

DATE: 9/22/21
RFP No: RFP 2021-07
RFP TITLE: Web Redesign

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ADDENDUM B

This addendum contains clarification and additional information, which modifies the conditions of the above referenced RFP. Below are a list of questions submitted by potential bidders for the web design RFP. The Questions are shown in black and Merced college responses in blue.

1. Please expand on your requirement for a Backend Database (p.7). Please explain what the database includes, how it currently is integrated, etc. **No standalone requirement for a database. If the bidder builds a website or CMS that requires a DB that MC needs to host and manage we require it to be MariaDB or MySQL. If the solution is entirely cloud hosted and managed we have no requirement.**
2. Do you currently utilize a 3rd party form application? If so, who do you use. **We currently use the forms that are included in Modern campus, but it is one of the limitations that we think they have.**
3. Events Calendar – Is your current News/Events calendar managed in your CMS? Does it require an RSS feed? **We are currently using OU Calendar powered by Helios, but it is something we would like to replace.**
4. Our standard offering generally consists of templates for homepage, landing page, standard/interior page, news listing page, news detail page, program listing page, and program detail page. Are there additional templates needed? **That will be sufficient for the quote. If additional needs come up, we can address them later.**
5. Will you need to have a template for your faculty/Staff directory? **Yes, HR uses a third party tool called colleague that we would like to integrate to make the directory dynamic**
6. Would you please elaborate on the legacy databases being used and any 3rd party services that will need to be integrated into the site? Are these basic links or other database integrations? **OMNI CMS is the only legacy integration. The DB is irrelevant. The decision is either to work with the existing OMNI CMS solution when building the new site or proposing a new CMS solution.**
7. If you choose to remain on Modern Campus' Omni CMS, are you ok with the vendor providing estimated costs through development of HTML/CSS and that Merced will get implementation costs from Modern Campus to implement designs into Omni Campus CMS? **Please explicitly state in your proposal if there will be additional costs to implement the CMS that you are not including in your quote.**
8. Are you interested in completing any qualitative or quantitative analysis to inform the designs and user experience as a part of the Website Redesign Project? Analysis items may include user focus groups, surveys, heatmaps, engagement review of the current site, audience-based navigation, and content review, and/or online user experience recordings. **This is something we are interested in, if it is not included in the discovery and strategy phase, then please add an extra line item.**

9. Are you interested in having the chosen vendor conduct a content audit of your high-level pages to help determine what pages to move to the new website? *This is something we plan to do in house, but we are open to a case being made.*
10. Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the redesign discovery process? *We do not have any personas defined, if it is not included in the discovery and strategy phase, then please add an extra line item if it is a recommended step.*
11. What are the expectations surrounding content optimizations for SEO?
 - a. Will the chosen vendor optimize existing content or is the expectation that we create new content?
 - b. Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.) or “tier” of pages (e.g. tier 1)?
 - c. Or, are you just looking for the chosen vendor to provide guidance for SEO best practices? *We are looking for guidance in best practices, but are open to more if a case is made for it.*
12. As a part of the Website Redesign Project, will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, in order to provide an accurate quote, how many pages of content should the chosen vendor plan to:
 1. Copywrite (provide new content)
 2. Copy edit existing content*The chosen vendor will not be responsible for writing or copyediting web content.*
13. Are you interested in having the chosen vendor conduct a content audit of your high-level pages to help determine what pages to move to the new website? Or, will this effort be conducted by Merced? *This will be conduct in house.*
14. Are you currently using Google Analytics to measure website engagement? Do you currently manage the GA yourself or do you use a 3rd-party? *We currently use Google analytics and manage it ourselves.*
15. Hosting – Is hosting of the production web server part of this project scope? Please provide current environment for the production web server:
 - a. Are there any other applications running on the current web server
 - b. Does the DB server support any transactional applications.
 - c. Do you have any specific requirements for
 - i. CPU's
 - ii. RAM
 - iii. Bandwidth
 - iv. Diskspace

The bidder may propose a cloud hosted solution as part of the scope. Cloud hosting is not a requirement. The current web server only hosts HTML/PHP web services, when planning the hosting server requirements bidders should consider the requirements for what they are creating and not what exists. The OMNI CMS runs on a separate server and will remain unless it is replaced by a bidders proposal.

SPECIAL NOTE:

It is the responsibility of each Bidder to acknowledge all addenda by signing below and submitting a copy of each addendum with their respective bid.

I HAVE READ AND UNDERSTAND THESE MODIFICATIONS TO THE ABOVE BID: _____