

1. Is this RFP open to any interested vendor, or do we need to have been added to a pre-approval list of vendors for ASU?  
**The RFP is open to any interested vendor.**
2. Are you open to working with vendors out of state (e.g., remotely)? Do you require either partial or full on-site support for this project?  
**ASU-Beebe is open to working with vendors remotely to provide services and consistent support. Initial on-site training and set up is desirable.**
3. In section 1.9, it's stated that a bid bond is required with the solicitation. Can you confirm this is accurate?  
**Yes, a bid bond is required.**  
**A bid bond is one of the types of surety bonds, that guarantees that the bidder will accept the contract and complete it according to its terms. The bid bond provides assurance to the project owner that the bidder has the ability to finish the job once the bidder is selected after the bidding process. A Surety Bond or a Cashier's Check is mandatory. Cashier's checks will be returned to all vendors who are not selected. Once the contract is in place with the apparent winning vendors the Bond will be released and/or the Cashier's Check will be returned.**
4. Can vendors recommend hosting by a partner?  
**Yes.**
5. Do you have a current host for the website and if so, who is it, and would you remain with them?  
**ASU-Beebe's current sight is hosted by ASU-Jonesboro, the main campus in the Arkansas State University system. ASU-Beebe retains the option to remain with the current host.**
6. Can you provide any insights on what your budget is for this project?  
**ASU-Beebe does not have a budget in mind for this project.**
7. Would you provide some clarification on the timeline for the proposed work - do you have firm expectations for a completion date?  
**ASU-Beebe would like to have the new site in place by November 1, 2022.**

**Arkansas State University Beebe**  
**ASU\_B\_22\_2225- Web Site Assessment and Redesign**

1. Page 4 mentions submitting the "Official Solicitation Price Sheet". I do not see this document included in the RFP information. Can you please provide the Official Solicitation Price Sheet? **The last page of the Technical Proposal provides instructions for vendors to provide their pricing in a separate sealed proposal.**

2. Technical Proposal Packet- Cost section & page 4 of RFP which states “A Prospective Contractor shall not include any pricing in the hard copies or electronic copies of their Technical Proposal Packet.” **The Cost/Pricing will be submitted according to the instruction on the last page of the Technical Proposal Packet in a separate sealed envelope.**

The “Information for Evaluation” document within the Technical Proposal Packet asks for the “Cost for Web Site Assessment and Redesign to include website content management system development, custom application development, site maintenance, and optional server hosting.”

**Question:** Is the cost section in the “Information for Evaluation” different from the “Official Solicitation Price Sheet”? If so, should we include both of these items on a separate flash drive? **Any and all pricing information is to be included in the Cost/Pricing that will be submitted in a separate sealed envelope along with the Cost/Pricing jump drive.**

3. Page 4, Section 1.6 Response Documents, A. Original Technical Packet states:
  - 1- *Responses within the Information for Evaluation and Exceptions sections must not contain the Prospective Contractor’s name or any other identifiers, including without limitation names of staff members, projects, products, and addresses.*

**Question:** It will be difficult to respond to the 4 standards in “The Information Evaluation Packet” without using the Contractor’s name, staff members, projects, etc. Can you please confirm that you in fact **do not** want us to include the Prospective Contractor’s name or any other identifiers, including without limitation names of staff members, projects, products, and addresses with our responses to the 4 standards?

**This only applies if you have an Exception to the Request for Proposal. Please note on Page 4, 1.6 it specifically states that you must not contain prospective contractor’s name or any other identifiers if you have an “Exception” and plan to use the “Exception Form”**

4. Can you please clarify the number of “electronic copies” on flash drives that we should submit? From what I see in the RFP, it looks like you are requesting eight (8) flash drives. Is that correct?
  - One (1) Electronic copy of the “Official Solicitation Price Sheet” on flash drive
    - Should this also include the Technical Proposal Packet- Cost section?
  - Six (6) electronic copies of the Technical Proposal Packet on flash drives. The Information for Evaluation and Exception Form can be on the same flash drive, but as a different file.
  - One (1) additional electronic copy of the Official Solicitation Price Sheet on a flash drive

**8 is correct**

5. Page 5- 1.9 Bid Bond: Can you please confirm that you are in fact requiring a \$5,000 bid bond to submit a response to the RFP? If yes, what happens to the \$5,000 if our firm is awarded the project?  
**Yes, a bid bond is required.**

A bid bond is one of the types of surety bonds, that guarantees that the bidder will accept the contract and complete it according to its terms. The bid bond provides assurance to the project owner that the bidder has the ability to finish the job once the bidder is selected after the bidding process. A Surety Bond or a Cashier's Check is mandatory. Cashier's checks will be returned to all vendors who are not selected. Once the contract is in place with the apparent winning vendors the Bond will be released and/or the Cashier's Check will be returned.

