RFP #: 763-21-147510-BS

SUBMITTAL DUE DATE: April 9, 2021, 2:00 PM local time

TITLE: *HSC Web Site Redesign*

DATE: April 2, 2021

Addendum #1

Please note the following clarifications are hereby made to the aforementioned RFQ.

This addendum is being issued to answer questions that have been submitted as follows:

Questions and Answers

See Page 2-35 for responses

-End of Addendum-

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Issued by (signature)

March 31, 2021
Date

ACKNOWLEDGEMENT: Please acknowledge receipt of this addendum by initialing the appropriate line on the Addenda Checklist, Section 4 of the RFP.

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	Example of current content (live domain?) - Is https://www.unthsc.edu/ a solid example of content, how much is going to change?	UNTHSC.edu is the current content. This is a WordPress Multisite installation currently using a primary theme for most content and a secondary/alternative theme for sections of the site e.g. www.unthsc.edu/innovate-fort-worth/ We would like a new 'general' layout for most of our pages, but would like advanced design capabilities for 'front' pages and campaign landing pages.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Estimated page count	We have approximately 5,000 pages, but we are conducting an audit to identify unnecessary and old content that serves our internal audience and move it to our intranet. We have a firm conducting an SEO analysis, which will determine what content we need to keep and if there is anything we would benefit from adding.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Current (pre-discovery phase) understanding of how much content may change from the current example and how	Content could change in multiple ways. If it does not serve to inform or convert one of our targeted external audience, it will likely be deleted. Whatever content is left will have a new theme applied. We may also identify valuable pages that we would like to create distinct layouts for. That is why we need the advanced design capabilities.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	A list of specific interactive features of the website (any page that is more than text, links, and images. E.g. galleries, forms, videos, maps, catalogs, blog, news feed, etc.)	Our pages consist of blogs, a custom 'story' content type for our /newsroom site (which functions similarly to a blog), forms (Gravity Forms or embedded Blackbaud forms), embedded videos, embedded podcasts We don't have/need galleries we would prefer to use images for maps and link out to a mapping service, rather than work with embed code on every map.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	A list of any other specific content or design needs currently known	See above	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	A list of any content that we would need to create (copywriting, illustrations, graphs, videos, etc.) with notes about its nature	We do not need content creation or management	Agency Staff
RFP763-21-147510-BS	Timeline	Regarding timeline it is noted that we provide one that is "aggressive but reasonable" - is there a certain date you want the new site to go live that can be used as a guide?	Expected go live would be July 2021	Agency Staff
RFP763-21-147510-BS	Budget	Is there a specific budget for this project that we should consider?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Budget	What's the budget for this project?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Budget	What is the expected budget for this project?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Budget	Do you have estimated budget set for this project?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Timeline	We see that the plan is to launch in July 2021. Do you have specific deliverables you would like along the way?	We expect to leverage an agile/iterative development approach; therefore, would like to see and provide input as development occurs on a staging site.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Could we get a site map to see the exact amount of pages?	https://www.unthsc.edu/sitemap/	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	There is no need to change the current CMS or hosting, is that correct?	Correct. We do not want to change CMS or hosting at this time.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Are subdomains also needing to be considered as part of the redesign?	This project does not cover any subdomains.	Agency Staff
RFP763-21-147510-BS	Hosting	Would we have access to your hosting or would we be able to create a staging site? Is there a set of brand standards?	We can setup a staging site with our hosting provider. Please refer to the Brand Manual and the Institutional Brand Identity Policy here: https://www.unthsc.edu/marketing-and-communications/resources/	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Is the current install using Gutenberg?	No. We would like to discuss improvements that could be made to make content management easier, and greatly limit the design possibilities of most of our editors.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Does the current site have any workflows or user role-permissions in place?	There are no workflows. We are making use of the Editor and Administrator user roles. We would like to start classifying many users as Authors. We are using a plugin called Press Permit to manage permissions.	Agency Staff
RFP763-21-147510-BS	SEO	Will you be able to share Analytics / Tag Manager / other site data with your selected vendor? (this will help us help you with SEO and content choices.)	We can, we will be reviewing our SEO strategy and content choices with another, already selected vendor.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Who is the incumbent agency if there is one? If so, how satisfied were you with their results?	The current theme was designed by Ride for the Brand, and we were satisfied with their work.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is there a preference for in-state bidders?	No	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is there any requirement for the vendor to be on site?	No	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Can responses be submitted via email?	Follow the instructions outlined in the RFP for response submission. For questions, please contact barry.sullenberger@untsystem.edu	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Budget	Will the award be based on the lowest cost bidder?	Cost will not be the only factor in our decision.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	How many vendors will be awarded?	One	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Is there a pre proposal conference and if so, is it mandatory?	We will not have a pre-proposal conference call.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	How many pages are going to be developed as part of this proposal?	We do not need content creation or management.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Do we need to provide the resumes? If yes, is there any page limit for resumes	No - bios of proposed team members and relevant project experience suffices.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Are there any websites for vendors to look up as inspiration for the new site?	The University of Texas at Austin is a good example of a large school with many smaller internal departments, and a good example of how they organize and present them on the web.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is the project expected to be done from onsite or can it be performed from remote also?	Remote/off-site work is expected and anticipated. No need to be onsite.	Agency Staff
RFP763-21-147510-BS	Timeline	Can you please let us know the project start date and end date?	Project will start immediately after RFP selection, and expected go-live is July 2021.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is there an incumbent partner that will be participating in this RFP?	No	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is there any local preference?	No	Agency Staff
RFP763-21-147510-BS	Vendor-Related	There is a mention of "Are you a certified Historically Underutilized Business (HUB)?", is there any preference?	As a Texas institution we must track how many HUB's participate in our RFP	Agency Staff
RFP763-21-147510-BS	Accessibility/ Compliance	What is the level of Accessibility compliance expected for the new website Level A or Level AA or Level AAA?	Web Content Accessibility Guidelines (WCAG) 2.1 Level AA	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	Brief us about your Post Go-Live Support Requirements	Expectation is for our staff to be able to manage site operations. We may re-engage with vendor for future development projects.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Maintenance & Support	Do you need a dedicated support during your working hours or is it expected to be 24/7 support?	N/A - current team to manage site operations.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	How many static web pages are expected to be redesigned?	Rough estimates are around 20 pages will get a more sophisticated design applied to them, whereas a new theme will need to be applied to over 4,000 static pages.	Agency Staff
RFP763-21-147510-BS	Hosting	What is the current production hosting environment? is it on-premise or on-cloud?	It is third-party hosted.	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	Is it acceptable for support & maintenance to be performed from remote/offshore?	Yes, although this project is aimed at a revamp/re-write not about ongoing maintenance support.	Agency Staff
RFP763-21-147510-BS	Vendor-Related	Is this based on Time & Material OR Fixed Fee?	We are open to both proposal structures.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Are there style guides/branding documents already created?	Please refer to the Brand Manual and the Institutional Brand Identity Policy here: https://www.unthsc.edu/marketing-and-communications/resources/	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will the awarded vendor be required to rebuild the map functionality located at https://www.unthsc.edu/campusmap/ or only migrate the existing content and functionality into the new site?	No	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Is the directory located at https://www.unthsc.edu/directory/ is connected to a third-party directory provider or vendor? Can UNTS provide additional detail on how the Directory functionality is enabled in the current site?	This directory info is taken from an API feed owned by HSC	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	Is the provider directory and functionality at https://www.unthsc.edu/patient-care/find-a-provider/ connected to a third-party directory provider or vendor, or is this directory managed within the UNTHSC website? If it is managed within, will the vendor need to move it over to the new site, or rebuild a new page and functionality?	This feed is managed by a third-party vendor. The vendor selected for this RFP would only be proposing a new front-end or "theme" around this directory info.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Is the website located at https://www.unthsc.edu/center-for-innovative-learning/ included within the scope of services? If so, will it need to adhere to the home page design specified in Sec. 5.2.4, should it be treated as a section as specified in Sec. 5.2.6, or will it be considered a "front page" similar to the schools specified in Sec. 5.2.6?	Center for Innovative Learning is its own department. /center-for-innovative-learning is the front page of that department. They are currently using a third-party theme and plugins that are not kept up-to-date. This is a site within our WordPress multisite installation.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	In order to help us provide an accurate estimate for this project, can UNTS identify any sections to be included in addition to the "key sections" that are named in Sec. 5.2.6 (i.e., is Admissions, Academics, Research, Alumni, Give, Enroll, and About Us a complete list)?	Key sections are based on our current site hierarchy. Our best estimate is 27. This includes the schools. This will change as we become more informed through internal processes regarding SEO and a content audit.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	In order to help us provide an accurate estimate for this project, can UNTS tell us how many schools are in the group referenced in Sec. 5.2.6 "front pages for all schools"?	12 to 15 school front pages	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	In order to help us provide an accurate estimate for this project, can UNTS provide an overall estimated page count for the new site?	We are conducting an internal audit of all pages on unthsc.edu. We can not yet estimate how many pages will be removed. A new theme needs to accommodate all pages which are not using a custom page template	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Within the PDF file for the RFP there appear to be artifact notes embedded in the file with comments on a previous draft. Can UNTS confirm that the RFP that was released was the final version?	This was corrected with latest version on the ESBD and UNTS websites.	Procurement Office
RFP763-21-147510-BS	RFP Logistics	In the event that UNTS will only accept proposal materials enclosed in a sealed envelope, box, or container., would UNTS consider extending the response deadline to April 16th?	No	Procurement Office
RFP763-21-147510-BS	RFP Logistics	Regarding Appendix One, Sec. 1.13, "UNTS will not accept … proposals submitted by electronic transmission (i.e., e-mail) in response to this RFP." Will UNTS please consider accepting bids via e-mail, as safety precautions are still in effect for COVID, and current shipping service schedules are unpredictable and uncertain?	No	Procurement Office
RFP763-21-147510-BS	Content/Site Layout	Per the Sec. 5.2.4 requirement for "up to 4 calls-to-action," does UNTS want vendors to propose solutions for marketing functionality, or is the scope just design?	We want our editors to be able to add up to 4 buttons that they can manage on their own, including defining the text on the buttons and the buttons' destinations.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Hosting	Sec. 5.2 states that "Content Management System (CMS) or web hosting transition (will continue to use WordPress and host the site with a 3rd party provider)," and "Multilingual requirements" are out of scope for this project. Regarding web hosting, can UNTS confirm that it does not want vendors to propose any hosting arrangements or support, nor should we supply any hosting estimates in our cost section? Regarding the multilingual requirements, would UNTS like to see any additional cost information for future work on multilingual requirements, and if so how many languages?	Please do not propose hosting arrangements or multilingual requirements.	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	Will UNTS please share which vendors or service providers, if any, are responsible for building or maintaining the current site?	The site is maintained by a web team in the Office of Marketing and Communications	Agency Staff
RFP763-21-147510-BS	Timeline	Regarding the service requirements in Sec. 5.3.5: In order to help us develop a realistic timeline, can UNTS be more specific about an acceptable time frame for UAT? For example, is there an overall time frame, and is there a predetermined duration for each UAT phase?	User Acceptance Testing intervals could be completed in 1 week.	Agency Staff
RFP763-21-147510-BS	Timeline	Regarding the service requirements in Sec. 5.3.5: Can UNTS provide additional detail on the HSC process for UAT, such as the number of cycles, how many users are to be included in testing, how many departments are to be included?	As the theme can be applied to content on a staging environment, we will ask 5 to 10 users who work in the department that owns that content to review it and provide feedback. If the first school to be staged in the new theme is our pharmacy school, then we will ask the admissions team and 5 to 10 students to provide their feedback within a week.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Accessibility/ Compliance	Regarding the requirement in Sec. 5.2.8 that the site will meet or exceed HTML, CSS, and schema coding standards, as well as WCAG 2.1 Level AA accessibility, can UNTS provide detail on how it will measure accessibility compliance? For example, will there be a certification process?	To measure accessibility compliance we will scan the site with SiteImprove, Rocket Validator, and Google's Lighthouse Report Generator.	Agency Staff
RFP763-21-147510-BS	Accessibility/ Compliance	Regarding the "already produced mock-ups" in Sec. 5.2.4 and Sec. 5.2.5, have the mock-ups already go through accessibility compliance testing?	the mockups are in very basic html format. they have not been processed by any accessibility software.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Regarding the requirements in Sec. 5.2.4 and Sec. 5.2.5, can UNTS provide additional detail on the "already produced mock-ups," such as how many exist and what is included in them? In order to help us provide an accurate estimate for this project, is there a way UNTS can allow vendors considering this RFP to see them in order to gain a better understanding of the overall project scope and timeline.?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Regarding Sec. 5.2.4, will the imagery and videos for the home page redesign be provided by UNTS, or will the vendor provide imagery and videos?	The vendor can use temporary video or images for staging, but 99% of the videos and images that will be used in the final version, on production will be HSC produced content.	Agency Staff
RFP763-21-147510-BS	Timeline	Sec. 2.3.3 requests an "aggressive but realistic" approach and timeline laying out a path to a successful launch by July 2021. Can UNTS provide additional detail on the factors that will be evaluated to determine whether the approach and timeline is "realistic"?	We expect to leverage an agile/iterative development approach; therefore, would like to see and provide input as development occurs on a staging site.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Timeline	Per the criteria in Sec 2.3.3, will a proposed timeline with a completion date later than July 2021 disqualify a vendor's response?	It will not necessarily disqualify a vendor, but we have a strong preference for July.	Agency Staff
RFP763-21-147510-BS	Timeline	Per the desired timeline in Sec. 2.3.3, is there a specific date in July 2021 that UNTS has identified as "date for completion"?	no specific date, but we are aiming to see new designs being applied in July.	Agency Staff
RFP763-21-147510-BS	Timeline	What, if any, risk factors have UNTS considered in proposing July 2021 as "realistic" completion date, and are there contingencies built-in for unforeseen delays (e.g., the recent winter storm)?	no specific date, but we are aiming to see new designs being applied in July.	Agency Staff
RFP763-21-147510-BS	Timeline	Regarding the desire for a successful launch by July 2021 specified in Sec. 2.3.3, would a proposed launch date within July be followed by a 30-day monitoring and bug fix, or would the proposed launch date assume that all work should be complete and accepted by UNTS by July, including all bug fixes?	If we launch the new theme on just 2 or 3 sites in July, we should be able to complete acceptance and bug fixes by July.	Agency Staff
RFP763-21-147510-BS	RFP Logistics	In Sec. 2.5 UNTS has determined that subcontracting opportunities are not probable. Will a HUB Subcontracting Plan be required with submitted proposals?	No	Procurement Office
RFP763-21-147510-BS	RFP Logistics	Regarding the evaluation and award criteria in Sec. 2.3, will proposals that include work by a subcontractor be evaluated and scored differently from responses that do not include subcontractors? If the answer is yes, can you provide additional detail on the factors to be considered?	No	Procurement Office

