AMENDMENT 1

Request for Proposal (RFP)
UOG RFP No. P24-07

Date Issued: July 24, 2024

"UOG WEB REDESIGN & WEB CONTENT MANAGEMENT SERVICES"

This is to notify all prospective offerors of the following amendment set forth below:

1.1 DEADLINE FOR WRITTEN QUESTIONS/CLARIFICATIONS should read as follows: **The Last day for UOG to accept WRITTEN QUESTIONS and/or CLARIFCATIONS is five (5) business days BEFORE the proposal submission deadline Friday, August 02, 2024.**

1.2 DEADLINE FOR SUBMISSION of RFP Packages should read as follows: **Friday, August 09, 2024, ON or BEFORE 4:00 P.M. Chamoru Standard Time, via link provided for electronic submission to Bid Share folder provided by UOG Procurement Office. One (1) hard copy of Technical & Priced Proposal is dropped off/mailed to the Procurement Office before submission deadline.**

1.3 Question and Answer Sheet 1 set forth as attached.

1.4 Question and Answer Sheet 2 set forth as attached.

1.5 Question and Answer Sheet 3 set forth as attached.

1.6 Question and Answer Sheet 4 set forth as attached.

1.7 Question and Answer Sheet 5 set forth as attached.

1.8 Question and Answer Sheet 6 set forth as attached.

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All other terms and conditions remain the same.

Alejandria Slone
Acting Supply Management Administrator

Please acknowledge receipt and return by email to uog.bids@triton.uog.edu:

Name of company: _____

_____
Print Name/Signature/Date

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QUESTION & ANSWER SHEET NO.1

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 16, 2024 @ 3:19 am from vendor: **idfive**

Question 1:   Per the RFP, we understand that UOG requests approximately 15 templates, can this list be confirmed?

- o   Homepage
- o   Department Landing Page
- o   Marketing Landing Page
- o   Detail Page
- o   Special Topic Page
- o   Event Calendar - Main
- o   Event Calendar - Single Event
- o   News Feed/Blog - Main
- o   News Feed/Blog - Article Page
- o   Employee/Staff Directory - Main
- o   Employee/Staff Directory - Single Listing
- o   Course Catalog - Main
- o   Course Catalog - Degree Program Page
- o   Course Catalog - Individual Course Listing
- o   Kitchen Sink - wireframe containing a wide range of UX modules

  Answer: **UOG: Confirming that the above list of templates is correct.**

Question 2: **Within Section IV: Scope of Work, items 3, 4, and 5 all mention prototypes. To which degree of fidelity are these expected? Can flat designs suffice?**

- ▪   **In regards to Section IV: Scope of Work, item 4, is UOG looking for 8 different designed versions of the Department Land Page and Detail Page?**

  Answer: **UOG: Flat designs will suffice for the prototyping and design approval phase of the project in items 3, 4, and 5. We would require 8 different samples of the Department and Detail pages that illustrate the layout options for the pages to include various relevant modules and types of content.**

Question 3: **Can UOG expand on its need for three homepage designs, including two traditional and a third Avant-Garde? We assume the requirement to stay within the UOG Brand will apply here.**

  Answer: **UOG: Yes, the requirement to stay within the UOG Branding Guidelines will apply across all designs, including the three homepage designs. The need for multiple homepage designs stems from the need to temporarily change the layout of the homepage to commemorate and/or highlight certain events throughout, or significant periods of, the academic year.**

Question 4: idfive does not offer hosting, will UOG continue to manage/maintain the relationship with their existing host for this project?

> *Answer:* UOG: UOG manages our website hosting in-house and will continue to do so for this project.

Question 5: Within Section IV, Scope of Work, Additional Information, Content Management Services, Higher Education functionality is mentioned as "Course catalog with the ability to automatically generate PDFs from web content." Does this tool currently exist within the UOG site and it is merely mentioned here to confirm it'll be an included module? Or, does this indicate UOG's interest in building this out custom?

> *Answer:* UOG: This tool currently exists within the UOG site. Please see a working sample on this page: https://catalog.uog.edu/current/programs/overview (see the "Download this section" button)

Question 6: Only Attachments G and H are listed as necessary within Section V. RFP Submittal Requirements; should we ignore Attachments A – F?

> *Answer:* UOG: No, Attachments A-F are required documents as stated in Attachment H: "Affidavits attached to this RFP notarized in the state or territory of the offeror's principal place of establishment"

Question 7: Is there a budget allocated for this project, and if so, can that be shared?

> *Answer:* UOG: There is a proposed budget for this project, but it cannot be shared at this point in the process.