6. Are you planning to stay with Omni CMS? Or are you evaluating a new CMS as a part of the RFP process?

ASU-Beebe is open to considering other CMS options.

7. If you are evaluating a new CMS:

- a) Is there a specific reason why you are evaluating alternative CMS options?
- b) What CMS products have you demoed as a part of the CMS evaluation process?
- c) Do you prefer open-source or proprietary CMS solutions?

ASU-Beebe is open to considering other CMS options. ASU-Beebe has no preference to either open-source or proprietary CMS solutions as long as consistent support is provided. ASU-Beebe will work with the apparent winner of the RFP to determine the needs of the new site.

8. If you stay with Omni CMS, can you provide clarification regarding the CMS implementation?

- a) Who will complete the implementation into Omni CMS? ASUB's internal team or Modern Campus?

The winning vendor will complete implementation of the CMS.

- b) If Modern Campus will complete the implementation, do we need to include their cost proposal for implementation and content migration along with our proposal for the Website Redesign?

Yes, vendors should include complete costs for implementation and content migration services.

- c) Or do you plan to secure the CMS implementation and content migration work directly with Modern Campus outside of this RFP?

The winning vendor will complete implementation of the CMS.

9. Can you share a sense of the total budget range available for the Website Redesign project? Please specify if this budget includes the cost of the Omni CMS implementation and content migration. This budget information will help agencies develop a solution that best aligns with ASUB's expectations and help determine the timeline for the project.

ASU-Beebe does not have a budget in mind for this project. Vendors should include complete costs for implementation and content migration services.

10. What types of templates do you anticipate requiring for the redesign (i.e. Homepage, Landing page, interior page, news, degree/program page)?

Pages needed include but are not limited to the following:

Homepage  
Degree/Program pages  
Interior pages  
News  
Calendar  
Faculty/staff directory  
Landing pages  
Catalog  
Schedule of classes  
Fillable forms

11. What are the expectations surrounding content optimizations for SEO?
- 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)?  
**Significant pages will include appropriate meta-data, page titles, and keyword placements to improve visibility and listing through search engines.**
  - Or, are you just looking for the chosen vendor to provide guidance for SEO best practices?  
**ASU-Beebe seeks guidance from the chosen vendor for SEO best practices.**
12. Has any research/discovery been completed on the website in the last 24 months?  
**Yes.**
13. 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, and engagement review of the current site.  
**Vendors may include any suggestions/proposals for current website analysis in their proposals, but it is not required.**
14. 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?  
**ASU-Beebe does not have user/audience personas defined. Vendors may include any suggestions/proposals for audience/persona strategy/creation in their proposals, but it is not required.**
15. Are you interested in having the chosen vendor provide a Content Strategy that would include a content audit of your high-level pages to help determine what pages to move to the new website, what content is missing, what content needs to be edited, etc?
- Or has this effort been conducted internally by ASUB?  
**ASU-Beebe will determine content that is to be migrated to the new website.**
16. Will the chosen vendor be responsible for writing new content or copyediting existing website content?  
**The chosen vendor will not be required to write or proofread site content.**

17. What Omni CMS modules do you currently use on the website?

Visit [www.asub.edu](http://www.asub.edu) to view ASU-Beebe's current website.

18. Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?

ASU-Beebe will work with the apparent winner of the RFP to determine the needs of the new site.

19. With the redesign, will the events calendar stay as-is (<https://www.asub.edu/asub-calendar/>)? Or are you interested in moving to the new Omni CMS Calendar module?

The chosen vendor should provide a calendar solution for the website.

20. How are you currently managing the Employee Directory (<https://www.asub.edu/directory/>)? Will the directory stay as-is with the redesign?

The current directory interfaces to ASU-Beebe's active directory system for data retrieval, and this functionality needs to be maintained.

Your current CMS is the Omni CMS by Modern Campus, do you want to move away from the CMS into an open source solution?

ASU-Beebe is open to considering other CMS options. ASU-Beebe has no preference to either open-source or proprietary CMS solutions as long as consistent support is provided.

1. Would you consider Wordpress as the CMS

ASU-Beebe is open to considering other CMS options.

2. What is not working for the school in terms of marketing and communication, as it references the current website?

Due to the age of the current site, ASU-Beebe is seeking a complete redesign of the college's website.

3. Do you want content strategy?

Vendors may submit suggestions for content strategy in their proposals, but it is not required.

4. Can you share a budget? ASU Beebe does not have a budget in mind for the project.

5. 1.6 A, Question 1 - What do you mean by this - "responses within the information for evaluation, and, exceptions must not contain prospective contractor's name... Does this mean we need to scrub our proposal from any company name? This is information only relevant if you have exceptions to the proposal; you will list your exceptions separately. See 1.6 and 1.7

6. IN the Information for Evaluation form, you ask for Experience - We were the firm that designed your current site, based on above, it sounds like we can not reference that. Is this correct? Based on above has nothing to do with the information you will provide.