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	Regarding the requirements in Sec. 5.3.3 to work with the HSC team on content migration strategy. Is there data to be migrated along with content? If so, how much?	There are a couple of API feeds, but this design work will not effect user data or anything in the database. This RFP will only cover web content migration.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Regarding the requirement in Sec. 5.2.10 to create a nightly report of edits that have been made to the site that is emailed out to a manageable list of recipients, can UNTS provide additional detail about this requirement: On what date will the nightly reports begin, and when will the nightly reports end (i.e., will they continue indefinitely or end on a defined date)? Does "nightly" include weekends? If there are no edits on a given day, is a report still required for that day? What is the minimum level of detail that must be included in the reports. Who are the expected recipients of the nightly report, and what will the reports be used for?	This is a change we would like to make in our content management workflow. We want a small group of "content owners" to assume the WordPress role of 'Editor'. These editors should receive a report at the end of any day when the content on their site is edited. These reports should at a minimum include the name of the 'Author' who made the change, and a link to the preview of the changes so that the Editor can approve it or contact the 'author' to make corrections.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	RFP Section: 5.2.4 Home page redesign to include a light background, imagery, videos, up to 4 calls-to-action and consistent headers and footers matching already-produced mockups. Question: Are the "already-produced mockups" something provided by the contractor after award?	We have mock ups already produced.	Agency Staff
RFP763-21-147510-BS	Timeline	Is there anything driving the "by July" deadline? Does that mean the end of June or within the month of July?	no specific date, but we are aiming to see new designs being applied in July.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	Is the objective to apply a new mobile-first theme to the existing content + structure or can we recommend updates to the information architecture or user experience?	We are open to input around user experience. However, another vendor will be assisting with an SEO strategy	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	For all website rebuilds, we typically conduct a site experience audit — content, SEO, and UX — to identify opportunities for improving performance with users and search engines. Should that be included in this proposal?	We have already been through an initial discovery to produce mock ups and we have a separate vendor assisting with an SEO strategy.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will non-Editors be able to make changes to other areas of a page that are not related to layout and content?	There are some roles, like admins, who will be able to make changes not related to layout and content. There will also be roles like author, who will only be able to edit content.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will non-Editors need to be able to edit content?	Admins and authors will also need to be able to edit content.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	How many mockups have been produced?	10	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Can we review the existing mockups?	The mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Are the mockups WCAG 2.1 AA compliant?	The mockups are not fully coded	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	By "matching mockups" do you mean designs based on the new homepage?	Yes, any additional front-page designs will need to align with the mockups that have already been produced.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	How many additional front/landing pages need to be created?	This number may change based on the SEO evaluations made by another vendor, but as of now it could be over 10. They will need to be similar to the mockups.	Agency Staff
RFP763-21-147510-BS	HSC Background	How many different schools are there?	There are 5 schools plus a partnership with TCU, for a 6th school, plus several departments.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will each school need a unique landing page design?	Yes	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	What about the sections currently in the utility nav, such as values, newsroom, directory, etc.? Will there be any changes/deletions?	This would be a great back-end improvement if we could make this menu editable by our highest level editor class from within the WP dashboard	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	What about the sections currently in the footer, such as police? Will there be any changes/deletions?	The links in the footer will need to be manageable by an Editor from the WordPress dashboard. These may change depending on the SEO evaluations made by a separate vendor.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	How will https://library.unthsc.edu/ be impacted by this project?	Outside this RFP scope.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will JSON-LD be acceptable for schema markup or will microdata need to be used?	Microdata would be preferred, but this is open for discussion	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will schema data need to be integrated in each content area on the site or will it be managed in a single area for the entire page?	It would be nice if it could be managed for each area, but most authors and editors are not trained around it yet.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will Authors be able to modify other page content such as meta descriptions or titles?	Yes, we should allow them to apply categories and/or tags, as well as make any SEO and Accessibility optimizations that need to be addressed. The training will have to cover this new capability for them.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Back-End Management	What all information will be required in this report?	It only needs to notify the Editors of the relevant site what page has been created or edited, by who, and provide a link to the preview.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will changes in the report need to be approved prior to publish?	Yes, the report is only to notify an Editor that changes have been submitted for their review.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will the content be migrated as-is? Even when we are reusing existing website content, we typically include some hours for review and light editing. Is that required?	The content will be migrated as is. We will review the content and make any changes as needed.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Is there any new content not currently represented on the site that we need to account for? If yes, is that something that you will provide, or do we need to estimate for some copywriting?	The vendor for this project will not be producing new content.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Are you providing all photography and videography?	HSC will	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	What format are the videos expected to be?	We try to host all videos on YouTube and embed them on our site. So, if any new video is produced we would want an original file that we could upload to our YouTube account.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will the videos be every aspect of CMS management or only the custom portions?	We will need to be able to embed video on any given page, video is usually hosted	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will a written manual also be required?	There will be a written component for any training materials produced.	Agency Staff
RFP763-21-147510-BS	Hosting	Hosting will be at a 3rd party. Who is the hosting party?	UNTHSC.edu is hosted with WP Engine	Agency Staff
RFP763-21-147510-BS	Hosting	Sometimes the hosting can have an impact on the coding. What type of hosting environment will be used? What operating system? What web server?	UNTHSC.edu is hosted with WP Engine, we are not involved in the underlying stack.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Back-End Management	After UAT is completed and the site is ready to "go live", how will the site be expected to be delivered? As a backup of the file system and database? Delivered via secure file transfer? Git repo?	We would like the new theme setup on a staging environment to allow for UAT, and after approval or adjustments, pushed to production.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	What are your pain areas with current website?	Editors have difficulty managing content. Leadership would like more sophisticated design, and content kept up-to-date. Page Speed is also an issue.	Agency Staff
RFP763-21-147510-BS	Timeline	Given time line is stringent (successful launch by July 2021). Considering this time line would you be OK with Minimum Viable Product (MVP) approach if it is discovered and mutually agreed that whole scope cannot be delivered within given time line?	We can discuss further. The expectation is for new designs to begin being applied in July.	Agency Staff
RFP763-21-147510-BS	Project Scope	Shall we consider following testing in scope? Usability Accessibility Responsiveness Browser Compatibility Performance Security (Pen Test) Functionality	All of these except for a formal Pen Test.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	To understand the volume of work, would it be possible to let us know the number of templates or different type of pages that we have to design and develop.	We are conducting a content audit to help us identify all our different types of content. However, the current number of pages using templates for different purposes is well over 100.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	We understand that HSC has produced mockups for few pages (mentioned in section 5.2.4) and that has to be followed for development. Could you please let us know the in which format shall we expect the mockups? Are you using any tool for creating mockups?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Timeline	From section 5.3, it looks like HSC would like to follow waterfall approach where creative design, development, content migration, QA and UAT will happen in sequential manner. Is that correct understanding?	Yes	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Could you please elaborate your rationale behind the requirement to restrict access to the page builder and advanced design capabilities to the "Editor" class of users? We are asking this because it can be achieved in multiple ways. For example, a page template can be design where editors will be able to enter only page content and no style related element. In some cases, it can be achieved just by disable edit HTML functionality. In some cases, role based access can serve the purpose.	We are open to discussing how to achieve this. The point of this restriction is to prevent the dozens of authors from creating hundreds or thousands of different layouts. We only need special layouts for a handful of pages.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Could you please elaborate your rationale behind the requirement to restrict the "Author" class from creating new content and limit them to only have the ability to update existing content. We are asking this because it can be achieved in multiple ways.	We have dozens of authors and going forward we want to limit how many pages the site expands in to. However, we need their help keeping pages up-to-date. So, we want a content management hierarchy where lots and lots of authors can create content, but the Editor over them reviews and approves and publishes the content ultimately.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	In section 5.2.12, requirement is to create short training videos on how to manage content. Do you have any constraint on the length or size of the video?	We would prefer the training videos be very focused on individual aspects of content management.	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Is pagination required within tabs or throughout the entire document?	If this question is related to your proposal, we do not have any preferences regarding pagination.	Procurement Office