Question 8: We understand that UOG currently works with Modern Campus in utilizing their CMS. Will they be involved in this new site project or is UOG looking to move away from Modern Campus CMS (formerly known as Omni) onto a new CMS?

o If looking to move, is there a preferred CMS UOG would like the new site to be built on?

> *Answer:* UOG: We are open to proposals for a different CMS. However, there has been a significant investment in infrastructure, training, resources as we built up our web presence with OmniCMS.
> Respondents may propose development in an alternate CMS and / or in Modern Campus OmniCMS.

QUESTION & ANSWER SHEET NO.2

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 16, 2024 @ 6:50 am from vendor: **FJORGE**

Question 1: **Do you have a specific budget target in mind?**

> *Answer:* **UOG: There is a proposed budget for this project, but it cannot be shared at this point in the process.**

Question 2: **Do you have any CMS preferences? We assume you are looking for a recommendation for a new CMS and want to move away from Modern Campus, is that correct?**

> *Answer:* **UOG: We are open to proposals for a different CMS. However, there has been a significant investment in infrastructure, training, resources as we built up our web presence with OmniCMS.**
>
> **Respondents may propose development in an alternate CMS and / or in Modern Campus OmniCMS.**

Question 3: **Are you interested in ongoing support and website maintenance after the website goes live?**

> *Answer:* **UOG: We would be interested in seeing ongoing support and maintenance options, but are not requiring bidders to provide such.**

Question 4: **Can you provide a specific list languages the website will need to be translated into?**

> *Answer:* **UOG: Possible languages include: CHamoru, Japanese, Korean, Tagalog, Chinese (Mandarin)**

Question 5: **The RFP doesn't mention content authoring. Can you confirm you are not looking for copywriting services?**

> *Answer:* **UOG: Yes, the RFP will be amended to include consultation services for copywriting, content, digital marketing strategy for enrollment management and student services including admissions, financial aid, advising, degree programs, and other pages leading to enrollment and registration of current and prospective students. This will also include proposals on applications and integration of CRM.**

Question 6: **Can you confirm that all content entry and content migration is within the scope of this project?**

> *Answer:* **UOG: Confirming that all migration is within the scope of this project.**

Question 7: **Can you please clarify what CON refers to under Content Hosting on page 8, *CON integration*?**

> *Answer:* **UOG: The second bullet under "Content Hosting" refers to CDN, or Content Delivery Network, integration**

Question 8: **The term "microsites" is used throughout the RFP. Can you clarify what you mean by the term "microsites"?**

> *Answer:* **UOG: "Microsites" in this context refers to directories of the main website that contain their own submenus and navigation to subpages.**

Question 9: **Can you please provide examples of the microsites and expectations for design flexibility/options on these?**

> *Answer:* **UOG: Please see https://www.uog.edu/class for an example of a microsite on the current UOG website.**

Question 10: **What services (e.g. Google, Active Directory), would the Single-Sign on need to work with?**

> *Answer:* **UOG: UOG currently uses PortalGuard with Active Directory for Single-Sign On**

QUESTION & ANSWER SHEET NO.3

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 17, 2024 @ 7:38 am from vendor: **BEACON TECHNOLOGIES**

Question 1: **How many sites and pages are included within the scope of this project? In regards to sites, can you please provide all URLs?**

    Answer: **UOG:** https://uog.edu, https://catalog.uog.edu

Question 2: **How many firms have received this RFP?**

    Answer: **UOG: There have been 39 registered Offeror's for this RFP.**

Question 3: **You mention including microsites as well as the primary .edu – will these each have their own unique look and feel or will they share templates across sites?**

    Answer: **UOG: We will require a standard look and feel for all microsites, but not a unique one for each microsite.**

Question 4: **How many forms do you want included in the new site? Do you currently use a different form builder? If so, what is it?**

    Answer: **UOG: We currently use Formstack as our form builder. We have 227 (mix of active and inactive) forms.**

Question 5: **How many templates would you like designed/developed? Please name these template**

    Answer: **UOG: Homepage**
- **Department Landing Page**
- **Marketing Landing Page**
- **Detail Page**
- **Special Topic Page**
- **Event Calendar - Main**
- **Event Calendar - Single Event**
- **News Feed/Blog - Main**
- **News Feed/Blog - Article Page**
- **Employee/Staff Directory - Main**
- **Employee/Staff Directory - Single Listing**
- **Course Catalog - Main**
- **Course Catalog - Degree Program Page**
- **Course Catalog - Individual Course Listing**
- **Kitchen Sink - wireframe containing a wide range of UX modules**

Question 6: **Can you provide example(s) of special topic page(s)?**

> *Answer:* **UOG:** https://www.uog.edu/student-services/enrollment-management-student-success/maila-tatte

Question 7: **Would you like to include user surveys and or focus groups on your analysis/strategy phase to inform design and content strategy? If so, how many of each and what groups do you anticipate including within these surveys/groups (i.e. faculty, staff, students, prospective students, etc.)**

a. Describe what you'd like to achieve during a strategy phase?

