes, would descriptive bios of key project personnel, including educational and professional background, be sufficient?

   The respondent's must provide documentation sufficient enough to enable FAMU to determine the capabilities of the key project personnel.

32. On a scale from 1 to 10, rate the organization of content on your existing website. Where 1 is poor (i.e. users cannot find what they're looking for) and 10 is excellent (i.e. you've recently organized and streamlined your content into a user-centric structure).

   6

33. Have you defined the types of content or types of pages which should be included in the redesign? For example, will the website include content types such as news, events calendar, faculty and staff directory, course listings, microsites for individual departments/units within the institution?

   **Yes**

34. Do you want the vendor to develop new written content for the website? Do you plan to re-use existing written content? Or, do you plan on producing new written content in-house?

   **No**

35. Do you have an existing library of visual assets (i.e. original photography) that can be used on the website? If yes, can we use these assets in the visual design?"
The library of assets that we have are old and would need to be refreshed. You would either have to take new photos or use stock photos.

36. Is there a specific coding language which your internal IT team prefers (e.g. PHP, Coldfusion, .NET)?

   The web team prefers PHP

37. Do you want the website to include an events calendar that is managed within the CMS? Alternatively, if you plan to use a third-party events application, tell us the name of that program.

   Yes. Website should include an event calendar

38. Does your institution have an intranet, portal or any kind of internal-facing website? If yes, will the public-facing website need to perform any kind of advanced functionality beyond simply linking to that portion of the web presence?

   No

39. Do you want the website to have the ability to display course information dynamically from an existing database? If yes, tell vendors the name of this system (e.g. a Student Management System)?

   No

40. Do you want the website to have the ability to display directory information (e.g. a faculty/staff directory) dynamically from an existing database? If yes, are you able to provide an RSS or XML feed of this data?

   The information can be provided in XML
41. Is there any custom code or applications on your existing website (e.g. maps, virtual tours, tuition calculators) which you want to be included unaltered on the new site?

Yes, any web site that is not a part of the content management system. All of the sites that use the content management system have the same overall design. There are a few sites like www.famu.edu/famcast and others alike that should not be altered.

42. How many user groups/permission levels will you require?

The content management system should have, but not be limited to, at least 3 levels:

• administrator, who has full access,
• writer, someone who can only create content, but cannot publish it
• publisher, someone who approves the content created by the writer and publishes the content

43. Will the website collect payments via a third party? If yes, which third party will be used (e.g. PayPal, imodules)?

No

44. Will the website feature any social media integration (e.g. dynamically displaying tweets or a Facebook feed on the homepage)? If yes, which social media channels do you plan to integrate?

No

45. Will website visitors have the capability to comment on blog posts and news articles?

No

46. Will the website need to comply with government mandated accessibility rules? For example: Section 508c, WCAG 2.0 Level A, WCAG 2.0 Level AA. If yes, which type of compliance do you require?
47. Has any previous branding or audience research been completed by the University and/or an outside firm? If so, will this research be available to the selected firm?

Yes. A few focus groups have been held with current and prospective students regarding the University's brand.

48. When did the university last complete a major redesign? Was it done in-house, through an external partner?

The last major redesign was completed in 2008/2009 and was done in-house

49. What third party integrations will the new site need to incorporate?

None

50. Has the university already moved into Percussion, or is that on hold until the redesign project is complete? Should the university decide to use another CMS, does the university assume integration services will be handled by the CMS partner or the design vendor?

We are still using the CMS that was built in-house. If another CMS is chosen, the vendor would handle all of the data migration to the new CMS.

51. On page 26 you mention migrating content as part of the Scope of Services. Is this something to university hopes to complete with guidance from the vendor, or are we to understand that the vendor will be responsible for migrating all content?

Understand that the vendor will be responsible for migrating all content

52. On page 30 the RFP states that draft design templates should be completed no later than eight weeks from the contract date. Are we to understand that this includes homepage, landing pages, and pages for every department (Sec. 3.5, D)?
Yes

53. What keeps you up at night? What conversions should the site be facilitating that it’s not?

*This Information is not relevant to submitting a response to this RFP.*

54. Has a budget been established for this project yet, and if so can you share it? If not, can you share if the university will entertain proposals greater than $250k?

