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March 29, 2018

ADDENDUM # 2

RFP: 7591557

Web Design & Development

Submission Deadline: Thursday, April 12, 2018 @ 1:30 PM EST.

Notice to Vendors:

Attached are the vendor questions with state responses. No further questions will be entertained.

Question 1: What are some issues or challenges do you have with the current website? What were the successes and shortcomings of the June 2017 SharePoint deployment? (p. 6, 2.1 – Intent)

Answer 1: Sections 2 and 3 of the RFP present the case for action. SharePoint is not a viable CMS for a college or university website today because it is not being supported by Microsoft as a public-facing website solution. The college does not have programming expertise in the SharePoint code (“web parts”). Accessibility (ADA compliance) is also an issue that the college cannot efficiently address in SharePoint

Question 2: You mention “dynamic data integration” (p. 6, 2.1 – Intent). Do you have a particular expectation for the data presentation, where it will come from, and how will it relate to the selected CMS?

Answer 2: The data will come from our enterprise systems, including: PeopleSoft Campus Solutions, HR and Finance; Events Management System; Blackboard LMS. The leading example is proper presentation of real time directory information. The CMS will work to develop web services for the presentation of data, such as current research grants underway at RIC, or the internships that our School of Social Work are engaged in.

Question 3: What is your current chat system? (p. 6, 2.1 – Intent)

Answer 3: The college currently does not have a chat system. The college uses social media, including Facebook, Twitter, Instagram, Google+, YouTube, and LinkedIn. We are building out Microsoft Teams for faculty and staff collaborations. The College will have a new CRM system (not decided yet) later in 2018.

Question 4: What do you mean by “real-time directory?” Should users be able to view your web directory structure? A file server? (p. 6, 2.1 – Intent)

Answer 4: “Real-time directory” is not related to the file structure of the website, but to a listing of faculty and staff. Directory data will come from our PeopleSoft systems and Active Directory. This web service will be a lookup of individuals and departments.

Question 5: What are your current systems for campus tours, knowledge base, and news? (p. 6, 2.1 – Intent)

Answer 5: We expect to develop new web systems for campus tours and news on the CMS. Currently these are SharePoint web parts. As for knowledge base, ITS will be promoting information through both the TeamDynamix knowledge data base and Microsoft Teams.

Question 6: Will the vendor be required to submit an estimated cost for multimedia content before the brand is articulated for website design? (p. 6, 2.1 – Intent)

Answer 6: Not necessary. RIC has another RFP for branding (and therefore branding related content).

Question 7: Will you require the vendor to create or develop new editorial content? (p. 9, 3.1 – Website Design – Functional Requirements, 2 and 5)

Answer 7: No. The vendor should provide organization and architecture, not content.

Question 8: Will you require the vendor to develop a plan and manage social media accounts and online ads? (p. 9, 3.1 – Website Design – Functional Requirements, 3 “content management strategy”)

Answer 8: Not necessarily, although the college would be interested in hearing how a plan to manage social media accounts would might be integrated into the CMS.

Question 9: Do you have an in-house photographer, videographer, and graphic designer? (p. 10, 3.1 – 6)

Answer 9: Yes, the college has a photographer and a graphic designer. However, the graphic designer is not a web designer. The college looks to the vendor to propose augmentation to the college website’s graphic design.

Question 10: Is the vendor required to integrate all the outlined custom systems/web applications? (p. 10, 3.1 – 12)

Answer 10: Yes, the vendor will work with the college on testing of the web applications. The college's web development team will do most of the programming.

Question 11: E-commerce is a completely different undertaking requiring its own scope. We are assuming you are not intending to open a complete online store solution, but could you provide more details on how you envision this area to work, where will it function, and what sort of information is collected?

Answer 11: The college would like the ability to integrate current third-party services, such as Blackbaud and CashNet, into our web presence, in order to register and pay for events, accept donations and process other small financial transactions.

Question 12: Is it reasonable to assume your team is looking for web and content governance consultation? (p. 11, 3.1 – 15; 3.2 – 3 and 4)

Answer 12: Yes.

Question 13: To clarify, we assume that a price for content migration is NOT included, but a strategy that you can implement IS included.

Answer 13: The college is NOT looking for the vendor's quote to include full content migration, but the college DOES want the vendor's quote to include a strategy, with projected costs, for content migration.

Question 14: Can you talk more about the governance plan that you are imagining.

Answer 14: We expect your consultation and guidance regarding of a governance system for policies, content management, design and technology.

