Please review the following questions and clarifications:

1. What is your vision for this project? What business goals will this project accomplish?

   Please see section 3.1 of the RFP.

2. What are the success metrics or KPIs for this project?

   Examples of successful outcomes include an increase in UNI web traffic, increased individual session times, positive adoption patterns across the institution, easy navigation with fewer clicks required to access information, and a positive, seamless digital experience for visitors using a variety of devices and platforms. Site templates and all objects must be accessible per WCAG 2.0 compliance standards as reported by compliance analysis tools and the user community. From a project management perspective, success includes a clear definition of roles and responsibilities, a detailed project plan and timeline, resource availability, and project completion on time and within budget.

3. What are the strengths of your current CMS platform?

   The Drupal platform is an open source, customizable, and modular platform which has been implemented in a manner that supports security-related best practices. The University has standardized on this platform across the enterprise and, to date, has more than 10 years of experience with the platform.

4. What are the weaknesses of your current CMS platform?

   The learning curve for new developers and sufficient resources to leverage the full potential of the platform.

5. Which of your organization's lines of business will be impacted by this project?

   The entire enterprise is impacted by this initiative.

6. Are there specific considerations for vendors in this procurement process?

   All information and considerations for vendors is in the RFP document and any issued addenda.

8. Who are the stakeholders involved in this project?
While the entire University community is impacted by this initiative, the primary sponsors of the project include University Relations, the UNI Integrated Marketing Council, and Information Technology.

9. Who will be involved in the evaluation and decision-making process?

*Please see section 1.17 of the RFP*

10. What is your ideal timeline for the start and completion of this project?

*The ideal start time is early summer 2019, with the duration of the project in the 4-6 month timeframe, depending on final project scope. These details will be discussed and finalized with the selected vendor.*

12. What is your budget for this project? If you cannot specify, could you provide a target range? 0-100000, 100000-250000, 250000+

*The project budget falls within the $0-$100,000 range, depending on the final scope of the initiative.*

13. User experience design is the process of defining the manner in which users are able to interact with the website functionality. Are you seeking a firm to assist in user experience design?

*Yes, this is a primary goal of the initiative.*

14. The ability for the business user to effectively manage content within a new technology often depends on the depth of their knowledge. Are you seeking a firm to assist in the knowledge transfer and training of business users?

*Not at this time.*

18. We understand you are currently using Drupal. Can you please elaborate on the version of the platform and how it has been implemented?

*The University is using Drupal version 7.65 in support of 270+ sites. A base theme is in use with 90+ commonly used modules in place.*

23. Which mobile devices must the platform support? We recommend, at a minimum, web-kit enabled iOS and Android devices.

*Webkit enabled iOS and Android, with a responsive design approach.*

24. Which browsers must the platform support? We recommend, at a minimum, Internet Explorer 11.x and later, Firefox 5.x and later, Opera 12 and later, Safari 5.x and later, and Google Chrome.

*Those are acceptable.*
25. How many people manage and update content on a regular basis?

*There are 114 individuals within the University community who update content across 270+ sites.*

26. How do you currently support and maintain your CMS platform?

*Please see section 3.2.2 of the RFP.*

27. Do you require a Service Level Agreement for Maximum Initial Response time?

*Not necessarily. The University is not sure what a “maximum initial response time” is in reference to.*

28. Do you require 24x7x365 product support for critical issues?

- *During the engagement’s site development period, support during standard business hours is the expectation.*
- *If after implementation (“go live”) a critical issue is encountered, 24x7x365 support is the expectation.*
- *On an ongoing basis (after the engagement period has expired), there is no expectation for ongoing support.*

28. Within all our projects, we recommend a hosting solution that is architected for resiliency and designed to accelerate deployment. Do you require a firm that will provide a hosting solution? If not, what are your plans for hosting?