*We cannot share the budget with potential respondents to this RFP.*

55. Does the university have a desired launch date in mind? Is the university entertaining a phased rollout?

*Desired launch date in January 2016*

56. On page ten you mention a mandatory pre-proposal conference will take place, however there is no conference listed in the calendar of events. Will there be a pre-proposal conference, and if so, what date will that occur?

*See addendum #2*

57. In the calendar of events, the due date for the proposal is August 24 at 2:30 pm, however the cover page and various other pages reference the due date as 2:00 pm. What is the time deadline on August 24?

*See addendums*

58. One page 11, the RFP states “The proposal must be submitted in one (1) original, eight (6) copies and one (1) electronic media (USB Drive) with the Response in either the Microsoft Word or Adobe PDF format.” Does the university wish to receive eight copies, or six?
one (1) original, eight (8) copies and one (1) electronic media (USB Drive)

59. How many unique website URL’s will be migrated and managed in the new WCMS?

   All of FAMU.edu except sub domains, and the following:
   www.famu.edu/famcast
   www.famu.edu/tms
   www.famu.edu/exitsurvey
   www.famu.edu/uac
   www.famu.edu/catalog
   www.famu.edu/hazing

60. How Many pages does the current NDMU website consist of?

   NDMU? The FAMU Web site consists of 5000+ pages

61. Who will be in charge of content updates once the new WCMS is in place?

   That task would remain in the hands of the various content managers throughout the university

62. Do you have a web development team in house? If yes, how many people do you currently have in that team?

   The web team consists of two web developers and a graphic designer

63. Does NDMU plan to participate in any of the implementation or migration? Or is this work that the vendor is expected to perform as a “turn-key” implementation.
Please provide a turn-key solution

64. Can you provide a list of dynamic elements or application integrations required that the vendor will consider to be in scope? (Please be specific as to the levels of integration)

Please clarify

65. Can you provide a list of all third party integrations NDMU requires the vendor consider to be in scope? (Please be specific as to the levels of integration)

Please clarify? NDMU?

66. In order to put a complete project timeline together, can you please provide a project kickoff or start date?

September 28, 2015.

67. Do you have a budget number you can share for this project?

No.

68. Can you outline any goals for the redesign, who is your main target audience?

The goals are set forth in the RFP. The target audiences are

69. Can you share a few sites that you like or would like to have Florida A&M aspire to?

Howard University website and Cornell University website

70. Who are your competitors?
All historically black colleges and universities and other publicly funded, national universities of similar size.

71. May this proposal be jointly submitted by a design firm and Percussion Software?

Yes

72. Are there any results available from pre-existing user/stakeholder research that we will be able to review at the start of the project? If so, please specify the types of research you have already conducted (e.g., surveys, focus groups, etc.) and describe in detail what will be available for our use during the Discovery phase.

The discovery phase has been completed. FAMU will share this information with the selected vendor

73. Has any design for the new website been already done by FAMU staff, and if so, are we required to use these existing designs?

The vendor will be required to provide new designs for the web site

74. Will there be a WebEx or conference call set up for those who are out of state and still wish to participate in this pre-proposal conference?

Yes. Conference call

Participant passcode: 9800324174 then #
International direct: +1 720 389 1212
US Toll free: 1 888 670 3525
75. I am a minority owned business. Do I need to provide specific paperwork upon submitting 
   my proposal or is that required if/when small my business is chosen? 

