Website Redesign Questions and Answers

1. The RFP mentions two due dates – May 18 (cover page and page 1) and May 22 (page 2). Which one is the official deadline? The RFP due date is May 22.

2. Is the entire desu.edu site currently in a single Drupal 7 instance? If not, then please describe the configuration used to share the desu.edu namespace. The site is in a single Drupal 7 instance.

3. How many total content users are there currently? How many units or departments are they divided into? There are approximately 100 content managers. There are 38 departments configured, however, it is desired to optimize roles and departments as part of the redesign.

4. What pages do you consider top 3 levels? Is there a specific page count? The homepage, top navigation landing pages (i.e. financial aid, student and college/department homepages.

5. Do you have an idea of how much of the site content will be new and how much will be carried over from the existing site? This will be part of the discovery phase of the project. However it is anticipated that that content will be trimmed.

6. Is writing new content part of this RFP scope? If so, is there an idea of how many pages will need to be written? Although content writing in not specifically mentioned in the RFP, it can be included as an additional option.

7. Is there a current plan for how DSU will handle reviewing, updating and approving content as it's added/migrated? No.

8. Do you have an idea of how you will handle the lower level pages that aren't included in the RFP scope? Other content will be prioritized and migrated once the main redesign has been completed.

9. Is there currently a Drupal workflow set up for content review and approval? If so, will it be followed in the new system or does it need to be revised? What workflow modules, if any, are used? The workflow uses a 2 step approval process configured in Drupal. A content manager submits updates content that are approved by web services. We are open to any recommendations to improved workflow.

10. Do the following microsites currently exist: DSU at Wilmington, DSU at Georgetown, Early College High School and Greater than One? We are seeing these links, but some of them are template within the old theme: http://desu.edu/graduate-studies/dsuwilmington, http://desu.edu/adultand-continuing-ed/dsugeorgetown, http://echs.desu.edu/, http://greaterthanone.desu.edu/.
DSU @Wilmington, Early College High School, and Greater than One are not included in the scope of this project.

11.  Will the above microsites be included as links only, or is the design of these microsites included in this redesign scope? Microsite will be links. See answer above.

12. Are there any other specific sections that you know of that require special attention (I.e. majors list is sortable, colleges have their own templates/needs)? There are two areas, majors.

13. What are the pages/colleges/departments that are outside of the scope? Any content that is part of the website desu.edu is to be included. Subdomains e.g. ciber.desu.edu are not.

14. What, if any, access control modules are currently used? Access is granted using Drupal user module.

15. Is there a desired launch date? Within 9-12 months of project initiation.

16. Is there any need to accept online payment? No.

17. Use of multimedia (last bullet page 7). What are the scope requirements for including the interactive elements like social media and a virtual campus tour? Are you looking to simply link to these items or have us develop them? For example, the scope to create and develop some of these items can vary considerably. If developments of these items are within the scope, could you provide more details? The scope of the project is not to recreate any additional applications but integrate what already exists through links or other methods.

18. Is there any social media governance currently in place? While we do not have an official governance team, the Office of Marketing and Communications manages all official University social media outlets.

19. What (if any) email marketing platforms are currently being used? Constant Contact, Fire Engine Red.

20. What procedures does DSU have in place for training users? What training materials are currently available? Who is going to be responsible for creating new training material and for training users during and after the site redesign? Training will be managed in-house.

21. Does DESU utilize LDAP integration or any single sign-on (SSO) solutions, such as Shibboleth? No, but is actively being worked on using current Drupal LDAP modules.

22. If the scope of the project will be further defined in the Discovery phase of the project, is it acceptable to provide a cost range based on an overview strategy for discovery through implementation, with a more precise cost outline to be provided after the Discovery phase? Yes.

23. Can you share who designed the DSU@Wilmington microsite, and if that vendor is participating in this RFP process? And can you confirm that the URL for that microsite is http://www.desu.edu/graduate-studies/dsuwilmington ? The DSU@Wilmington site is still under development and will eventually reside at http://wilmington.desu.edu. It is not known if that vendor is participating in this RFP.

