



AMENDMENT 4

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

Date Issued: August 20, 2024

“UOG WEBSITE REDESIGN & WEB CONTENT MANAGEMENT SERVICES”

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

1.1 REVISED: General Information & Scope of Work set forth as attached. Please view the highlighted areas.

1.2 REVISED: Attachment H set forth as attached. Please view the highlighted area

All other terms and conditions remain the same.

Abigail Martin
Comptroller

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

Name of company: _____

Print Name/Signature/date

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL
University of Guam Website Redesign and Web Content Management Services
AMENDMENT 4 – AUGUST 2024

GENERAL INFORMATION

After careful consideration and review of current systems, the University of Guam (UOG) is seeking a solution provider to redesign and deploy an updated version of our current website to be used with our current content management system, Modern Campus Omni CMS. The proposal must include the Omni CMS product fully licensed to the University of Guam for a minimum of 5 years.

The project priorities are to redesign the University's core website to drive enrollment, modernize the design, prioritizing user experience and enhancing the University's brand.

To drive enrollment, the University is seeking 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 possible applications and integration of CRM and AI.**

Additionally, provider will help UOG improve the ability for prospective and current students, faculty and staff, and the community-at-large to access University resources and services.

The provider will optimize the website for SEO and will assist with setting up and applying Google Analytics and other digital marketing tools. The website will be fully responsive, adhering to web content accessibility best practices, and will reinforce a trusted, positive, and contemporary, presence for the UOG.

The scope of this project covers the core website, which is hosted locally at UOG and falls under the www.uog.edu domain. This includes the UOG undergraduate catalog and graduate bulletin located at <https://catalog.uog.edu> and its archives.

Systems not included in the scope of this redesign and content management services project include:

- Learning Management Systems (Moodle)
- Ellucian Colleague administrative and student information systems
- Triton Store
- Other contracted and locally developed web and data services

However, the proposed solution should include the ability to easily integrate with the above services. The UOG Web Team and Office of Information Technology will work with the consultants to integrate any necessary connections to these systems.

Solution provider will be responsible for initial implementation and population of pages, content, and microsites. All content will be provided by UOG.

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

As part of this project, the solution provider will migrate existing content from our current system and other areas into the newly designed website.

Proposed Timeline

The project will begin by September 2024, with completion by September 2025. This target represents a delivery date for completion of all page templates and migration of all content from the current website to the new templates.

Solution Provider Qualifications

Consultant will provide examples/portfolio and case studies of website development similar in size, scope, or specifications to the UOG website or that demonstrate the consultant's capabilities. Consultants **must** have experience working on websites for Higher Education institutions.

Project Leads:

UOG Chief Marketing & Communications Officer, Chief Information Officer, Interim Director, Web Applications

SCOPE OF DESIGN AND DEVELOPMENT WORK

The University of Guam is seeking a consulting service to help with updating the existing UOG website design and site navigation based on known best practices that meet the needs of a doctoral degree granting, research university.

The consultants will use their understanding of higher education, website marketing, and website design to develop templates for the following landing pages: primary, department, content, and special topic highlight page, as well as convert existing UOG.EDU content pages into the new templates. The consultant will deploy both a functional test site for user acceptance testing, and upon approval, migrate the new site to production.

As stated in the Project Overview, the project priorities are to redesign the University's core website to drive enrollment, modernize the design, prioritizing user experience and enhancing the University's brand. To drive enrollment, the University is seeking 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.

The consultant will work with UOG to create functional templates that meet the following criteria:

Design and Development Deliverables

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

1. Creation and delivery of highly configurable website templates, employ current SEO standards and optimize for fast download to clients, as listed below.
 - a. Homepage
 - b. Department landing pages
 - c. Marketing landing pages
 - d. Detail pages to contain more information
 - e. A special topic page template – this may be used as a link in an email
 - f. New and existing widget designs to be used in our CMS. For an example, an accordion.
 - g. Event Calendar
 - i. Event list page
 - ii. Single event page
 - iii. Events that span multiple days/dates
 - iv. Tag manager, RSS feed, calendar export
 - h. News feed/blog
 - i. News list page
 - ii. News article page
 - iii. Tag manager, RSS feed
 - i. Employee / Staff Directory
 - i. Profile listing page
 - ii. Single profile page
 - j. Course catalog (Undergraduate and Graduate)
 - i. Course listing page
 - ii. Degree Program page
 - iii. Integration with Ellucian Colleague or other source of catalog information
 - iv. PDF Export
2. Successfully pass WCAG 2.0 accessibility guidelines and be Section 508 compliant.
3. Provide three (3) different design prototypes of a new home page for the University to consider. Two will represent more traditional, contemporary standards for higher education and a third, will be a less traditional, more avant-garde style to demonstrate an innovative design. The consultant will then work with the University to finalize the selected prototype.
4. 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; based on the selected prototype. UOG will sign-off on the design before the consultant proceeds with the development of the new website.

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

5. Provide three (3) different design prototypes of a special topics page for the University to consider.
6. Consultant will propose a navigational layout for the entire core website. UOG will sign off on navigation designs before consultant proceeds.
7. Filtered and favored search results appearing with index search results on one page.
8. Development and programming documents that represent the internal design and site management of the website for the UOG Web Team. Diagrams should supplement the document, not be the documentation.
9. Work with the current CMS provider, Modern Campus, to convert the existing UOG.EDU website to the new template and other conversion processes which might include the creation of widgets and other usability features.
10. As part of the implementation of the new site, the selected solution provider will ensure that the new UOG.EDU website aligns with current SEO standards as well as stand up a test implementation of the site for user acceptance testing and provide migration services and move the approved test site over to our production environment.

Other Requirements

1. Consultant will stay in close contact with the UOG Web Team for all aspects of this project.
2. Consultant will work with the UOG Web Team to envision the overall redesign of the site with a focus towards user experience including improving navigation, look and feel of the website, and the overall accessibility of information for the target audiences. The consultant will work with the UOG Web Team to develop user acceptance testing for content accessibility and design.
3. Final design, content, programming and site will be the property of UOG.
4. Meetings between UOG staff and the consultants can be in person or via conferencing tools such as Zoom. The consultant is expected to provide access to online meetings and to shared project files as needed.
5. All written communications and documents must be clear and understandable in United States English.

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

6. Any outsourcing or sub-contracting must be approved by the University of Guam, and the consultant will remain responsible for the work.
7. The site will adhere to UOG Institutional Branding Guidelines.
8. Inadahi yan Inagofli'e: UOG is an equal opportunity provider and employer committed to diversity, equity and inclusion through island wisdom values of inadahi yan inagofli'e: respect, compassion, and community.
9. The University of Guam reserves the right to request a new consultant if services cannot be communicated and understood clearly and effectively or it becomes apparent that the assigned consultant is lacking expertise and/or knowledge in performing the requested services.

ADDITIONAL INFORMATION

WEBSITE DESIGN AND DEVELOPMENT

All templates should include the following minimum design requirements:

- Follow UOG Branding Guidelines (<https://www.uog.edu/marcom/branding-tool-kit/>) and incorporate the “Big G”
- UX/UI
 - Incorporate User Experience principles and best practices.
 - Efficiency of use: user goals should be easy to accomplish quickly and with few or no user errors.
 - Intuitiveness: the templates should be easy to navigate; buttons, menus, and headings should be simple to understand.
 - Templates should be optimized for viewing on widely used browsers across multiple operating systems (Windows and Mac). Browsers include but are not limited to: Edge, Firefox, Safari, Chrome.
 - UOG will provide most recent user usage data on the current website to guide decisions on UX/UI
- Templates should be designed using validated HTML5 and CSS3 according to best practices as set forth by W3C. Use of CSS3 to control the look of the website and microsites and for easy modification
- Landing page templates must be designed with SEO in mind
- Multi Step, Full Mobile Responsive Web Design. Every template must be tested on iPhone and Android.
- All templates should be designed for ADA Section 508 and W3C Web Content Accessibility Guidelines (WCAG) compliance and validated as such.
- Must include the following modules coded to be compatible across all templates:
 - On-page tabs
 - Sample: <https://uog.edu/class>

