**AUSTIN PEAY STATE UNIVERSITY**
**ITB 22-007**
**WEB CONTENT MANAGEMENT**
**QUESTIONS & ANSWERS**

1) Pricing Worksheets include a line item for "Full site redesign" on pages 7 and 21 of the RFP; however, there is no scope of work outlined for the Website Redesign.  Can you please confirm if the RFP response should include scope and pricing for a Website Redesign?  Or was the "full redesign" included in the pricing worksheet by mistake? **No.**

   **ANSWER:**

   **We need current templates and information architecture to work in CMS if awarded bid.**

   What CMS are you currently using? There was no mention of the name of your current CMS.

   **ANSWER:**

   **OmniUpdate – Modern Campus**

2) What are the pain points that you're experiencing with your current CMS?  We need to make sure we identify all pain points that you're experiencing with your current CMS and the reasons why you want to move away from your current CMS.

   **ANSWER:**

   **All expenditure contracts must be rebid every five (5) years.  We have reached five (5) years with our current contract.**

3) When does your current contract expire with your current CMS provider?

   **ANSWER:**

   **November 2021**

4) Is there a chance that this RFP will result in you staying with your current CMS Provider?

   **ANSWER:**

   **All expenditure contracts must be rebid every five (5) years.  We have reached five (5) years with our current contract.  Contract will be awarded to the proposer with the highest points.**

5) Do you plan to go through a redesign? If so, have you selected a design agency or will you accomplish the redesign on your own?

   **ANSWER:**

   **We do not wish to go through a redesign and all design, framework, and templates should be able to be migrated to a new environment.**

6) Under Section 1. –WCMS specifications – it says: a separate secure site section will be developed to contain university work content issues, such as work process forms, employee info, or other internal work related web content with separate user login. This sounds more like Intranet functionality.  Are you looking for more of an Intranet to be developed as well?  Have you had any conversations with your current CMS provider about building this functionality?

   **ANSWER:**

   **An intranet is not required, but secure forms would be a functionality we could use. Need to review specifications.**

7) Does the University expect assigned project resources to be available on-site for the duration of the project?

   **ANSWER:**

**No.**

8) What are the total number of expected licensed users for the new WCMS?

**ANSWER:**

**Several admin licenses and unlimited number of page editors.**

9) What is the target audience for the new WCMS platform? e.g. – Students & faculty, public/consumer facing?

**ANSWER:**

**Prospective students/parents, current students, alumni, community members, faculty/staff**

10) Is there an explicit requirement to store data on-premises for the purposes of disaster recovery, or any other compliance related requirement that would mandate on-premises storage and/or WORM (Write Once Read Many) storage?

**ANSWER:**

**No.**

11) Would the University be open to a cloud-only WCMS?

**ANSWER:**

**Yes.**

12) What are the performance requirements for the new WCMS?

**ANSWER:**

**Vendors should provide performance standards. 99.9% up time.**

13) Does the university have existing and/or future process related workflows in place that facilitate the publishing process?

**ANSWER:**

**Yes, there are workflows in place for high-level pages, requests by departments, and all student workers.**

14) Does the University have an existing Information architecture in place?

**ANSWER:**

**We currently have some framework and processes to keep information architecture consistent, however, it is a decentralized website.**

15) What is the total size of the OmniUpdate WCMS on-premises environment? a. e.g. – Total number of servers, server specifications?

**ANSWER:**

**We do not have on-premises environment.**

16) Is there a physical Omnibus WCMS architecture/topology specification available to review?

**ANSWER:**

**This is not available for review for proprietary reasons**.

17) What are the total number of documents in the current OmniUpdate WCMS?

**ANSWER:**

**Approximately 18,000+**

18) What is the existing number of sites in the current OmniUpdate WCMS?

**ANSWER:**

**1 website, 230 site sections**

19) Which CRM systems are in scope for integration? a. Salesforce, MS Dynamics, Oracle, Peoplesoft?

**ANSWER:**

**Ellucian Recruit**

20) Does the University have an existing SSO and/or IAM (Identity & Access Management) system in place?

**ANSWER:**

**Yes**

21) Which social media platform(s) are in scope for integration?

**ANSWER:**

**We currently use Juicer to integrate all social platforms: Facebook, Twitter, Instagram, YouTube, TikTok, SnapChat**

22) Are you open to out-of-state bidders?

**ANSWER:**

**Yes**

23) Are you willing to use Cascade CMS to replace OmniUpdate?

**ANSWER:**

**This RFP is open to all vendors.**

24) Do you have any developers or programmers in-house?

**ANSWER:**

**No.**

25) Do you require on-site training, or will online training suffice?

**ANSWER:**

**Initial on-site training will be required.**

26) We are an AWS Public Sector Partner for Cloud hosting. Are you open to host your new website on AWS Cloud?

**ANSWER:**

**Yes**

27) Do you have a current disaster recovery plan in place?

**ANSWER:**

**Yes.**

28) What kind of security measures are currently implemented on the website?

**ANSWER:**

**We have a SSO encryption, user groups and access levels, and a 2-tier approach.**

29) Can you provide an estimate of how many pages of content need to be migrated?

**ANSWER:**

**Approx 18,000 pages and files.**

30) How will you measure the success of this project?

**ANSWER:**

**The success of the project will largely stem on the seamlessness of the process, users ability to proficiently edit, and maintain design and functionality of current website.**

31) Who makes up the evaluation committee of this RFP?