*The University of Northern Iowa is not seeking a hosting solution.*

29. If you would like a hosting recommendation, please respond to the questions below:

*The University of Northern Iowa is not seeking a hosting solution.*

- How many page views do you receive per month?
- How many authenticated (content writer) page views do you get per month?
- Do you plan to run multiple sites on your new platform? If so, how many?
- How many content items (pages) do you have in your existing website?
- How much file system space does your existing website use?
- Do you currently use a Content Delivery Network (CDN)?
- Do you require any specific networking rules or customization?
- Does your site require external authentication (LDAP, SAML, etc.)?
- Do you process any e-commerce transactions?
- Do you require a Service Level Agreement for uptime (99.95%)?

40. What tools and processes are you currently using to evaluate the accessibility status of the website?
Some of the tools currently in use to evaluate WCAG 2.0 accessibility include WebAIM, SiteImprove, and WAVE.

41. How often is content checked against standards for compliance?

All new sites are created using accessible templates and are evaluated fully prior to “go live.” The top 10 visited sites are reviewed daily and all other sites are evaluated via scheduled jobs, with review of outcomes taking place on a daily basis.

42. Is there a plan to ensure legacy content (copy) carried over from the current website meets accessibility guidelines? Will this be the responsibility of the proponent or internal?

Yes, this will be the responsibility of University personnel.

43. How are organizational content policies enforced during publishing?

With the addition of a new Web Content Manager, this is an imminent expectation.

44. Do content editors require educational resources and training on accessible content publishing best practices?

Yes, content editors must attend training prior to being granted access.

47. Do you plan to incorporate digital experience platforms (DxPs) in this project or in the future? We recommend using DxPs if you are looking to build complex personalizations, custom user journeys, and targeted advertising.

Yes, the University of Northern Iowa is interested in learning more about the incorporation of DxPs.

48. Are user personas and customer journey mapping an important part of this project?

Yes, we interested in user persona development and customer journey mapping as an element of this project.

49. Is action- and location-based contextual content an important part of this project?

Content design optimized for device-based context is a must. Action- and location-based context might bring more complexity than we have resources to fully develop and maintain, but we’re open to learning more about these options.

50. Is an enterprise-level digital asset management suite an important part of this project?

No, but the University of Northern Iowa does have a DAM if an interface discussion is needed.

51. How many content types (or content templates) are needed for this project?
Drupal Bootstrap is used for the current Drupal 7 theme, with paragraphs to implement the various features within the page, such as hero photo, cards, content areas, pullouts, etc. Content types include Basic page, Hero Photo (for different placement), Webform, Events, News. We would like to discuss continuing and expanding on/improving that theme.

52. Do you require an enterprise search appliance to help users find content? We recommend Apache Solr, an open source search appliance that is often used with Drupal CMS.

*There is interest in learning more about this recommendation.*

53. Do you require engagement tools, such as commenting or social sharing?

Yes.

54. Do you require forms as part of this project? If so, how many? Can you provide examples demonstrating the complexity of the forms?

Yes. **Standard Drupal Webforms will be used. Request for Information (RFI) forms that direct input toward the Salesforce CRM system will do so via embedded FormAssembly code (example: [https://admissions.uni.edu/information](https://admissions.uni.edu/information)).**

55. Are there any third party applications that need to be integrated with the CMS? If so, can you elaborate on which applications and the level of integration?

*Examples of current integration points include Salesforce via Form Assembly and select data extracts from the Oracle eBusiness, PeopleSoft, and Oracle-based data warehouse systems. Authentication is accomplished via Active Directory and Shibboleth.*

56. What content governance and workflow requirements do you have for this project?

*With the new addition of a Web Content Manager, campus content guidelines will be developed and a new workflow will be established. For the length of this engagement, this staff member, University Relations and the Integrated Marketing Council will be involved in content development, review and migration. Workflow requirements for this project will be established in initial conversations with the selected company.*

57. Do you have requirements for web analytics and tracking?

*Google Analytics implemented using Google Tag Manager.*

63. With exponential growth in content volume, the migration of content to a web content management system control can be a lengthy process that requires a great number of resources. Are you seeking a firm to assist in content migration?
While the selected vendor will provide the framework for specific sites (see section 3.1.4 of the RFP) and consultation relative to content migration, University personnel are responsible for content migration activity.