RFP763-21-147510-BS	RFP Logistics	Is there a form or format UNT would like for the pricing?		Procurement Office
RFP763-21-147510-BS	Content/Site Layout	Has the new brand identity been established? If so, may we have a copy of the style guide?	Yes it has. Here is a copy of the style guide: https://www.unthsc.edu/brand-and-communication/wp-content/uploads/sites/54/Branding_Guidelines_Ver4-1.pdf	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	May we have 3 samples of websites the UNT System considers having a great UX?	University of Texas at Austin homepage;	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	Will UNT want post-launch content review?	5.2.11 Help in reviewing all content to make sure it is all displaying correctly with direction from Web Content Mgr. on what gets deleted.	Agency Staff
RFP763-21-147510-BS	Project Scope	Does UNT have already-produced mockups? Or does the scope of work need to include the vendor producing the wireframes and mockups?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	How many front/landing pages are needed?	Approximately 15 to 20	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	What about the sections currently in the footer, such as police? Will there be any changes/deletions?	Many of the links in the footer will stay because they are required. Some sections of the site, like Police, will not need a new landing page.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Back-End Management	5.2.2 New page builder capable of more sophisticated designs. How advanced and sophisticated will the designs need to be?	I think we would prefer to be on the simpler side. We don't need anything too complicated.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	5.2.2 New page builder capable of more sophisticated designs. How flexible should the templates be for these ad hoc designs?	Ideally it would be nice to have sections that can be moved up or down depending on the needs for that specific page.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Will all content from the existing website need to be migrated to the new website?	Yes, a significant portion of the content will need the new theme applied. Our Web Content Manager and his team will be able to identify pages that can be unpublished or deleted.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Create additional front/landing pages matching mockups (HSC Web Content Mgr. to provide guidance for copy and calls-to-action). Key sections will include: Admissions, Academics, Research, Alumni, Give, Enroll, About Us, and the front pages for all schools. Please specify what "front pages" of all schools refers to.	UNT Health Science Center comprises five schools. Each of the five schools will need a new landing page.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Please clarify if UNTHSC is seeking a new redesigned template/UX to be applied to the specified sections and homepage only or are you seeking a full redesign?	Outside of homepage and specified landing pages, most of site will reside on the theme outlined here: 5.2.1 New theme for root site unthsc.edu; mobile-ready (first) layout which will accommodate 95% of our web site content.	Agency Staff
RFP763-21-147510-BS	Hosting	What is the current platform/specs that UNT uses for Hosting and who is the Provider?	WP Engine	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will the vendor have direct access to the production environment for upload of the approved site or will UNT be responsible for uploading the approved website?	UNT will be responsible for pushing to production from a staging environment.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Does the current website utilize any SEO widgets/tools?	We currently use the Yoast SEO plugin to help out with our SEO.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Timeline	2.3.3 - Regarding "Proposed approach and timeline -- aggressive but realistic (laying out a path to a successful launch by July 2021)" – please clarify whether the site is to launch in July, or is the July deliverable the timeline/launch plan?	The current plan is to launch in July.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	5.2.2 - What page builder are you currently using?	We are not using a page builder at this moment.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	5.2.4 - There are several references to 'already-produced mockups' -- may we see these mockups prior to submitting our RFP response?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	5.3.4 - Do you also require QA on mobile phone?	Yes.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	5.3.4 - Our typical practice is to QA sites in the current versions of all major browsers - Chrome, Firefox, Safari, Microsoft Edge. Do any other browsers need to be tested?	No. Those will be fine.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	General - Are there any API integrations required? Any other third-party data integrations required?	We use a PHP framework - CodeIgniter to create some API interact with some of our templates. (for example: /directory)	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	General - Are there any specific WordPress plugins that they require?	The plugins we currently have active on the website (it's a long list) are the ones that we require.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	May we please have access to the Information Architecture and Wireframes developed by Folio3? This insight will have significant impact on the recommended development trajectory. Should these documents be considered approved for use or is HSC seeking any input on these items from a development perspective?	The information architecture has not been finalized, but "the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1"	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Notes the existence of already-produced mockups...may we have a copy of those mockups? Is HSC open to design suggestions to optimally incorporate the HSC brand direction?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Section 5.2.5 notes front/landing page mockups; may we have copies of these mockups if they differ from the ones cited in section 5.2.4?	They shouldn't be different from the ones mentioned in section 5.2.4.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Due to the donation component of the site — we are considering this site an e-commerce platform. Is that a correct assumption? Will we be responsible for the security requirements for the Personally Identifiable Information (PII) or will the HSC team be managing this aspect?	We currently use Blackbaud to collect donations and would like to continue to use it.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Calls for a "light" background; does this mean a light color or uncluttered?	Light color.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Suggests up to 4 calls-to-action; is HSC open to recommendations on this UX?	Yes.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Timeline	Service Requirements, Section 5.3.4: what testing cycles are required? Are there any security scan requirements? How long do these testing cycles take, on average, for HSC?	We will test for accessibility to the WCAG 2.1 AA standard, W3C's HTML 5 and CSS 3 validation, mobile responsiveness, modern browser testing, and user acceptance testing among no more than 10 users at a time. We aim to complete these testing cycles within a week, but sometimes it may take 2 weeks.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	How much is the HSC team going to be involved from a development standpoint (i.e. will we need to include them for process checks or will they want to be hands-on with the development in any capacity)?	The HSC web team will be highly involved in assisting with getting the new theme or templates applied to our content. We will need to assist with backend changes to improve our editors' experience.	Agency Staff
RFP763-21-147510-BS	HSC Background	Who from the HSC team will be the primary point of contact and approver(s) on this project? Will there be different people involved at different phases (i.e. design with marketing vs. development with IT)?	The HSC web team will be the primary point of contact with leadership providing guidance.	Agency Staff
RFP763-21-147510-BS	Project Scope	Section 5.2.6 notes that the "front pages for all schools" should be considered as Key Sections, does that also include the TCU and UNTHSC School of Medicine, or will that go to the existing page off site as it is currently (https://mdschool.tcu.edu/admissions/)?	The med school is on a different website and we won't need a design for them.	Agency Staff
RFP763-21-147510-BS	Project Scope	Are there any gated content components to be considered in this RFP? Will there be any integrations we need to take into account that deal with the student/faculty login system?	The log in system uses SSO that connects with the UNT system. We use a SAML plugin for that, so you won't need to worry about that.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Project Scope	Does our scope involvement end where it takes the user to a subdomain (i.e. http://library.hsc.unt.edu/), or are we involved past that point? If so, in which areas?	You don't need to worry about the subdomain at this time.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Is the directory feature (unthsc.edu/directory) a plugin that pulls in the directory automatically from the university database? Do we need to take into consideration any feature improvements to this in our estimate?	Yes. It's a custom template. Our team can develop it to fit the new design.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Section 5.2.10 requests to "Create a nightly report of edits that have been made to the site that is emailed out to a manageable list of recipients." Is this a request to be fulfilled during the development of the site or an auto-populated action of the website post-launch?	That should be an auto-populated action after the website is launched.	Agency Staff
RFP763-21-147510-BS	Accessibility/ Compliance	I noticed that part of the RFP is adherence to WCAG 2.1 Level AA accessibility. We recently learned that WCAG 2.2 will be considered the new standard this summer. Since their desired launch date is in July, we recommend this as a consideration throughout the design and development process. Not sure yet if this will have an impact on the existing wireframes.	That will be fine. The existing wireframes have not been coded yet.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	There is mention of a content migration plan — should content entry be a component in this proposal?	Not sure what is meant by "content entry". However, the vendor should anticipate fitting content to the new theme, and possibly creating new page templates for more complex content	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	HSC Background	Will the campus map be included as part of this scope (https://www.unthsc.edu/campusmap/)?	No	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Because of the nature of this proposal for web services, will electronic copies be accepted in lieu of printed or physical USB drive submission?	No	Procurement Office
RFP763-21-147510-BS	Budget	What is the budget for this project?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Timeline	What is the driver for the July 2021 launch deadline? Is there a particular event or date leading to that date?	That is the preferred timeline.	Procurement Office
RFP763-21-147510-BS	Timeline	Is there any ability to adjust the launch date pending the scope of development required?	July is the preferred timeline.	Procurement Office
RFP763-21-147510-BS	HSC Background	Please tell us about your core audiences and your challenges interacting with them.	The core audiences have been identified by another vendor who will be making SEO evaluations and recommendations	Agency Staff
RFP763-21-147510-BS	HSC Background	In addition to the Web Content Manager, what team members from UNTS will be working on this project?	Members from the IT team may be included, the web content staff (2), and 3 developers from the web team.	Agency Staff
RFP763-21-147510-BS	HSC Background	Please describe the communications team responsible for managing the website, including the number of resources, their technical backgrounds, and bandwidth.	The web content team is usually 2 members who do not address technical issues but assist faculty, staff, and students with publishing their content. The web team is 3 developers who can write PHP and have been working on WordPress for at least 5 years each. The bandwidth of everyone varies.	Agency Staff