You will only withhold prospective contractor's names if you have an exception to the RFP. You may list yourself as your reference and the work you have done.

7. IN the information for Evaluation form, you ask for personnel and support backgrounds, are we not able to use the names of people who would work on the project? Should we just use titles? This is relevant to above, since many of the people who worked on the last project are still with the company, and would work on this one. If we name them, some people on the team might know who we are. Please advise. **This does not apply unless you have an exception.**
8. Is the Information for Evaluation the only information we are able to provide? Are you looking for a full proposal with details on process and other information? **Vendors should submit any relevant information.**
9. 1.6 B, 1, b - "six electronic copies" does this mean you want 6 USBs of the proposal? **Yes**
10. 1.9 Bid Bond - is this required? Will you deposit the check if our firm is not selected? **Yes, a bid bond is required. It may be a bond or a cashier's check. Once the selection has been made the check will be returned to all vendors who were not selected.**
11. 1.9 Bid Bond - is there a reason this is required? Does it have to be a certified check? **ASU Beebe is following the Office of State Procurement/TSS for all Request for Proposal laws and rules. The RFP Form is provided to State Agencies in a template for our use.**
12. Section 2, 2.1 Support, Item 1 - on-site support available within 24 hours - is travel billable for this support if you ask for it? **You would need to consider that in your proposal - it will be a part of the cost**
13. Section 2, 2.1 Support, Item 4 - monthly reporting - this is the output of a google analytics dashboard, is this something you expect the firm to provide or can we make the dashboard and your team can pull reports as frequently as it wants? **ASU-Beebe seeks monthly review/contact with the vendor to discuss site performance and opportunities for improvement.**
14. Section 2, 2.1 Security and Redundancy - you are asking for quite a bit of information, but it's not one of the topics in the Evaluation form, where should we include this information, since the form says to not include anything that is not asked for *on that form*

**You will not list this information in the RFP; however, we are specifying that you must meet the requirement and we will ask the apparent winning vendor for documentation if needed.**

15. Section 2, 2.1 Technical requirements, point 1 - Web system will be the "property of ASU Beebe..." does this mean a SAAS product is not desirable, since you will not own it?

No.

16. Section 2, 2.1 , Technical requirements - Point 10 - "Text-only alternatives should be provided" if the site is WCAG 2.0 AA, which is the standard required for Section 508 (and we achieve 2.1 AA), the site must be validated to work with a screen reader. Text-only sites are an outdated standard and no longer relevant for accessibility at the new WCAG level. Can you confirm this is no longer relevant for this project?

Alternative text should be provided for each page containing images/graphics/clipart/charts so that they are accessible with screen readers.

Is the Vanguard Portal to be redesigned (Assuming not, but seeking clarification)

No.

Assumption is the Vanguard Hub is included in the redesign RFP. Is this a correct assumption?

No, the Vanguard Hub is not part of the redesign RFP.

Is the jobs.asub.edu also to be included with redesign (Assumption is no as it looks to be a sub domain).

No.

Can you clarify what is meant by Custom App Development?

Any application/program that must be developed or implemented for site functionality.

What is the current Content Management System in place – will this remain?

ASU-Beebe currently has Omni CMS. ASU-Beebe is open to considering other CMS options.

Is it possible to better understand the tools and tech that are currently being used to better understand what integration is necessary?

ASU-Beebe currently has Omni CMS. ASU-Beebe is open to considering other CMS options.

The current site seems to be built with .NET and the requirement in the RFP calls for the underlying code to be Windows friendly – Would a Wordpress, php, or java site be suitable. Sample of recent sites in Wordpress and ReachJS/Node our team redesigned.

<https://hawxpestcontrol.com/>

<https://www.ajito.io/>

ASU-Beebe is open to considering other CMS options.

1. **General questions** not specific to the RFP

- a. Has there been a budget established for the Web Site Assessment and Redesign?  
**ASU-Beebe does not have a budget in mind for this project.**
- b. The Description of the RFP is “Web Site Assessment and Redesign”. Assessment can be interpreted in a number of ways. Other than delivering a site map along with usability testing, we would also recommend a search and content strategy to inform your requirement of metadata and optimized content on every page, validating/creating digital personas to deeply understand users and what they want through surveys and/or focus groups/interviews, examining your Google Analytics (or other metric tool), etc. We refer to Assessment as a Digital Strategy. Is your team open to this type of assessment to improve the user experience and increase engagement, recruiting and promoting the University?  
**Yes, ASU-Beebe is open to this type of assessment.**
- c. Are you specifically looking to replace the current CMS, Omni Update? If so, why?  
**ASU-Beebe is open to considering other CMS options.**