> *Answer:* **UOG: Yes, this is fine.**

Question 8: **Will the vendor have full Administration-level access to the CMS?**

> *Answer:* **UOG: Yes**

Question 9: **Do you have a Test site that we can publish our work to, or do you expect the vendor to provide this? This site must be accessible to all devices**

> *Answer:* **UOG: We can set up a publish target for a test site for the development phase. .**

Question 10: **Will you allow server-side includes?**

> *Answer:* **UOG: Yes**

Question 11: **Do you have any special browser or device requirements, other than the following?**

· Desktop devices: Microsoft Edge, Safari 14 on Mac and Apple MacBook 13", and the most recent version of Google Chrome and Firefox.

· Tablet: iPad Air 3 with iOS15 (Safari Browser), Samsung Galaxy Tab S4 (Screen Size 10.5") with Android 10 (Chrome Browser), and Amazon Fire 7 Tablet (Screen Size 7") with 9th Generation (Silk Browser).

· Smartphone: Apple iPhone 11 with iOS14 (Safari Browser), Samsung Galaxy 10 with Android 9 "Pie" (Chrome Browser), and Google Pixel 4 with Android Version 11 (Chrome Browser).

> *Answer:* **UOG: No further device requirements other than the above.**

Question 12: **What are your expectations for Google Analytics in terms of consulting and migration to the new site?**

> *Answer:* **UOG: We have current Google Analytics data on our site. We would require analysis on that data to determine best strategies for user flow and design**

Question 13: **Can you describe the SEO efforts taken on your site so far? What is your current SEO strategy?**

> *Answer:* **UOG: There has been no concerted effort on SEO for the site recently. We are also seeking assistance in developing an SEO strategy. This may be included as part of a proposal or as an add-on.**

Question 14: W hat level of SEO involvement do you expect/need? Consulting on SEO'ing currently used pages and/or recommendations to expand SEO targeting?

> *Answer:* **UOG: We would require both SEO on current pages and recommendations for expanded targeting.**

Question 15: **Can UOG provide 3 example web sites with design, features and/or elements that you like?**

  Answer: **UOG:** https://www.bethel.edu/, https://www.bju.edu/, https://www.drury.edu/

    https://www.usd.edu/ https://www.stlawu.edu/ https://www.pdx.edu/

Question 16: **Is updated imagery available that clearly supports the brand and its mission? Would you be open to updating imagery as needed with our creative direction to leverage your brand?**

  Answer: **UOG: We would be open to updated imagery with the vendor's creative direction**

Question 17: **Are you very committed to continue with Modern Campus or will you seriously consider other proprietary CMS options?**

  Answer: **UOG: We are open to other proprietary CMS options**.

Question 18: **Can you provide an example of the type of interactive map that you prefer?**

  Answer: **UOG: We are open to suggestions. This is our current map: https://www.uog.edu/campus-map**

Question 19: **With respect to the section about "Current Modules," is the intent to have vendor apply the new design to these modules? Please provide more detail about your expectations regarding the "current modules" that were listed.**

  Answer: **UOG: We would expect the awarded vendor to apply the new design to the listed modules.**

Question 20: **Please provide more detail regarding "automatically generating" PDFs from the course catalog.**

  Answer: **UOG: See the page https://catalog.uog.edu/current/programs/overview for the PDF function. The PDF content is tied to the content on the .php page in the CMS, i.e., edits to the web page update the content on the PDF on publish.**

QUESTION & ANSWER SHEET NO.4

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 18, 2024 @ 5:27 am from vendor: **iFACTORY**

Question 1: **Can you share a budget**

> *Answer:* **UOG: There is a proposed budget for this project, but it cannot be shared at this point in the process.**

Question 2: **What is driving the 1 year project schedule?**

> *Answer:* **UOG: The need to quickly improve the website. The current design is 10 years old.**

Question 3: **Do you need the design vendor to manage Modern Campus, and manage the CMS implementation or will your team do that**

> *Answer:* **UOG: Our team will manage the CMS long-term; however, we will need the vendor to lead the template development phase of the project.**

Question 4: **We see you are on Drupal now, and assume you have just recently purchased modern campus, is that correct? Do you have a new contract with MC or is that part of this project?**

> *Answer:* **UOG: We have been with MC since 2018. However, our site was built in Drupal before we migrated to MC. To lessen the migration and development time, we migrated much of the site code as-is from Drupal, resulting in references to Drupal functions in our code.**

Question 5: **If yes, Will you manage this implementation under your current MC contract**