RFP763-21-147510-BS	HSC Background	Will project stakeholders be available for a traditional project Discovery?	We have already been through an initial discovery to produce mock ups and we have a separate vendor assisting with an SEO strategy.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Analytics	In order to help develop measurement goals, is existing analytics data available to be shared with vendors?	Yes	Agency Staff
RFP763-21-147510-BS	HSC Background	What internal team resources are being devoted to the project?	The web content team is usually 2 members who do not address technical issues but assist faculty, staff, and students with publishing their content. The web team is 3 developers who can write PHP and have been working on WordPress for at least 5 years each. The bandwidth of everyone varies.	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Is there a plan in place to support timely feedback and approval of vendor deliverables such as wireframes?	Yes, we would like to run user acceptance testing for at least a week to get feedback of those represented by the content before their new designs are pushed to production.	Procurement Office
RFP763-21-147510-BS	SEO	Currently, site search is provided through Google. Are there additional site search requirements or considerations?	There are not at this time.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	The RFP lists content migration strategy as a requirement. Please provide additional detail regarding content migration requirements. Should the vendor provide content migration services?	Yes, the vendor is going to have to assist with content migration.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will this engagement entail creating a new WordPress instance or building out on the existing WordPress installation?	It will be building on the current WordPress installation.	Agency Staff
RFP763-21-147510-BS	Hosting	How is the site currently hosted?	The website is currently hosted on WP Engine.	Agency Staff
RFP763-21-147510-BS	Hosting	Is the current site maintained in-house or through a vendor and what is the nature of that support?	The website is currently hosted on WP Engine and we run the core, plugin and theme updates ourselves.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Back-End Management	How are images, videos, and other assets such as PDF files currently being managed and are there additional requirements or considerations available?	They are being uploaded to the WordPress media library. We would like to continue to use that.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	How many users with Editor permissions are there expected to be at launch time and subsequently?	We're still working on the list of who to move to the author role and who to keep as editors, but we expect that number to be no more than 100.	Agency Staff
RFP763-21-147510-BS	Training	Is developer training required or only end user training?	End user training.	Agency Staff
RFP763-21-147510-BS	Training	Is training limited to short videos as indicated in the RFP, or will live remote training be considered?	Short videos would be nice.	Agency Staff
RFP763-21-147510-BS	Project Scope	Please describe your requirements for mapping functionality such that found on https://www.unthsc.edu/campusmap/.	The campus map is not in the scope of this project.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Please describe your requirements for Blackbaud integration on the give now page located at https://www.unthsc.edu/give/give-now/	Blackbaud forms are iframe embeds. the /give/give-now/ page will likely be broken into 4 separate pages, but any new theme that gets developed or any new page templates that get created need to properly display embedded iframes.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Please describe the required functionality and utility of the account management system password reset located at https://ams.untsystem.edu/what_is_my_password/ as it relates to www.unthsc.org	Not in scope (managed by UNT System)	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	What is the data source used for the Provider Search at https://www.unthsc.edu/patient-care/find-a-provider/	A third party web service called Medicred. They maintain and provide us the feed return in JSON format.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	Please describe or provide a list of all anticipated third-party integrations including embed code functionality.	This is an ever growing list, but we can easily identify YouTube, Blackbaud, Buzzsprout, and Google Calendars. We try to only embed iframes.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Can you provide additional information regarding the requirement for nightly update email? What level of detail should be included?	ID of editor, URL of page that was edited, time of edit.	Agency Staff
RFP763-21-147510-BS	HSC Background	The RFP states the new website must highlight a new brand identity. Is there a stylebook or guidelines for the new brand?	Here is our new brand manual: https://www.unthsc.edu/brand-and-communication/wp-content/uploads/sites/54/Branding_Guidelines_Ver4-1.pdf	Agency Staff
RFP763-21-147510-BS	RFP Logistics	The RFP mentions mock-ups that are already produced. Can these mock-ups be made available during the bidding window?	the mockups are viewable here: https://projects.invisionapp.com/share/Y5ZENBZASUE#/screens/441579962 https://projects.invisionapp.com/share/RFZO26QMCBP#/screens/441283288_1-0-Homepage-Design_V4-1	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Are there any additional response requirements such as a University portal application or a questionnaire?	No	Procurement Office
RFP763-21-147510-BS	RFP Logistics	What is the decision making process for this RFP? What will be the process after proposal submission? Will there be a finalist's presentation scheduled? What is the RFP award announcement date?	This will be determined based on the responses received.	Procurement Office
RFP763-21-147510-BS	Timeline	Is the July 2021 launch date firm? What is the main driver behind your launch date?	Yes, we believe we should be able to begin deploying new designs on a site-by-site basis by then. the main drive is the progress we've made so far and the start of a new capital campaign cycle.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Budget	Is there any additional information regarding budget that can be shared?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	UX	Will optional services such as data measurement and analytics to improve user experience, conversion, and other measures of success be allowed as optional services?	Analytics configurations and strategies are outside the scope of this RFP.	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Will the list of bidders be made available?		Procurement Office
RFP763-21-147510-BS	Budget	What is the budget for this project? Any budget estimates are helpful in determining the scope of development and potential options for features and functionality.	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Will the new site be primarily focused on design/layout, or is there a desire for additional functionality not already implemented on the current site?	On the front end, the focus is simply on design. On the back end, we would like to implement a system where authors can simply create content and approved editors can approve that content to actually create a page. We also would like to produce a nightly report of content changes made to a website for that day.	Agency Staff
RFP763-21-147510-BS	RFP Logistics	Your RFP states, "Electronic submittals via facsimile or other electronic means will not be accepted, unless otherwise specified within this RFP. " Will a digital version be accepted?	No	Procurement Office
RFP763-21-147510-BS	HSC Background	Is there any existing audience research available that might contribute to the success of this project? Do you expect audience research and user testing to be a part of this project?	Internal user testing will be a part of the project. Audience research and SEO content recommendations are outside of the scope of this RFP	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Design	Your RFP mentions the homepage redesign will include front/landing pages, headers and footers that match already-produced mockups. Who has created the already-produced mockups? Will the selected partner be collaborating with them?	A third party vendor created the mockups, the vendor selected for this RFP will not be collaborating with them.	Agency Staff
RFP763-21-147510-BS	Content	Do you need help creating the overall content strategy for your website, including guidelines for new content to be written, edits to be made, and a content style guide?	No.	Agency Staff
RFP763-21-147510-BS	Content	Will the HSC Web Content Manager have ultimate responsibility and authority for content on your website?	Yes.	Agency Staff
RFP763-21-147510-BS	HSC Background	Your RFP states, "HSC is seeking to update the design and structure of its primary Website (unthsc.edu) to incorporate a simpler, more modern, streamlined design highlighting core capabilities to key constituents and its new brand identity." Have you recently undergone a rebranding process with an external partner? If so, will this partner be a part of the redesign project?	Yes, we went through a rebrand in February 2020. No, that partner is not a part of this process.	Agency Staff
RFP763-21-147510-BS	HSC Background	Can you describe the skillsets of your internal team that would be a part of the redesign project, as well as the team that would manage the website post-launch?	Between us, we have a wide range of skillsets from HTML/CSS/PHP/JavaScript to copywriting to using testing to guide changes and more.	Agency Staff
RFP763-21-147510-BS	HSC Background	Who will be involved in the approval process for deliverables, and how will that work?	Likely the UNTHSC cabinet, the AVP of marketing and communication and the web team.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content	Your RFP mentions the new theme for unthesc.edu will need to accommodate 95% of your web site content. Do you have resources to migrate content from the current site to the new site, or is this something you need a partner to do? If so, how many pages will your web partner need to migrate?	The plan is not to migrate any content to a new website. Instead, we are simply looking for a new theme that gives our website an updated look. We are conducting an internal audit of our web content to figure out what needs to removed or changed.	Agency Staff
RFP763-21-147510-BS	Content	Could you please expand on your multilingual requirements and to what degree your partner will play a role in delivering multilingual content?	There is currently no multilingual strategy. Translation is currently the responsibility of the user. However, we would love to learn about programmatic options.	Agency Staff
RFP763-21-147510-BS	Marketing	Are you executing a digital marketing strategy to include tactics like paid search, video ads, email automation, etc.?	We currently are. However, these activities are outside the scope of this RFP.	Agency Staff
RFP763-21-147510-BS	Marketing	Do you manage these in-house or do you work with an external partner?	Both.	Agency Staff
RFP763-21-147510-BS	Marketing	How will the website need to support these campaigns?	The website will need to have landing pages designed to accomplish the goals of those campaigns (lead capture, email sign ups, donations, etc.).	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Your RFP states, "The following element should be considered out of scope for this project: Content Management System (CMS) or web hosting transition (will continue to use WordPress and host the site with a 3rd party provider.)" For clarification, does this mean you would like to continue using WordPress for your CMS?	Yes, we would like to continue to use WordPress.	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	In your RFP under Pricing/Fees, there is a mention of the cost of ongoing maintenance and support (post deployment). What type of post launch support will you require?	We may need assistance continuing to get content to display correctly in the new theme, we may also need bug fixing in any improvements we make to the developer interface.	Agency Staff