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

- Collapsible accordions
 - Sample: <https://www.uog.edu/safety-security/emergencies>
- Scrolling mobile-friendly banners capable of displaying both images and video clips
 - Sample: <https://marianas.edu/>
- Image gallery with lightbox functionality
 - Sample: <https://www.uog.edu/news-announcements/2024-2025/2024-islacenter-for-the-arts-features-student-art-exhibitions>
- Page-load notification lightbox
 - <https://www.uog.edu/sandbox/CEO>

CONTENT MANAGEMENT SYSTEM

After careful consideration and review of current systems, the University of Guam (UOG) is seeking a solution provider to redesign and deploy an updated version of our current website to be used with our current content management system, Modern Campus Omni CMS. The proposal must include the Omni CMS product fully licensed to the University of Guam for a minimum of 5 years.

• **Dynamic content**

- Embedded WebM videos
- News & Event “Blog” posts. Aggregation and publishing of news and event feeds, with filterable views. News & Events should be searchable and distributable across different pages. For example, posts tagged/labeled as, School of Business, should be able to be separated from the database and posted on the School of Business page, without users having to re-enter the news/event information.
- Social media integration as an optional, but preferred, feature
- **Dynamic calendars**
 - **RSS feed event calendars**
 - **Incorporation of multiple calendars**
 - **Dynamic Academic Calendar**
 - **Dynamic Event Calendar**
- **Content (News, Events, Photos, Multimedia, databases, Etc.) sharing among microsites. Content should be available across all pages and sites.**

• **UI/UX Functionality**

- **Full site search page**
 - Ability to customize search results
 - Customizable site walk schedules
 - Ability to index external sites
 - Ability to exclude directories, pages, file extensions, etc.
- Searchable employee directory. Must allow for synchronization with a third-party data source, such as Active Directory.
- Interactive campus map **page**

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

- Automatic web page translations into other languages such as: CHamoru, Chinese, Japanese, Korean, etc., is an optional but preferred feature.
- **Search Engine Optimization**
 - Google Analytics GA4 integration
 - Context-enabled themes, layouts, and views
- **Higher Education functionality**
 - Course catalog with the ability to automatically generate PDFs from web content.
- **Current Internal Modules**
 - Searchable dynamic tables
 - <https://www.uog.edu/administration/board-of-regents/board-resolutions/>
 - Tag-based directory filtering
 - <https://www.uog.edu/directory/experts-directory>
 - Dynamic directory profiles
 - <https://www.uog.edu/schools-and-colleges/college-of-liberal-arts-and-social-sciences/#Contact>
 - Status check for external services
 - <https://www.uog.edu/it/>
- **Current External Integrated Modules**
 - Modular publications listing with aggregate view
 - <https://www.uog.edu/publications/>
 - <https://www.uog.edu/publications/wptrc/>
 - <https://www.uog.edu/publications/c4ei/>

The CMS must provide the following features and functionality:

- **Content Hosting**
 - Ability to publish to a remote server target managed by UOG. A self-hosted CMS may also be considered.
 - CDN integration
 - Upload multimedia file types
- **Security**
 - Multi-factor authentication for editor/admin login
 - CCPA/CPRA- and GDPR-compliant banner for site cookie management
 - Administrative roles: Admin, Content Editor, Authenticated Users, others as needed
 - Single-Sign on integration capability
 - Allowance for 25-100 content editor users
- **Higher Education functionality**
 - Integrated course catalog and curriculum management systems
- **Content Management**
 - WYSIWYG tools for in-line editing based on template restrictions