   See section 2.14 page 13

76. Who are the primary decision makers for the project? 

   Vice President for Communications and External Relations and the Chief Information Office

77. Who would be the primary project contact or assigned project team for daily 
   communication? 

   Vice President for Communications and External Relations

78. How many content managers do you have currently supporting the site? 

   About 300

79. How many URLs are expected to be part of this project? If multiple URLs, please list 
   them. 

   All of FAMU.edu except sub domains, and the following: 
   www.famu.edu/famcast 
   www.famu.edu/tms 
   www.famu.edu/exitsurvey 
   www.famu.edu/uac 
   www.famu.edu/catalog 
   www.famu.edu/hazing 

80. Please list the third party systems that are expected to integrate into the site. 

   None.
81. Are there any components of the current site that will not be part of this new redesigned site?

Yes. All of the sub domains, and the following:

www.famu.edu/famcast
www.famu.edu/tms
www.famu.edu/exitsurvey
www.famu.edu/uac
www.famu.edu/catalog
www.famu.edu/hazing

82. Will a current brand guide and web standards be provided prior to the start of the project?

Office of Communications Style Guide

83. Beyond existing standards, has there been any work establishing messaging for the new site? Specifically content development?

Yes

84. What is your expectation for any research around audience needs? Will project stakeholders be able to speak for the audiences or will focus groups be necessary?

No research round the needs of audiences will be needed.

85. Are you interested in user personas?

No

86. Are you interested in usability testing?

Yes
87. What does on-going web maintenance support include?

   What services do you provide and propose?

88. What is the on-going web maintenance support budget post launch

   This data cannot be made available to prospective respondents

89. Which payment service do you use currently to conduct secure financial transactions online? Do you want to keep the same service on the new site?

   QGiv. Yes we want to keep the same service

90. Are there any predefined performance metrics that we should know about (i.e. page rendering times, etc.)?

   Please provide industry standard performance metrics

91. How will success be measured?

   By the timely completion of the project within the agreed upon budget.

92. Who will be doing website maintenance and hosting?

   Subject to negotiation, the selected vendor.

93. What is the current level of effort for:
   a. Website maintenance
   b. Hosting

   N/A

94. List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.
Yes

95. Soft Copy of the Tender Document through email.

    We do not except email submissions

96. Names of countries that will be eligible to participate in this tender.

    Florida A&M University practice open and fair competition

97. Information about the Tendering Procedure and Guidelines

    Please clarify

98. Estimated Budget for this Purchase

    See answer above

99. Any Extension of Bidding Deadline?

    See answer above

100. Any Addendum or Pre Bid meeting Minutes?

    See the Office Procurement Services website

101. Specific Instructions (11) Business Profile Form (page 34)

    Reserved

    Please refer to this web page:  http://www.famu.edu/index.cfm?Purchasing&Solicitations
Section 1.1 A. specifies “A website that covers all aspects present in the University’s current website(s)”

- Will the project include each of the following websites:
  - famu.edu
  - studentactivities.famu.edu
  - careercenter.famu.edu
  - rattler.famu.edu
  - sga.famu.edu
  - library.famu.edu
  - famuonline.com
  - famunews.com
  - famutvnews.com

  NO

- Are there additional websites not listed above to be included? If so, which additional sites are to be included?
- Are all existing sites to be consolidated within the new website, or will some remain as stand-alone sites?
  - If standalone, will each site require a separate CMS?
- Should RFP responses include design, development, hosting and maintenance of the FAMU Mobile Apps for iOS and Android?
- Section 3.2 A. notes “The University has recently purchased Percussion CMS” N/A
  - Is the Percussion CMS currently integrated and in use on existing University websites?
    - If so,
      - Which version of the CMS is currently in use?
      - Has the University experienced any problems or issues using Percussion CMS?
      - What are the ongoing costs associated with the CMS, if any?
      - If the CMS is licensed, when does the licensing agreement expire?
      - Does the University have a preference towards using the Percussion CMS system?
    No

- Section 3.3 C. requests a timeline for each phase of the project
  - Does the University have a desired completion date for the project?
    See answer above

- Is the University considering phased launch dates?
  - Example: FAMU.edu launches on date X, FAMU Mobile Apps launch on date Y.
  - No

- Does the University have an anticipated budget range for this project? If so, what is the budget range?
  See answer above