RFP ID	Category	Question	Response	Response from
RFP763-21-147510-BS	Content/Site Layout	What other websites do you like that are similar in purpose or functionality to your site?	I know previously we've liked the design of the University of Texas at Austin.	Agency Staff
RFP763-21-147510-BS	Budget	Has a budget already been set for this project? If so, can you provide any budget guidance? Is a budget range acceptable at this stage of the process?	Budget has been secured for this project, but we will not be sharing specific amount.	Agency Staff
RFP763-21-147510-BS	Timeline	Your RFP references a successful launch by July 2021. Is the website launch of July 2021 a flexible date? Based on previous experience we typically recommend a 6-8 month timeline for large website projects like this in the higher ed space.	July is the preferred timeline.	Agency Staff
RFP763-21-147510-BS	Timeline	If a July 2021 launch is a firm deadline, would you be open to a phased launch?	Yes, but we expect to leverage an agile development methodology to get sections deployed at a time.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	5.2.3 Restrict access to page builder and advanced design capabilities to the "Editor" class of users. Will non-Editors be able to make changes to other areas of a page that are not related to layout and content?	They will not be able to make changes outside of the page content.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	5.2.3 Restrict access to page builder and advanced design capabilities to the "Editor" class of users. Will non-Editors need to be able to edit content?	Yes, they will need to be able to edit content.	Agency Staff
RFP763-21-147510-BS	Project Scope	What do you consider to be the biggest risks for this project?	Prioritizing the work to be executed appropriately.	Agency Staff
RFP763-21-147510-BS	Project Scope	What key metrics and conversions are currently measured and reported to leadership?	Will be discussed in more detail with selected vendor.	Agency Staff
RFP763-21-147510-BS	Project Scope	How will success be measured for the new site?	Will be discussed in more detail with selected vendor.	Agency Staff