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

- User-friendly interface for non-technical staff
- Archival and retrieval of outdated material
- Built-in single-page and site-wide accessibility scanner
- Style sheet standardization with option to alter certain style elements such as color for microsites
- Easy to use asset manager for image placement and must be available as a file repository external from the content editor. Drag & drop capability for documents, image and file upload is an optional but preferred feature.
- Granular user access control with the ability to assign each page and module to specific users
- Page URL and name designation/dynamic routes (e.g. www.uog.edu/admissions is “Admissions & Records”)
- Form builder with FERPA-compliant handling of submitted data.
- Automatically generated breadcrumbs
- Integration of a multimedia gallery
- Incorporation of workflow feature that provides a notice when pages need updating
- Check-in / Check-out alerts for pages being edited. System should incorporate a tracking system to show when pages were last updated.
- Ability to preview and save pages being worked on as draft for future go live
- Archive versioning of web pages
- **Flexibility**
 - CMS must work in multiple browsers across multiple platforms
 - Mobile-friendly administrative interface
 - “Agile” and have the ability to integrate with third parties, through the consumption and exposure of APIs or web services, or through custom programming.
 - Ability to incorporate modules, widgets, scripts that add further functionality
 - CMS should be robust to incorporate and integrate new technologies for future feature implementations

Templates must have the ability to incorporate data from all of the systems in UOG's current tech stack:

- Ellucian Colleague, Banner or other ERP / SIS
- SoftDocs
- Formstack
- CRMs such as HubSpot, Salesforce, Slate
- Google Analytics GA4
- Microsoft BI, Zoho data visualization
- Crisp Chat
- Elfsight social media integrations
- OneSignal push notifications

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL
University of Guam Website Redesign and Web Content Management Services
AMENDMENT 4 – AUGUST 2024

V.RFP SUBMITTAL REQUIREMENTS

Please prepare and submit the proposal in accordance with the following requirements.

1. Technical and Priced/Cost Proposals:
 - a. **Technical Proposals:** The Technical section shall consist of one (1) original un-priced written presentation addressing all the items shown in the Scope of Work (Section IV), Proposal Requirements (**Attachment H**), any supplementary information the Offeror desires to include, and the completed Offeror's Questionnaire (**See Attachment G**). The Technical Proposal should clearly state the experience and methods the Offeror will make available to the University to assure it can satisfactorily deliver the required work product. The evaluation committee will determine if the Offerors are considered to be responsible and responsive based on their written technical proposal and oral interviews, if requested.
 - b. **Priced/Cost Proposals:** Cost proposals shall be submitted at the same time as the Technical Proposal, but in a separate password protected file from the Technical Proposal. The Priced Proposal should indicate the fees that the Offeror proposes to charge for the work. This should include an annual management fee as well as costs per transaction. Every type of fee for this fund should be included in this proposal.

Additional Priced/Cost Proposal Requirements PROJECT COSTS

The selected consultant shall provide a detail of project costs in the submission to the University. Cost breakdown for design and implementation, Project costs should list any recurring costs and include the annual recurring costs for support, maintenance or subscriptions.

Consultant will provide their proposals and pricing outlined in two phases:

- Phase 1: Website Redesign and Migration (First year, one-time cost)
- Phase 2: Content Management System Services (annual contract)
- Cost breakdown for:
 - Design
 - Implementation including quality assurance testing Project Budget Estimates and Cost
- Projections, including:
 - Provide a breakdown of cost by line item within the parameters of submission requirements
 - Identify any additional expenses, fees, and other cost that you will require to complete the project.

2. Transmittal Letter: The proposals shall be transmitted with a cover letter describing the Offeror's interest and commitment to the proposed project. The letter shall state that the proposals shall be valid for a 90-day period and should include the name, title, address and

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL

University of Guam Website Redesign and Web Content Management Services

AMENDMENT 4 – AUGUST 2024

telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person to negotiate a contract with UOG shall sign the cover letter.

