ADDENDUM NUMBER 1

MARCH 17, 2022

TO

SPECIFICATIONS TO REQUEST FOR PROPOSALS #22087

FOR

WEBSITE REDESIGN AND MARKETING SUPPORT SERVICES

DATED FEBRUARY 28, 2022

The above-entitled specifications are hereby modified as follows and except as set forth herein otherwise remain unchanged and in full force and effect.

RETURN DATE EXTENSION

The due date for return of proposals is hereby extended to Friday, March 25, 2022 at 2:00 p.m. CST.

CLARIFICATION QUESTIONS

1. *Is there an approximate launch date in mind?*
   Response: The preferred date for the website launch is June 30th or earlier, subject to change as necessary.

2. *What is the budget range for this project?*
   Response: We are not releasing a budget number for this RFP.

3. *Is there any incumbent vendor for this proposal?*
   Response: No

4. *What is level of integration which we need to consider with regards to Integration with third-party applications. Do we need to have any data integration with the CMS database as part of the third-party integration within the current scope of this project ?. If yes, please let us know those requirements in high level. Is there any documentation or details that can be provided on your current third-party API's that you intend to keep?*
   Response: Minimal integration needed. Details will be communicated at a later stage of proposal evaluation for selected vendors.

5. *Our firm only provides web design / development services. We do not provide marketing services. Will you consider proposals that cover the web design piece only?*
   Response: The University seeks a firm that can provide web design and marketing support services that includes brand development. We will not consider proposals that only provide web design.

6. *Will TalentLink provide branding guidelines (logo, fonts and the color palette) to use for the design?*
   Response: The University will provide branding guidelines (logo, fonts, color palette) to the   firm awarded the bid for the RFP.

7. *Should we assume that all of the types of content and features currently on the site will be part of the redesigned site?*
> Response: Yes, existing content and features will be retained on the redesigned site.

8. *Will any other new types of content or features be added to the new site?*
> Response: New content and features will be added as needed to enhance the site's branding, aesthetics, functionality, user experience, and audience development goals. The University will work closely with the firm awarded the bid to explore, discuss, and develop the redesign.

9. *Will any types of content or features on the current site not be included in the new website?*
> Response: No but some content/features will be repackaged as needed to deliver improved functionality. For example, an education management system (EMS) will be acquired separately from this website redesign process to improve course catalog and registration functions. The EMS will primarily involve backend integration by that vendor and minimal integration of updated website redesign and existing branding.

10. *Are there any pages or features on the current that you would like to highlight to be significantly redesigned and built differently than the current design and function? And if possible, how?*

> Response: See answer above. Key overall goals are to drive enrollment, facilitate optimal user experience, and grow audience through site features and marketing support.

> Further, the redesigned website will need to provide functional solutions to provide better user experience and functionality for distinct audiences.

> - Individuals interested in professional development (course, workshop) registration.
> - Businesses and organization seeking custom or existing professional development options.

> Military/veterans seeking information, course registration, etc. specific to how the military processes/supports enrollment and funding.

11. *Are there any password protected pages or features, other than admins logging into the CMS backend?*
> Response: No

12. *Can you provide information on the different roles and responsibilities of CMS users?*
> Response: Not relevant at this stage.

13. *Are there any CMS/database specific publishing workflows we should be aware of and required to implement (i.e. review / approval processes)?*
> Response: No

14. *Confirming that hosting should not be included in the proposal and that your average monthly visits is 2,400 / month?*
    Response: Hosting services are not needed. Average monthly visits – approximately 2,400 or less.

15. *On page 21 (section 8.3.14), it states that respondents must agree to the format of the Purchased Services Agreement. Though the document says a sample is attached, we couldn't identify/locate that specific document within the provided materials. Could you please send us a copy of that document or direct us as to which pages include that info within the RFP?*
    Response: Please see the attached Purchase Services Agreement template.

16. *As a follow-up, does this mean that submitting a response requires participants to forego their own standard contract documents (and the associated legal terms, conditions, protections and requirements outlined therein) should they get awarded the project?*
    Response: We will consider documents submitted by a Respondent as long as the University's Office of General Counsel has approved them prior to award. We will work with the selected Respondent to review any required documentation.

17. *Within the context of whom UMKC considers MBE-qualified businesses, is there any consideration for ownership entities that are US citizens (naturalized) and are of Brazilian descent?*
    Response: A minority business is defined as an organization that is 51% owned, controlled and/or managed by minority group members. The determination of minority status depends solely on ownership and operation and is not related to employment. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 95-507 for more detail.

18. *On page 19 (section 8.2), the instructions request respondents to note whether or not we have personnel on staff with the specifically enumerated technical skills. In section 8.2.2, Drupal is listed as a required technical skill. Since the solution is defined as being based on the WordPress CMS, how is Drupal relevant to this project?*
    Response: Drupal is not relevant to this website redesign and should be removed as a requirement for this project.

19. *What is driving the decision to redesign the website?*
    Response: The following factors are driving the decision to redesign the website:
    a) Strengthen brand presence and differentiation. UMKC TalentLink's professional development offerings are not related to 4-year and 2-year degree tracks. The site/brand should have distinction from institutional offerings and other non-degree training/development competitors in the marketplace.
    b) Drive enrollment in **non-degree** professional development workshops, courses, and programs.
    c) Improve user experience to access information and complete registration. Ease of doing business with us is key. Beyond being a portal of information about offerings, a key goal is conversion to register or generate sales leads for custom training with businesses/organizations in mind.