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RFP763-21-147510-BS	Project Scope	What are the key conversions or actions you are most interested in increasing on the new website?	Will be discussed in more detail with selected vendor.	Agency Staff
RFP763-21-147510-BS	Project Scope	Can you please elaborate on the desired extent of the redesign and redevelopment? For example, the following objectives stated in the RFP could be addressed through design enhancements specifically targeted at these concerns. Or they could be addressed through a complete redesign and rebuild of the site. The latter approach obviously requires a larger budget and longer timeline. · "…update the design and structure of its primary Web site (unthsc.edu) to incorporate a simpler, more modern, streamlined design highlighting core capabilities to key constituents and its new brand identity. Key project objectives include improving navigation paths, implementing a responsive design…"	UNTHSC.edu is the current content. This is a WordPress Multisite installation currently using a primary theme for most content and a secondary/alternative theme for sections of the site e.g. www.unthsc.edu/innovate-fort-worth/ We would like a new 'general' layout for most of our pages, but would like advanced design capabilities for 'front' pages and campaign landing pages.	Agency Staff
RFP763-21-147510-BS	Timeline	What's driving the aggressive July 2021 launch timeline? For a relatively large website like this a complete redesign and rebuild would typically be planned for 9+ months, and trying to accomplish this work in roughly 3 months presents a number of risks.	This project has already been under discussion for several months and we don't feel visible progress is much farther away, even considering WordPress theme development and the volume of our content.	Agency Staff
RFP763-21-147510-BS	Timeline	Are you open to a phased approach that prioritizes key enhancements for the July 2021 date, followed by incremental updates and enhancements in the following months?	Yes	Agency Staff