• **Section 1 of the website RFP document ASU\_B\_22\_2225.**

21. **1.9: Bid Bond.** Can you please confirm that the bid bond of \$5,000 is required, and if a sub-contractor is used, the \$5,000 applies only to the primary respondent and not to each entity? **Yes, a bid bond is required. A bid bond is one of the types of surety bonds, that guarantees that the bidder will accept the contract and complete it according to its terms. The bid bond provides assurance to the project owner that the bidder has the ability to finish the job once the bidder is selected after the bidding process. A Surety Bond or a Cashier’s Check is mandatory. Cashier’s checks will be returned to all vendors who are not selected. Once the contract is in place with the apparent winning vendors the Bond will be released and/or the Cashier’s Check will be returned. The \$5000 applies only to the primary respondent.**

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1. **Section 2 – Requirements**

- a. 2.1 Specifications – **General questions**
  - What is meant by “Custom Application Development”? Are you referring to development within a CMS platform? Or other types of applications? If additional applications, what might those be?  
**Any application/program that must be developed or implemented for site functionality**
  - Have digital personas been developed for the website? Not just marketing personas.  
**No**

- Has the University or an outside vendor conducted a search/content strategy within the past two years?  
**No**
- If during the assessment and it is determined there is a need for additional page templates to be developed (assuming they are mutually agreed to) but these templates were not accounted for in the original RFP estimate, how will budget for this additional work be addressed?  
**Any and all pricing information is to be included in the Cost/Pricing that will be submitted in a separate sealed envelope along with the Cost/Pricing jump drive.**

b. 2.1 Specifications - **Support**

- Please define the expectation for “On-site support available within 24 hours” Does this imply on-site at an Arkansas State University - Beebe location?  
**ASU-Beebe is open to working with vendors remotely to provide services and consistent support. Initial on-site training and set up is desirable.**
- For what period of time should we estimate this support – 6 months? 12 months? The RFP says the contract is valid for one year, so we assume 12 months.  
**12 months**
- Monthly metrics reporting: Should we quote this monthly reporting for a 12 month period?  
**Yes**

c. 2.1 Specifications – **Site Design**

- “The vendor will design the main page, and templates for second- and third-tier pages” – How many of these templates exist now?
- **Accessibility:** When you say “Section 508 of ADA Priority 1 Guidelines for Accessibility” can we assume you are looking for WCAG 2.1/2.2 Level AA Compliance?  
**The new website should meet the most current WCAG standards.**
- **Accessibility:** Have the pdf’s on your site (or future documents to be created) been created using accessibility tools? In other words, have your current pdf’s been created and optimized for WCAG 2.1 Level AA standards?  
**No**
- **Usability testing:** Usability testing can be conducted in a variety of ways at different times throughout the assessment and redesign process. Is it safe to assume you are referring to testing the new designs with users before development begins, or to benchmark the current state of the site to inform the creation of a better user experience?  
**ASU-Beebe seeks to benchmark the current state of the site to inform the creation of a better user experience.**
- **Content will be provided:** Will ASU-Beebe be writing new content if it’s determined additional content is required, including new search-engine friendly content that would need to be developed for existing pages?  
**ASU-Beebe will determine content that is to be migrated to the new site and write any new content necessary.**

d. 2.1 Specifications – **Technical Requirements**

- “Text-only alternatives should be provided for every page. The vendor proposal should specify how this will be achieved and the associated costs.” For clarity, you are looking to have just text without imagery, video, pdf, or interactive components (such as program pathways) on every page? Or is this referring to Alt-tags – typically descriptive text on imagery and other on-page assets to allow screen reader access?

Alternative text should be provided for each page containing images/graphics/clipart/charts so that they are accessible with screen readers.

e. 2.1 Specifications – **Preview Demonstration**

- “Any final requested changes/modifications will be provided in writing to the vendor”. Depending on the type of requested changes/modifications, we assume these can be mutually agreed to as long as they marginally remain within the original budget estimate? If these requested changes require additional work, such as the creation of a new template or modifying navigation, does the vendor have an opportunity to submit budget numbers required to make the changes?

Any and all pricing information is to be included in the Cost/Pricing that will be submitted in a separate sealed envelope along with the Cost/Pricing jump drive.

**Technical\_Proposal\_Packet**

- “Please list all accounts lost over the past 36 months” Within the contact information there is a line stating “number of vending machines installed” and “type”. It appears as if this section Lost Accounts section was taken from another RFP. Is this information required? You are correct, we failed to remove the Vending Machine information; however, we do want to know any lost accounts over the past 36 months.