Question 15: Are you committed to WordPress or are you open to other solutions such as Drupal?

Answer 15: The college has not committed to one particular CMS. We would like the vendor to present the case for any particular CMS, such as Drupal or any other alternative, and why the vendor feels that the given CMS would be the right CMS for RIC.

Question 16: Do you have WordPress developers on staff? Do you have a relationship with WordPress contractors?

Answer 16: We are hiring two Web Software Developers and do have WordPress contractors.

Question 17: Did you work with an outside agency/consultant on the move to SharePoint? If so, are they invited to bid on this RFP?

Answer 17: This is a truly open bidding process. The college has worked with an outside agency/consultant in the past, although this consultant has since been purchased and renamed.

Question 18: Are any sites running on WordPress currently or are all of the sites on SharePoint?

Answer 18: The main college website is on SharePoint. Others are on a variety of platforms. We do not have any WordPress sites today. We want to move to an architecture of web sites on the same platform.

Question 19: To clarify, for the integrations, are you looking to the vendor to develop the integrations or just ensure that the design and CMS set-up can handle an integration? If the first, there is not enough information to provide a fixed bid. Are you open to a range?

Answer 19: See Answer 2 above. Our ITS department will be implementing doing technical integration work following the architecture design by the vendor. The college would like your technical oversight and guidance, leveraging the CMS.

Question 20: What is your anticipated timeline?

Answer 20: This is at least an 18-month phased project. Success will lead to further developments and integrations.

Question 21: Are you planning on launching these sites in phases? If so, what is the priority?

Answer 21: The project would be completed in four steps/phases: creation of architecture and integration, design and interactivity (compatibility, accessibility), migration of targeted information, college assumption of CMS. Priority would be first for www.ric.edu, second for the Intranet/RIC Portal, and then for all the other sites. For this first engagement we should get prices for the first two. All ancillary websites will be sequenced over the coming years.

Question 22: Does this reflect the final deliverable: new site structure, visual design and CMS handed off to your team with guidance on how to build out the sites and migrate content?

Answer 22: Yes, along with a governance system and set of web policies.

Question 23: Have you determined the budget for the project? If so, can you share it?

Answer 23: Funds are allocated for this project. Details on funding are not available to vendors.

Question 24: Is there any technical reason to move from Sharepoint to Wordpress?

Answer 24: No.

Question 25: Could it be another open source CMS or is it restricted to Wordpress?

Answer 25: The college would like the vendor to present the case for recommending a given CMS.

Question 26: Respect to external systems:

- How many managed / implemented with external vendors systems should be integrated?
- In what technologies are these systems developed?
- How many vendors are there for these systems?

Answer 26: Our PeopleSoft systems, Events Management System and Blackbaud system run on prem. Blackboard LMS, O365 and PeopleAdmin are SaaS solutions. All vendors offer APIs or XML capabilities for data exchange.

Question 27: Is it possible to submit an offer only for the implementation stage, leaving out the maintenance?

Answer 27: Please submit a quote for both stages.

Question 28: Is it possible to know the budget allocated for the total project and divided for each of the stages: implementation, maintenance?

Answer 28: Funds are allocated for this project. Details on funding are not available to vendors.

Question 29: About the partial list of the websites:

- It is the total list of sites to be developed or are there others?
- Include all these sites that are part of the project?

Answer 29: This is the complete list and we want your guidance on the conversion plans.

Question 30: Is there a total navigation map that can be delivered to the vendors at the proposal stage and allows the project to be dimensioned in its entirety?

Answer 30: A site map of the current RIC website can be provided.

Question 31: What is the detail of the functionalities of the intranet, is there a flow diagram?

Answer 31: No. We have a RIC Portal which is a PeopleSoft product that allow transactions such as time management actions, approval of POs, submission of grades, etc. Beyond the PeopleSoft transactions, we have added a number of web links to other systems.

We do not truly have an Intranet today and look to your expertise/recommendation/design.

Question 32: Who will take over the administration of the DNS?

Answer 32: The ITS Network Operations team.

Question 33: On what date will the answers to these questions be published?

Answer 33: Monday, March 26, 2018

Question 34: Which are the items to consider in the economic proposal? thus, must there be separated items for:

1. Development and implementation for each web site
2. Hosting monthly to annual
3. Maintenance monthly or annual

Answer 34: See Answer 21. Yes, to the three items above.

Question 35: Budget – Please provide budget parameters/limitations for this RFP.