24. How would you define the use of the elements in the Wilmington microsite in regards to overall DSU redesign? The design should follow the Wilmington site and modified to fit accommodate the needs of the full DSU website. Some creatively may be needed.

25. Regarding the virtual campus tour, is there a specific technology that you already have in mind? No.

26. Are there any specific recruitment goals you foresee utilizing the website to achieve? See page 4 of the RFP under Future Direction for definition of DSU's strategic goals.

27. Have you allocated a budget for this project, and if so can you share it? A defined budget has not been allocated for this project.

28. Whether companies from Outside USA can apply for this? (From India or Canada) There are no restrictions on who can respond.

29. Whether we need to come over there for meetings? Meetings can be conducted remotely.

30. Can we perform the tasks (related to RFP) outside USA? (From India or CANADA). Tasks can be performed remotely.

31. Can we submit our proposals via email? No, your bid and the Bid Reply Section must be executed completely and correctly and returned in a clearly marked envelope by 3:00 p.m., Monday, May 18, 2015, to be considered. Please submit copies of your response as:
Soft copy: One set on a CD and Hard Copy: One original and four copies.

32. How separate are the subsites that DSU proposes, and specifically, how many is the University looking to have the selected vendor architect and design? Are they standalone units, separate from the core architecture, or do they need to be folded together, extending the core with a self-contained navigation system? It is desired that the subsites will follow the design on the main site but allow for separate navigation. The proposer should recommend the best options for achieving this required solution.

33. How separate are the designs? The design should contain elements from the main website.

34. How much of the site is DSU looking for the selected vendor to design? Would designing 8-10 pages of a given site to serve as the visual language and template basis be sufficient or does DSU require a larger deliverable set? DSU is looking for templates to be developed that will be used to populate with content.

35. Is DSU looking for content strategy and migration planning for the new architecture? Is the University looking for assistance with the migration itself? How detailed does the content plan need to be, and who will execute it? Content should be migrated programmatically, if possible, but DSU resources will be available for content migration.

36. Can you share who designed the DSU@Wilmington microsite, and if that vendor is participating in this RFP process? And can you confirm that the URL for that microsite is http://www.desu.edu/graduate-studies/dsuwilmington ? See Q24

37. How would you define the use of the elements in the Wilmington microsite in regards to overall DSU redesign? See Q25

38. Regarding the virtual campus tour, is there a specific technology that you already have in mind? See Q26

39. Are there any specific recruitment goals you foresee utilizing the website to achieve? See Q27

40. Have you allocated a budget for this project, and if so can you share it? See Q28.

41. Our Agency is already a Delaware State approved marketing agency (per an extensive RFP and review process conducted last year). It was our understanding that case study and financial information about our agency would be available to you as a result. Is that the case or would it be preferable to you that we submit all of that information in this RFP?  Please submit the information with this RFP.

42. As an approved Delaware state agency are we bound to the rates defined in that agreement or are we able to modify those in order to be as competitive as possible?  This contract agreement will be held separately and negotiated separately with Delaware State University, so please provide us with your most competitive rates.

43. The RFP mentions two microsites on page 4 (echs.desu.edu and greaterthanone.desu.edu). It was unclear to us as to whether or not these sites should be assumed into the new site and/or if they will need to be redesigned in accordance with the new brand look? The sites are not in scope.

44. The RFP mentions that the new design should leverage templates from the DSU@Wilmington microsite – can that URL be shared? The templates are still being developed and will be made available when ready.

45. The main website seems to take users to http://www.desu.edu/graduate-studies/dsuwilmington is that correct? The DSU@Wilmington site located at the link listed.

46. Was this design created by another agency? If so and if it can be shared – which agency? See Q45

47. The requirements state that 3 hardcopy samples of work are required. Because this is a website project can our examples be digital or do they still have to be hard copy? See Q32

48. Are there multiple Drupal instances being used for the current site? No.

49. How many Drupal templates does the current site use? Current template used should not be a factor for the new website.

50. How many unique content types does the current Drupal site use? Approx. 20 are defined, however not all are actively being used.