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RFP763-21-147510-BS	Timeline	If using a phased approach, which updates and requirements are considering essential for July 2021?	Frontend appearance of certain home pages.	Agency Staff
RFP763-21-147510-BS	Project Scope	Are you expecting a complete rebuild of the WordPress implementation, or mainly focused on the frontend (consumer/student) experience and design?	The primary focus is a new frontend, however we have thought of a couple of ways to improve the editors' experience managing content and we would like the vendor to assist with that.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Which version of WordPress is currently in use?	5.7	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Can you provide a full list of community WordPress plugins in use?	This is a WordPress multisite installation hosting over 40 sites with different combinations of plugins. This will have to be discussed on a site-by-site basis as the new theme is being applied in a staging environment.	Agency Staff
RFP763-21-147510-BS	Content/Back-End Management	Can you provide a full list of custom WordPress plugins in use, and a brief description of how they are used?	This is a WordPress multisite installation hosting over 40 sites with different combinations of plugins. This will have to be discussed on a site-by-site basis as the new theme is being applied in a staging environment.	Agency Staff
RFP763-21-147510-BS	Project Scope	Where is site currently hosted? Do you plan to keep the website hosted there or are you looking for bidders to propose a new hosting provider and costs?	We will not be making hosting changes.	Agency Staff
RFP763-21-147510-BS	Project Scope	Is the current hosting environment HIPAA compliant?	No	Agency Staff
RFP763-21-147510-BS	Project Scope	Do you plan to collect any PHI data through the website?	No	Agency Staff