If you require content migration, please respond to the questions below.

○ How many pages do you plan to migrate
○ Please specify the format of the source data to be migrated (database, .csv, XML, etc.).
○ Can you provide a sample of the data to be migrated?

67. Do you have a preferred project management methodology? We use the Agile methodology to ensure that we are able to deliver the projects that our clients envision.

A project methodology is required and should be jointly agreed upon, but there is no initial preference as to the methodology selected.

68. Would you be open to receiving an interactive digital proposal (either instead of or as a supplement to the standard PDF proposal, available via a link) hosted on a web page, with the appropriate considerations taken for privacy?

Please provide the standard, requested response documents as described in the RFP Section 4. Finalists should also prepare for an on-premise demonstration. In addition to these, the University is open to receiving supplemental materials, including a digital proposal.

69. Whether Companies from outside USA can apply for this?

Tasks must be performed in the United States of America.

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

While work can take place remotely and many meetings will be conducted via video conferencing, there will be on-site aspects to the engagement. Examples include the initial presentation (RFP process) by finalists and a variety of on-premise meetings throughout the research and development phases.

71. Can we perform the tasks (related to RFP) outside USA?

Tasks must be performed in the United States of America.

72. Can we submit the proposals via email?

Per Section 1.5 proposals should be submitted to molly.ungs@uni.edu

73. Is the University expecting a fully functioning and coded website deliverable, or is the vendor responsible only for the design services (design, patterns, stylistic elements, UX best practices, etc) portion of this project? Or perhaps the University is envisioning collaboration on the programming portion of this project, and if that is the case, approximately what percentage of the programming should be anticipated to be completed by the vendor?
Vendor partner expectations are in the areas of design, development, and implementation of a new University of Northern Iowa home page, as well as selected subpages; designing a coordinating theme and library of components for Admissions, Majors Pages, and College landing pages, building on and/or improving the current UNI Drupal 7 Bootstrap theme. Please see sections 3.1.2, 3.1.4, and 3.1.5 of the RFP for more information.

74. In section 3.1.5 it mentions that the design should use Drupal 7 and be portable to Drupal 8. Can you elaborate on why you want this approach rather than designing in Drupal 8 from the start?

*It is our understanding that the modules currently in use by the University are not yet all available in Drupal 8. If you can demonstrate an enterprise-ready method for accomplishing the same functions in Drupal 8, we are open to a discussion regarding this topic.*

75. Section 3.14: Are you expecting the major pages to share a common design, or do you expect differences across the major pages?

*Common Design*

76. Section 3.15: Drupal 8 uses an entirely different theming framework than Drupal 7. Although the design itself can be portable across any digital tool, the implementation of that design on D7 will not be reusable on D8. We just want to be sure you are clear on that.

*This is understood.*

77. Further can you elaborate on the reasoning behind redesigning on D7 instead of migrating to D8 now while you are doing all this work? D7 support will end in Nov 2021, so you will need to migrate within the next two years anyway.

*Please see response to question 74*

78. Section 3.1.9: Does this mean you want sample screens, etc. for the mobile app, but no implementation services at this time?

*Yes*

79. Section 3.1.10: Can you elaborate on this requirement? Will this online news bureau be implemented on D7, or a future D8 site? What are the sources of news? Does this feature exist in some form now?

*A basic form of what we want to develop is a newsroom.uni.edu, it will likely be redone in Drupal 7 using the new theme. News is developed by multiple sources across campus and it is our desire to house it all in one site, allowing it to feed to other sites.*

80. Section 3.1.11 A web content strategy usually requires documented user personas for the site, and a gap analysis to identify user needs that are not supported by current content. Is that what you are asking or? Do those personas exist, or should we plan to do that work?
We have not currently use a persona-based process, but we are interested in learning the advantages of having one as well as guidance on development.