Address the cover letter as follows:

**Dr. Anita Borja-Enriquez, DBA
President
University of Guam
303 University Drive
Mangilao, Guam 96923**

3. Submittal of Proposals: One (1) electronic copy of your Technical Proposal is due at the UOG Procurement Office to the SHARE folder provided and one (1) original copy delivered to procurement office no later than the time and date specified in Section III RFP Timetable. Electronic files containing the proposals should be clearly marked, “**Technical Proposal UOG RFP-P24-07**”. Proposals must be submitted electronically and one (1) original copy delivered to the procurement office. Concurrently, one copy of a priced proposal shall be submitted in a separate password protected pdf file named “**Priced Proposal UOG RFP P24-07**”. A separate email with password for the priced proposal should be sent to uog.bids@triton.uog.edu. Deadline for submission of proposal is **Thursday, August 1, 2024, on or by 4:00 P.M., Chamoru Standard Time**, to the UOG Procurement Office via the electronic SHARE folder link provided to all registered offerors.

VI.EVALUATION AND SELECTION

1. The University of Guam will assemble a selection committee to determine whether the Offerors are considered to be responsible and responsive based on their written Technical Proposal. As such, Offerors should be very careful to complete all sections of the Technical Proposal and completely supply all requested information and materials. The selection committee can waive minor irregularities as to form, but not as to substance. Only responsible and responsive Offerors will be evaluated by the selection committee on the Technical Proposals submitted and responses to oral Interviews, if requested, and will be ranked by the selection committee based on the following 100 point criteria basis:

- a. The Detailed Plan for performing the required services (30 pts)
- b. The ability to perform the services as reflected by the technical training and education, general experience, specific experience, specific experience in providing the required services, and the qualifications and abilities of personnel proposed to be assigned to perform the services, as well as have the equipment and facilities to perform the services currently available or demonstrated to be made available at the time of contracting. (20 pts)
- c. Samples of past performance of similar work. (20 pts)
- d. Ease of transition and compatibility of infrastructure (30 pts)

UNIVERSITY OF GUAM
REQUEST FOR PROPOSAL
University of Guam Website Redesign and Web Content Management Services
AMENDMENT 4 – AUGUST 2024

e. Total **100 pts**

OTHER NOTES:

IN ATTACHMENT H: PROPOSAL REQUIREMENTS

Section IV: Experience Providing Similar Services

Change to: Describe experience performing work similar to that described in this RFP and include samples of past performance or similar work.

ATTACHMENT H: PROPOSAL REQUIREMENTS

Submissions should be concise and well organized so that the evaluation committee can quickly access pertinent information. Every effort should be made to minimize duplication of information in the submittals.

I. Cover Letter

A cover letter, which shall be an integral part of the proposal, shall be signed by the individual who is authorized to bind the Offeror contractually. The following statements of information should be included with the cover letter:

- The signer (whose title or position is indicated) is authorized to bind the Offeror contractually.
- Your firm's name, address, and telephone and facsimile numbers.
- Location of your principal place of business and, if different, the place of performance of the proposed contract.
- A statement expressing your firm's willingness to perform the duties described within the RFP.
- Name, title, email and street address, telephone and facsimile numbers of the person primarily responsible for the services to be performed within the RFP.
- The firm's federal employer identification number (EIN).
- The age of the offeror's business and the average number of employees over the past year; and the size of the firm's staff that would be assigned to perform the scope of services
- Letter of interest to provide the educational and research consulting services;
- Affidavits attached to this RFP notarized in the state or territory of the offeror's principal place of establishment;

II. Qualifications and specific experience of Offeror

- Statement of qualifications to include the qualifications and experience of key persons who would be assigned to perform the required services;
- The personnel, equipment, and facilities to perform the services currently available or demonstrated to be available at the time of contracting;
- A listing of other contracts under which services similar in scope, size, and discipline for the required services were performed or undertaken in the past five years;
- List of references identifying most recent clients and not to exceed five customers with contact name, title, complete address, phone number, email addresses, and facsimile number. Contact listed should be capable of providing an appropriate testimonial for the work performed, if requested by University of Guam.

III. Understanding and Approach to Services

This section should clearly convey that the Respondent understands of the nature of the work, including coordination with and providing updates to personnel at UOG.

IV. Experience Providing Similar Services

Describe experience performing work similar to that described in this RFP and include samples of past performance or similar work.

V. Clarity of RFP Submittal

Ease of reviewing and confirming compliance with bid requirements will be a factor in the evaluation of the proposals.