Answer 35: Funds are allocated for this project. Details on funding are not available to vendors.

Question 36: CMS – on page 6 of the RFP you suggest going to an open-source CMS (like WordPress). Are you ruling out proprietary CMS solutions like Cascade or OmniUpdate? Please explain or clarify RIC's position on a CMS solution.

Answer 36: We want you to present the case for the right CMS for RIC.

Question 37: Has Branding RFP #7585483 been awarded? If so, to whom?

Answer 37: No.

Question 38: Will Branding Vendor have discovery information (focus groups, interviews, surveys) with various audiences? If so, will they be completed and available for use in this engagement or will the vendors for this RFP need to conduct additional discovery?

Answer 38: Yes. These two projects will run in parallel, although the college would like to leverage all discovery information from the Branding project, as it becomes available.

Question 39: Will the vendor be responsible for developing content (including video, images, etc.) or will that be the responsibility of RIC?

Answer 39: No.

Question 40: Please confirm whether RIC will be responsible for developing primary content or if vendor will need editorial, copywriters, etc.

Answer 40: RIC will handle editorial and copyright with our MarComm departments.

Question 41: 3rd party systems – please expand on the various 3rd party systems, particularly those requiring data integration.

Answer 41: See Answer 2 above.

Question 42: 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? Do you have a list of unique templates you'd like designed and developed (i.e. homepage, academic landing page, etc.)?

Answer 42: The college would like unique templates and designs, which we can share across sites. We look to the vendor to design the top two levels and guide us on template creation.

Question 43: Page 11, Section 13 – E-commerce and Forms

- a. Do you currently have an e-comm service and do you intend to keep it
- b. Do you have a current form-builder? Are you looking for a recommendation and integration of a new form building solution?

Answer 43: **A. Yes, the college uses CashNet for e-commerce. We are open to your recommendations regarding continued use.**
B. Yes, the college uses a form building solution: JotForms.

Question 44: Is the intranet part of this rfp?

Answer 44: Yes, this is priority #2 to the college's main website.

Question 45: CMS pg 11, section 3.2.1 – Please verify that you expect the respondents to outline the CMS recommendation and provide costs for the CMS implementation?

Answer 45: Yes.

Question 46: You mention the use of WordPress throughout the RFP yet you indicate that a different CMS will be considered. Please expand on the commitment or maintenance of WordPress.

Answer 46: We want you to present the case for the right CMS for RIC.

Question 47: Migration of content to the new site – On pg 9 section 5, you mention wanting a strategy for migration. Please confirm whether the school or vendor will be responsible for the migration. If the vendor is responsible, please provide an estimate on the number of pages to be migrated to the new site.

Answer 47: RIC will do the majority of the content migration. The college would like the vendor to provide the strategy.

Question 48: Whether offshore companies from Outside USA can participate in this opportunity? (like India)

Answer 48: The college prefers on-site, local resources.

Question 49: Does the RFP require vendors to propose their design idea in the proposal itself?

Answer 49: No. Examples are most welcome.

Question 50: Is the college open to opting for Drupal as their new CMS?

Answer 50: Yes, please provide the business case.

Question 51: Who do you consider RIC's main peer schools or competitors?

Answer 51: Examples of peer institutions/competitors include Bridgewater State University, Salem State University and University of Rhode Island.

Question 52: Of your peer schools or competitors, are there any websites that you particularly like? Which ones, and why?

Answer 52: The college likes the websites of Roger Williams University and Salem State University. The college has also reflected on and gained insights from websites of non-peer institutions.

Question 53: In section 2.1, you state that the web architecture, design, and content strategy project will coincide with another project to develop a brand and marketing strategy (RFP #7585483). Will the branding project be completed in enough lead time to inform this website design project?

Answer 53: Concurrent - see Answer 38, above.

Question 54: Later in section 2.1, you state "the consultant will develop styles, templates, and multimedia content (i. e. video, images, and sound) used in the college's web presence." Do you mean that the consultant will provide for the capacity to add multimedia content, or produce the content itself?

Answer 54: The college seeks capacity to add accessible multimedia content.

Question 55: Not being familiar with SharePoint, can you provide more detail about what web parts are how you currently use them? Are they reusable pieces of content or functionality that can be embedded in any pages across the RIC's websites? Can you provide an example of a web part that is used in multiple instances and what it does?