**ANSWER:**

**We do not release the committee member's information.**

32) What are the main needs of each of the committee members as it relates to a new CMS?

**ANSWER:**

**Committee member information is not available.**

33) What is the established budget for this project?

**ANSWER:**

**We do not release this information during the bid process.**

34) As noted in the pricing structure, is a full site redesign part of this RFP, if so, additional questions will need to be addressed?

**ANSWER:**

**We need current templates and information architecture to work in CMS if awarded bid.**

35) If considering switching CMSs, will a line item for implementation into the new CMS be added to the pricing table?

**ANSWER:**

**Implementation has been added.  See Amendment 1**

36) How many users will need to be retrained on the new CMS?

**ANSWER:**

**Approximately 250**

37) The RFP states the contract will start on July 1, 2021, and the RFP is due July 8, 2021. What is the correct date?

**ANSWER:**

**Contract will begin upon full execution.**

38) Section 2: Hosting, Storage, and Backup. In this section, it is presumed you referring to the hosting of the CMS in the cloud as a SaaS, is that correct?

**ANSWER:**

**Yes.**

39) Do you desire website hosting? If so, please provide the specifications for your desired public facing web server.

**ANSWER:**

**No, unless the vendor requires it.**

40) Technical requirement #1. Percussion is a commercial CMS. We will be releasing a new version of our CMS that is dual licensed. Customers will hold commercial licenses and an open source version will be available on github under the GPL3 license. Please confirm that this is okay?

**ANSWER:**

**We will not use an open-source CMS, only commercial license.**

41) Technical requirement #2. Percussion does not hold a patent. Will this eliminate us from contention? If not, how influential is the patent on your scoring matrix?

**ANSWER:**

**N/A**

42) Support 24/7 Service level support for developer and technical support via web and phone. Percussion has phone support available from 8:30am-6:00pm Monday through Friday. Is this acceptable?

**ANSWER:**

**Yes.**

43) Social media integration: System must provide ability to integrate social media and single sign-on for social media. How do you intend on integrating social media with your CMS? For SSO, how do you expect the sign-on to work?

**ANSWER:**

**Social media feeds will display on pages with plug-in (such as Juicer)**

44) Is it acceptable to co-submit with a CMS vendor partner?

**ANSWER:**

**We will review all submitted bids.**

45) In the table under *Section 3- Cost Proposal* there is a line item call "Full Site Redesign," however a site redesign is not referenced elsewhere in the RFP. Can you overview the expected scope of work for the website redesign portion of this project?

**ANSWER:**

**Cost should include a redesign of templates if they cannot be imported into the new environment.**

46) Are vendors required to complete Attachment B – Contract Rates as part of the response? How does Attachment B differ from the table on page 7?

**ANSWER:**

**Attachment B will be completed when the contract is award to the successful proposer.**

47) What is the approximate website redesign budget for this engagement? Even a range or ballpark figure will help.

**ANSWER**:

**Budget information is not available during the bid process.**

48) Does the University have up-to-date brand guidelines or styles that the vendor will be able to leverage to create a consistent user and visual website experience?

**ANSWER:**

**Yes.**

49) Will any content creation whatsoever (copy, photos, videos, etc) be required?

**ANSWER:**

**No.**

50) What other University websites does Austin Peay look at as exemplary?

**ANSWER:**

**N/A**

51) What CRM/Marketing Automation platform does the University currently use?

**ANSWER:**

**Ellucian Recruit.**

52) How many web pages are in scope for the website redesign?

**ANSWER:**

**Approximately 18,000 pages and files.**

53) When was Austin Peay's most recent website redesign?

**ANSWER:**

**2016-2017**

54) How many images, PDFs, and files currently live in the University's web ecosystem?

**ANSWER:**

**Approximately 10,000-15,000**

55) Can the client specify its expectation for an SEO strategy? (A typical strategy might include title, meta descriptions, and alt tags for any pages then vendors is responsible for). How many pages are anticipated to be in scope for the SEO strategy)

**ANSWER:**

**All pages should be edited to include places for keywords, description, and meta data. Tagging pages with keywords within the CMS is also helpful.**

56) What specific third party APIs and integrations are in scope?

**ANSWER:**

**Rave Alerts, Faculty/Staff directory XML**

57) What calendar and form plugs are being considered?

**ANSWER:**

58) What training approach is required (e.g. train the trainer)? How many members of the organization require training?

**ANSWER:**

**Training the administrators, at least some on-campus user training, and then the administrators will continue to train editors/users**

59) For the redesign, how many levels are expected to be in scope (e.g. homepage + two levels)?

**ANSWER:**

**N/A**

60) Will content migration from the old site to the new site be in scope? Or will this be handled internally by the University?

**ANSWER:**

**Any content migration will be in the scope of the bid.**

61) Is an updated Program Finder in scope for the redesign?

**ANSWER:**

**The Program Finder will need to be migrated or improved upon.**

62) If a Program Finder is to be created, will the client be creating and supplying a taxonomy doc for the filtering of programs?

**ANSWER:**

**Yes.**

63) Are there any coding standards that Austin Peay subscribes to? (e.g. CSS methodologies, JavaScript design patterns, etc.).

**ANSWER:**

**No.**

64) What is the approximate total budget for this project (CMS + Website Redesign)?

**ANSWER:**

**Budget information is not available during the bid process.**