> *Answer:* **UOG: If the winning vendor choses to develop in MC, we will manage the implementation under our current MC contract.**

Question 6: **How much content do you expect to migrate?**

> *Answer:* **UOG: We expect to migrate all content currently on https://uog.edu and https://catalog.uog.edu**

Question 7: **Do you need the vendor to include implementation and migration in the cost of the project or will you manage that through a separate process?**

> *Answer:* **UOG: We would like the vendor to include implementation and migration in the cost.**

Question 8: **Can you provide clarification on the RFP submission process?**

> a. **You say - "submitted in separate electronic files to the Consolidated Procurement Office Share folder link provided to offerors"; when will we get the link?**
>
> b. **Do you also need a printed copy of the RFP by Aug 1? Since we are shipping from the mainland United States, and we understand that this package has to go through customs, which could slow down the delivery process, is there any flexibility in this requirement? I.e. can we deliver the electronic files on the due date, but if the paper document is held up for a few days, and is late, would that be acceptable?**
>
> c. **You ask for a password protected file for pricing, do you also need a printed copy of the pricing proposal?**

Answer: **UOG: The Bid Folder Submission Link will be emailed to registered vendors on the day of submission, August 9, 2024, ON or BEFORE 4:00 PM, Chamoru Standard Time, Guam Time.**

As long as the hard copy that is mailed is post marked before the deadline submission date (Chamoru Standard Time, Guam Time) we will accept it.

Yes, please include a hard copy of the pricing proposal in a separate folder.

Question 9: Will you consider another CMS or are you locked in on Modern Campus? If yes, do we need to provide answers to your CMS Hosting / Security questions?

Answer: **UOG: We are open to proposals for a different CMS. However, there has been a significant investment in infrastructure, training, resources as we built up our web presence with OmniCMS.**

Respondents may propose development in an alternate CMS and / or in Modern Campus OmniCMS.

Yes, please respond to CMS hosting and security questions.

Question 10: Pricing is not in your evaluation scoring, and we read the RFP as you are not going to look at pricing to start the evaluation, will you review pricing before your final selection or is it only after you have selected your #1 vendor choice?

Answer: **UOG: It will be only after we have selected the highest-ranking Offeror.**

Question 11: You ask for the course catalog to be included, are you using the Modern Campus Course Catalog now, or is this a new feature you want to add?

Answer: **UOG: We are currently using the Modern Campus Course Catalog. Please see our current implementation at https://catalog.uog.edu**

Question 12: Page 4, questions 4 - can you provide clarification on this statement - "To ensure agreement on the design concept, the consultant will design a minimum of eight (8) pages demonstrating the department landing page template and the detail page template…

    a. What are the 8 pages?

    b. Is this four different design comps, for the two stated pages?

Answer: **UOG: The 8 pages are demonstrations of the various content types, content layouts, and applicable modules of the department landing page and detail page templates. We would require 4 demo pages each for the department landing page and detail pages.**

Question 13: On Page 4, Q. 5 - what is the content of the special topics page?

Answer: **UOG: https://www.uog.edu/student-services/enrollment-management-student-success/maila-tatte**

Question 14: You ask - "Solution provider will be responsible for initial implementation and population of pages, content, and microsites. All content will be provided by UOG.

    a. In order to price this we need to know how many pages you want us to enter, or, can we provide a per page cost?

Answer: **UOG: We will accept a per page cost**

Question 15: Can you give us more information on the Marketing Landing page? Is this for a CRM, for campaigns, etc? Will this be in the CMS, or for the CRM, or other place?

Answer: UOG: These pages will be in the CMS selected for this project; however, all of our current primary landing pages are either in HubSpot or WordPress. A more streamlined approach is desired.

QUESTION & ANSWER SHEET NO.5

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 20, 2024 @ 3:18 am from vendor: **STAMATS COMMUNICATIONS INC.**

Question 1: **Are you currently working with a vendor that supports your website initiatives?**

Answer: **UOG: We have an internal web team that manages our website, but we do not work with an external vendor for such initiatives.**

QUESTION & ANSWER SHEET NO.6

July 23, 2024

In response to the written "Questions" and/or 'Request for Clarifications' UOG received as of July 23, 2024 @ 12:01 am from vendor: **ON THE JOB CONSULTING, INC DBA PIXOTECH**

Question 1: We understand that your current CMS provider is Modern Campus. Would you prefer to stay within the Modern Campus platform, or are you considering transitioning to a different platform, such as WordPress?

Answer: **UOG: We are open to proposals for a different CMS. However, there has been a significant investment in infrastructure, training, resources as we built up our web presence with OmniCMS.**

Respondents may propose development in an alternate CMS and / or in Modern Campus OmniCMS.