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RFP763-21-147510-BS	Content/Site Layout	Do you require a HIPAA compliant hosting environment for the new site?	No, we are not publishing any Protected Health Information, anything that could identify students (unless they've provided a consent form), or anything that could identify patients.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Can you please elaborate on your requirements for multilingual content on the site?	We have not decided on a multilingual strategy.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Do you plan to manually translate content and maintain multiple versions for the website?	No, we have not decided on a multilingual strategy.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Do you plan to add new content to the site?	Yes, based on SEO recommendations from a separate vendor.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Do you plan to remove existing content from the site?	Yes, we are conducting an extensive audit with the intent of removing several thousand pages.	Agency Staff
RFP763-21-147510-BS	Content/Site Layout	Do you need content writing or editing support from the selected partner/bidder?	No, this is outside the scope of the RFP.	Agency Staff
RFP763-21-147510-BS	HSC Background	What is your expectation for internal stakeholder involvement in the discovery and planning phase?	Leadership from IT and Marketing will provide general guidance and approval, but the web team will be involved with direct, hands on support of content management, staging, and production support.	Agency Staff
RFP763-21-147510-BS	Timeline	What is your expectation for consumer/patient/student involvement in the discovery and planning phase?	we would like to conduct user acceptance testing with relevant audiences as the new designs get applied to the staging environment. We will work to complete these testing cycles within 5 business days and don't expect to conduct more than 1 or 2 cycles.	Agency Staff
RFP763-21-147510-BS	HSC Background	Who will be involved in the project execution from the UNTS side?	Leadership from IT and Marketing and Communication as well as the web team	Agency Staff
RFP763-21-147510-BS	HSC Background	What internal UNTS staff roles currently support the website?	We have 3 web developers that support the site.	Agency Staff

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RFP763-21-147510-BS	Vendor-Related	What external vendors or agencies currently support the website, and in what capacity?	An external vendor created mock ups of layouts we liked. Another vendor is helping us with an SEO strategy and some paid web marketing.	Agency Staff
RFP763-21-147510-BS	Maintenance & Support	What ongoing services and support are desired after the launch of the website?	We may need assistance continuing to get content to display correctly in the new theme, we may also need bug fixing in any improvements we make to the developer interface.	Agency Staff