Answer 55: The list on page 11 of the RFP are web parts, programmed today in SharePoint. An example is that RICEvent Listing web part which pulls data from our EMS system and presents the calendar of events.

Question 56: You mention needing e-commerce. What kinds of services or products would be sold?

Answer 56: See Answer 11.

Question 57: You mention in section 3.1 (14) that there is a great deal of public content that you feel belongs in the Intranet. Could you give a few examples?

Answer 57: HR pages, IT pages, many service departments to the college community, and school and department documents and forms.

Question 58: It sounds like you are leaning toward Wordpress. Why? Do you have staff on your web task force who are experienced Wordpress developers?

Answer 58: See Answer 16. Please present the case for which CMS you think is best for RIC.

Question 59: Would another flexible, open-source, CMS such as Drupal be a viable option?

Answer 59: Yes, please make the business case.

Question 60: Why are you looking to migrate your web presence away from SharePoint in the first place?

Answer 60: SharePoint, by Microsoft's own admission, is not a CMS used by colleges and universities today. Accessibility is also an issue.

Question 61: Are there any aspects of SharePoint—particular tools, reports, functions, etc.—that you value and want to preserve or replicate in your new system?

Answer 61: No.

Question 62: Migrating 300+ sub-sites and integrating them with 10+ different third-party tools and databases, would take years, not 6 months! From a development and site-building perspective, what do you consider within the scope of this project? For example, are you simply looking for a robust technical plan (along with architectural recommendations, policies, guidelines, etc.) that your team would use to build and migrate the web presence? Or do you expect the vendor to build out the site architecture, theme, and various functional components for the main ric.edu site, and then provide systems your team can use to build out other sites over time?

Answer 62: See Answer 21. Yes, to your last question.

Question 63: Similarly, do you expect the vendor to build out specific integrations with the software products you mentioned? Or are you simply asking for a technical plan to integrate the CMS of choice with these products? If the former, given the range of products and few technical details about how they would connect to your CMS, are you open to a fixed fee discovery period followed by a price range for the technical implementation?

Answer 63: A technical plan to integrate the CMS with our enterprise systems. The vendor may provide a cost option of one web developer.

Question 64: Are you interested in developing a framework in which new, branded sub-sites could be easily spun up over time as needed with limited technical expertise?

Answer 64: Yes.

Question 65: What is driving the six-month time frame that you propose? Is there any flexibility on that timing?

Answer 65: Yes. We want to get the design complete and begin development. See Answer 21.

Question 66: Approximately how many staff on campus administer web content now? And do you currently have any kind of governance policy or training program for those staff?

Answer 66: On the main college website, primarily our Web Communications staff of two. Other web sites by departments and organizations. A website governance policy exists, but needs to be resisted, revised and enforced.

Question 67: Do you have an expected budget range that you are looking to stay within?

Answer 67: Funds are allocated for this project. Details on funding are not available to vendors.

Question 68: Is remote work allowed for this contract?

Answer 68: Preferably not. The majority of time should be on-site.

Question 69: Is there a budget cap?

Answer 69: Funds are allocated for this project. Details on funding are not available to vendors.

Question 70: Do you anticipate the entire website redesign and development will take less than six months? Is there any flexibility in the timeline? (page 3, contract period)

Answer 70: No. See Answer 21.

Question 71: Can you share a budget or budget range for this project?

Answer 71: Funds are allocated for this project. Details on funding are not available to vendors.

Question 72: When do you anticipate the rebrand will be complete? Can you share which firm you're working with on the the college's brand messaging and marketing strategy development?

Answer 72: See Answer 38. We have not selected the branding vendor partner.

Question 73: What are the top three pain points for the current website?

Answer 73: Inability to make changes to website design. Outdated look and feel. Content is not ADA compliant and not explicitly focused on effectively marketing to prospective students/families.

Question 74: Who is responsible for maintaining the website at RIC from a content perspective as well as a technical perspective?

Answer 74: Our Web Communications team, with assistance from College Communications and Marketing, have the overall responsibility for college website design, policy and content management. The college's academic and administrative departments have responsibility for providing their respective, specific content. Currently ITS provides the network and server support for the website. It is the college's goal to establish a broader technical team for architecture, programming, data integration, web services and all technical work.

Question 75: Do you have a preference for WordPress as the CMS, or are you open to any open-source CMS?

Answer 75: We want you to present the case for the right CMS for RIC.

**Sharon Yattaw
Buyer II**

Interested parties should monitor this website, on a regular basis, for any additional information that may be posted.

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