81. Section 3.2.1. Do we need to design sub themes for any parts of the site, or can we assume one design theme will extend across all Drupal sites that we may touch?

*This may depend on the definition of subtheme. We believe our intent is one design theme with the flexibility to be used across the entire site, with the majority of the sites converted by the UNI Webteam.*

82. Do you want the answers to the spreadsheet questions submitted in the spreadsheet, or can we answer those in a Word doc where we can format the answers provide supporting images, etc?

*Submission via Excel or Word is acceptable, but questions and answers must be clearly stated and organized as in the excel document.*

83. How will the winning vendor be selected? Is there a scoring matrix or something similar?

*Please see section 1.17 of the RFP.*

84. What is the budget for this project? Some of the requirements are open to wide ranging interpretation, which could lead to wide variations in budgets submitted. We would like to confirm our understanding of the requirements is in line with your intentions.

*Please see the response to question #12.*

85. 3.1 -- Is the expectation that the vendor will do the site development as well as content development and population, through launch and post-launch support services?

*Please see section 3.1 of the RFP for a project deliverables, including a new web design, a library of components, specific page builds, and a complimentary mobile app design. Content development and population is not a deliverable of the engagement.*

86. 3.1.2 -- Is this for redevelopment of all UNI web properties, or just the main UNI site? What specific URLs are in scope?

*We would like to see a new theme (or an update of our new Drupal 7 Bootstrap theme) with a specific focus on the UNI home page and other top-level landing pages. We will likely extend that theme across our other 270+ sites. Design and implementation of an Admissions and Majors site may be included.*

87. 3.1.5 -- In our experience upgrading clients from Drupal 7 to 8 that there is not a smooth, low effort upgrade path. In most cases significant amounts of redevelopment have been necessary. We are anticipating a lower effort to migrate clients from Drupal 8 to Drupal 9 (scheduled to be released in June 2020). Can you explain the reason for wanting the vendor to build the redesigned site in Drupal 7?
Please see response to question 74.

88. 3.1.10 -- Is the UNI Newsroom (https://newsroom.uni.edu/) included in the scope of this redevelopment? If not, what is included in the historical library of featured stories?

No, it is not.

89. We see that UNI desires project completion by Sept 1, 2019, does this include full migration of content and launch of all sites in scope? What are the drivers for this completion date? Is there any flexibility in this launch date?

Yes, there is flexibility. Our desired timeframe is 4-6 months.

90. Would you be open to a non-US based vendor completing this work?

Please see response to question #69.

91. What is your desired website launch date?

The desired website launch date would be Fall 2019, 4-6 months from initial engagement.

92. Can you disclose a budget range or budget cap for this project?

Please see response to question #12.

93. Do you have plans to migrate your site from D7 to D8 in the near future?

The University will be migrating to Drupal 8 (or directly to Drupal 9) when the necessary Drupal modules are available. It is anticipated that these modules will be available within 1-1.5 years.

94. Can you explain/elaborate further on how you would like to complete content migration? (i.e. Internal or vendor? Manual or Automated?) Can you provide us with an approximate number of web pages that will need to be migrated over to the new platform?

Content migration will primarily occur as a combined internal effort between University Relations, IMC, and the web development team. Ultimately, most pages within the UNI domains will be migrated to the new themes.

95. Could you please give more information on the rationale for building the theme in Drupal 7 and making it portable to Drupal 8. Are you open to building the theme on Drupal 8 initially?

A Drupal 7 based theme is required as critical modules in use are not yet available in Drupal 8.
96. As part of the theming and component-building effort, are you looking to create a reusable theme (i.e., the “UNI Drupal theme” brand package) that other units can request or download for use on their own sites?