20. *What are the top 2-3 most important issues to address in the website redesign?*
    Response: See above. Seeking functional and aesthetic solutions to achieve these goals with these audiences in mind: Business/organization, individuals, and active military/veteran personnel. Maximizing conversions for registrations is important.

21. *What software platform do you use for the course catalog?*
    Response: Currently courses are listed as events on website calendar with transactions processed via Touchnet Marketplace. Will transition to CampusCE software platform in 2022 to integrate course listing, registration, and payment processing via Touchnet uPay site integration.

22. *Have you had any issues integrating (clean) course catalog data into the site in the recent past, and if so, has it been rectified?*
    Response: No issues

23. *Under Scope on page 14 of the RFP, it states that you are seeking tracking and reporting marketing effectiveness (3rd bullet.) Will Google Analytics be sufficient?*
    Response: Yes for website-related metrics.

24. *What is your current CRM? How long have you been using it, and do you intend to continue using it in the website redesign?*
    Response: N/A

25. *Under Scope on page 14 or the RFP, it states that you are requesting additional marketing support services for special projects. Can you provide an example of a "marketing logo"?*
    Response: Brand logo, color palette, etc. will be provided if needed for suppliers under consideration in the next round of evaluation.

26. *Besides design, would additional marketing support include copywriting and printing?*
    Response: Copywriting may be requested on an as-needed basis for non-website projects.

27. *Would the agency be expected to write all or some of the marketing copy for the website? If so, how many pages (ballpark) would the agency be writing?*
    Response: Website marketing copy would be developed internally.

28. *How much of the existing copy would be migrated over to the new website?*
    Response: Approximately 90%

29. *If the agency is providing any copywriting for any part of the SOW, is there an existing brand platform or brand messaging that would inform copywriting?*
    Response: N/A

30. *Are you looking for the agency to handle the content migration, or are you willing to take on most of this?*
    Response: The University would handle content migration.

31. *Do you have an online/website marketing strategy in place already that addresses SEO, content pillars, SWOT, competitive analysis, etc.?*
    Response: Marketing support may involve strategic SEO marketing recommendations.

32. *Do you current utilize or intend to utilize inbound marketing tools on the website (for instance, HubSpot or Marketo?)*
    Response: Not at this time.

33. *How much of the University of Missouri's institutional visual identity standards and/or branding would need to be considered as part of the redesign of the website and in other potential marketing materials?*
    Response: To a minimal degree. UMKC TalentLink has a distinct brand logo and visual identity that will be used separate from UMKC and the University of Missouri system branding. Final website design is subject to review. See 8.1.4.

34. *Will your marketing team provide photos and other graphic assets, or should the estimate include developing any original assets?*
    Response: Photos and graphic assets will be provided to the supplier awarded the RFP.

35. *Will your team need any WordPress training for administering content on the new website?*
    Response: No

36. *Will the website be just in English, or will it be multilingual?*
    Response: English only

37. *Are you expecting formal user testing as part of this assignment?*
    Response: Yes

38. *Regarding sec 8.1, Information Security Requirements: Does the University have a standard tool or criteria for evaluating the security of an application?*
    Response: Any additional recommendations for applications to be added to the website design must adhere to 8.1.3. See also <u>Data Classification System | University of Missouri System (umsystem.edu)</u>.

39. *Regarding sec 8.1, Information Security Requirements: Are there specific criteria/recommendations for evaluating/hardening WordPress applications?*
    Response: No. Again any recommended applications must adhere to section 8.1.3.

40. *Regarding 8.3.4, "The University will support the awarded supplier with access to a clean, University approved WordPress instance that meets the University's security requirements."*
    - Will the agency be allowed shell access to the environment? Response: Yes
    - Will the agency have full SQL (via shell) access to the database? Response: The agency must demonstrate a clearly defined need to access the database. That need will be evaluated by the University's internal resources for security and operational purposes.
    - Will the agency be responsible for product launch, or would that be handled by the University? Response: The University will handle product launch.

41. *Will the agency be developing a website style guide as part of this assignment (pdf) or adding content to an existing online style guide?*
    Response: No

42. *Are there any key dates throughout the process that need to be considered in project management and scheduling?*
    Response: No

43. *How quickly can minor approvals be turned around?*
    Response: Within 48 business hours, ideally within 24 hours or less.

44. *Can you share the RFP evaluation criteria point or percentage structure?*
    Response: We do not disclose this information during the RFP process.

45. *Could you please provide the count of static pages, dynamic pages, and forms present on the website?*
    Response: Respondents are welcome to analyze the existing site and make recommendations for redesign of content, structure, etc. based on the objectives. Presently, the site contains two forms.

46. *Do we have any Calendar implementation on this website?*
    Response: Courses/events are currently added and managed via an Events function within the WordPress dashboard. A transition to the CampusCE software platform in 2022 will replace the course listing as it exists now. No calendar function is implemented at this time.

THE CURATORS OF THE
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