*University sites are built by a central UNI webteam. The new theme will be used by this team for the redesign of 270+ sites.*

97. Do you have a budget in mind for this project (I couldn’t see one)

*Please see response to question #12.*

98. Is there likely to be an extension to the deadline for submission

*The established RFP due date will not be extended.*

99. Can you confirm that submission can be electronically submitted rather than postal?

*Yes, please see section 1.5 of the RFP.*

100. When was the site last designed? Was that an internal or external effort? If external, is that agency or partner also bidding on this project?

*The last major redesign effort involving an outside partner was in 2012.*

101. When did you last complete a content audit? What were the results?

*A complete, 270+ site content audit has not been recently performed.*

102. We noticed that your RFP doesn’t mention content development as part of the scope of work. Do you anticipate needing help writing content for marketing critical pages or stories? If so, how many pages?

*No, we anticipate this work will be done internally, although we would be interested in initial content guidance for top-level pages as it pertains to user experience.*

103. Which institutions do you compete with on a regular basis?

*The University of Northern Iowa has identified a list of peer institutions, which appear on the Institutional Research website: [https://ir.uni.edu/peer-institutions](https://ir.uni.edu/peer-institutions)*

104. Which websites (both inside and outside of higher education) do you look to for inspiration?
Sites that lead the user to feel inspired, have easy-to-find information, consistent navigation, and that possess a clear message and brand.

105. Which office currently owns the academic program pages?

The UNI Webteam is responsible for the technical development of the sites, University Relations and individual academic departments are responsible for the content.

106. What governance policies are currently in place? What’s working? What isn’t? What gaps would you like to address in revisiting governance through this project?

As part of our web redesign initiative, the University of Northern Iowa will be developing new web content, design and user experience standards for its websites. Guidance in the development of standards would be beneficial.

107. We noticed that UNI also released a brand discovery and positioning RFP alongside the redesign RFP. Is the intention to conduct these projects with one partner? If multiple partners are selected, how do you anticipate sequencing the work?

We are open to using one partner, but may opt to use two partners for these initiatives. As they will be happening within the same time frame, the Integrated Marketing Council will be utilizing the feedback from the brand discovery initiative to inform the web redesign process.

108. What team will we be working with on this project?

Please see response to question #8.

109. What is the anticipated project timeline? What key drivers are determining that timeline?

The desired timeline for this project is Fall 2019. We are seeking an improved web experience for our prospective students and parents in an effort to make information appealing and easy to find, with an ultimate goal of positively impacting future enrollment.

110. How many agencies did you send the RFP to proactively?

This RFP is posted to our public website.

111. Do you have a preference of working with a local agency?

Please refer to section 1.13 of RFP

112. Who are the decision-makers for awarding this project?
Please see section 1.17 of the RFP

113. What is your anticipated budget for this project?

Please see question # 12

114. Please confirm whether the University is seeking a set of new, responsive templates integrated into Drupal by the chosen firm OR do you want the selected partner to deliver the HTML for the UNI team to implement into Drupal?

Templates.

115. As an Excel document, the “4.5 Response Workbook” is a bit challenging to input descriptive copy and corresponding helpful visuals. Can responding firms provide an accompanying narrative version (in Word) that addresses the requested elements of our services as well?

Please see response to question #68

116. Please describe the in-house team at UNI that would own and be involved in this project. What are their roles and skillsets? How much time would they be able to dedicate to this project?

Please see section 3.2.2 of the RFP.

117. Is it your expectation that your web partner would support your team through launch of the redesigned site, or just provide the design patterns and CMS tools so that the in-house UNI team can carry it forward to launch?

Support through launch, then the UNI Webteam, in conjunction with the University Relations Web Content Manager, will manage the site from that point forward

118. We are no longer building any sites in Drupal 7, only Drupal 8. If Drupal 7 is a strict requirement, we would have to provide only the front-end design pattern library and have UNI do the D7 theming. Is that an acceptable approach?

Please see response to question #74.

119. Can you provide any budget guidance? When we've done similar projects for other universities the cost has been more in the $175-250K range, so we're concerned it may not be feasible to meet your goals within a $100K budget, particularly if you are expecting the partner to do the Drupal implementation.

If you are unable to produce all of the services and deliverables called for in the RFP, please detail the services and deliverables that you can provide to the University within the stated budget. (e.g., design of the UNI homepage, development of the theme for that site, expanding
on/improving on the existing new Drupal 7 Bootstrap theme currently utilized on new sites, etc).

120. Could you please provide us list of the Drupal modules which you are using in current production environment?

_This information will be provided to the vendor partner upon selection._

121. What is the purpose of Salesforce integration with respect to functionality and features?

_Drupal submits data to Salesforce via request for information forms developed with Form Assembly._

122. What are the various Salesforce service and tools used?

_Salesforce CRM, Marketing Cloud, Einstein Discovery, Form Assembly, SMS Magic, Dell Boomi_

123. As admission module (Create Account and Login functionality) are not part of Drupal implementation, would that be part of scope to shift to Drupal?

_No, the Admission module is not part of the scope of the Drupal implementation._

124. Is the current website hosted in on prem or cloud?

_On-premise_

125. What kind of functionality comes under the secure system?

_The University is uncertain what is meant by “secure system.”_

126. The color ([ ] ) is the brand color of university website or do you want to change the color theme also?

_Changing the brand color of the University website is not within the scope of this RFP._

127. Do you have any existing research data like Feedback/ Survey about current design or theme of web portal?

_No._

128. Could you please share your brand specification?

_This will be provided after the selection of an agency._

129. What are the use cases for logged in and non logged users?

_Authenticated users are typically systems administrators or content editors._

130. What are the different types of users (e.g. students, staff, external users, admins)?
Please see response to question #129.

131. Web portal search bar is linked with the google search engine. Would you like developed a common search system for entire portal?

We are open to a discussion regarding a new search system.

132. Could you please let us know what kind of the content or information would like to present on home page?

Information that conveys our brand and values, that entices students to explore our programs and learn more about offerings, and inspires them to pursue an education at UNI.

133. Could you please provide the list of major pages (Q9400 ref-3.1.4)?

This is referring the to Majors website at https://majors.uni.edu, as well as the UNI home page, Admissions site, and our colleges/departments.

134. Please provide us login credentials, so we can review internal functionality?

Credentials are provided only as required and are not available until a vendor partner is selected and a contract is in place.

135. What is which technology stack used in development of Mobile App?

ModoLabs

136. Do you have any mobile app for internal users?

No, there is not a separate app for internal users. ModoLabs persona strategies are used to group content by community.

137. What is the data/content source for the mobile app? What is the mechanism to fetch data/content?

Content is provided by departments sponsoring a specific feature of the application. The mechanism used to obtain data varies based on the requirements and nature of the source.

138. How is the search functionality implemented in mobile? What is the mechanism for the same?

This functionality is native to the ModoLabs platform.

139. What is the purpose of Device Identifier in Messaging Settings screen?

This functionality is used to send targeted messages to a specific device.

140. Is UNI Calendar syncing with Device calendar?

Yes
141. What are Public messages? And how it will reach to device?

*There are currently two options for sending out messages, one is a push notification that appears on the phone's bar/screen and the second is a banner-link message that is displayed at the top of the page in-app.*

142. We found android app link in google play store.  
https://play.google.com/store/apps/details?id=com.blackboardmobile.testing uni is this the app need to be changed? or any other app?

*This is the mobile application referenced in the RFP.*

143. Do you have any IOS app available?

Yes

144. Is there any compliance requirement for mobile app?

Yes, the mobile app must adhere to WCAG 2.0 compliance regulations.

145. Do you have any technical and functional documents for web and mobile app?

This information will be provided to the selected vendor at the time of engagement.

Company has read and understands the clarifications listed throughout Addenda #1.

Authorized Signature: ______________________________

Date: ______________________________

*please include Addenda #1 with Company’s bid response documents*