51. Are there any custom built Drupal modules being used for functionality in the site? No

52. Are we expected to conform to standard W3C accessibility requirements or is there another set of requirements that we should be following? Yes and ADA Sec 508

53. Is there a target launch date for the new site? See Q16

54. What browsers/versions does the site need to be programmed for? The site should be programmed for the most recent versions of browsers along with a browser degradation strategy for older browser versions.

55. Is the web development firm expected to handle import / input of content into the new site? See Q36

56. If the web dev firm is handling content import / input, who will be responsible for QA of content before site launch? See Q36. Internal resources will be available for content QA.

57. What tools are currently being used for email marketing? See Q20

58. What tools are currently being used for content distribution on social media? Hootsuite

59. Is the plan to continue to use the current tools for email and social distribution or is recommending new tools part of the scope? We are open to recommendations.

60. Has the style guide been updated to accommodate mobile web content? If not, is updating the style guide part of the scope? A website specific style guide does not exist.

61. Is the Wordpress blog for the Communications department part of the scope of this project? Out of scope

62. There is an iframed transfer credit tool on the Transfer Student Admissions page that is not responsive. Will making that work on a mobile phone be part of the scope of this project? Out of scope

63. My.desu.edu is a portal site that is not currently responsive, is making that site responsive part of the scope of the project? Out of scope

64. The NelNet payment page is not currently responsive, is making that responsive part f the scope of this project? Out of scope

65. http://herbarium.desu.edu and its sub sites are not responsive, are these sites included in the RFP? Out of scope

66. http://www.dsuhornets.com has a mobile version but is not a responsive site, is this site included the RFP? Out of scope

67. The student employment portal is not currently responsive, is making responsive part of the scope of this project? Out of scope

68. The library section includes iframed content from libguides that has a mobile version but is not responsive. Is making this content responsive included in the scope? Out of scope

69. In the foundation section there is an embedded blackbaud form that is not responsive. Is making that responsive part of the scope of the project? Out of scope

70. Open positions are posted on http://chk.tbe.taleo.net/chk03/ats/careers/jobSearch.jsp?org=DESU&cws=1, which is not responsive. Is making that content responsive part of the scope of this project? Out of scope

71. The directory at http://directorysearch.desu.edu is not responsive. Is making that content responsive part of the scope of this project? Out of scope

72. Has a similar RFP been issued for this website (or similar project) within the last 3 years? If previous bid information is requested from procurement, are there any regulations preventing that bid information from being disclosed? No

73. What are the Key Performance Indicators for the project? Could you provide the baseline results and then what increase is expected in those results? Examples include Increased Applications, Donations, Content Conversions, Email Addresses captured, etc. KPI's have not been defined

74. In your opinion, what is the biggest threat to the success of the project? Website not begin launched on time.

75. What is the primary business trigger that encouraged and justified the investment for the project? Current website does not reflect the DSU brand

76. What date would you like for the project to begin? What is the "drop-dead" launch date? Launch date is desired to be 9-12 months after project start.

77. Is Drupal the only WCMS that is being considered for the project? Yes

78. Is there are requirement for the version of Drupal the site will be developed on - Drupal 7 or Drupal 8? The requirement is to remain on Drupal and that can be version 7 or greater.

79. If not already running Drupal, please list the current WCMS environment and website architecture. This information is described in the RFP.

80. Is there an existing Editorial work flow identified for users who can a) create content, b) review content and c) publish content? If no, does an Editorial work flow need to be created as part of the project? See Q 9

81. With regard to content workflow, how many roles do you anticipate (content creator, editor, publisher, administrator, etc.) There are currently roles for Admin, Self-Moderator, Content Manager, Faculty and Public Safety.

82. How many content contributors will be using Drupal across the organization? See Q3

83. What are the budget parameters for the project? If budget parameters are not available, what is the defined not-to-exceed cap for this project? Budget information is not available and no cap has been determined.

84. What are the standard payment terms for the project, to include the initial installment?  This will be outlined and defined based upon the negotiated prices in the contract agreement between awardee and Delaware State University.

85. Is proximity to Delaware State University part of the Evaluation Criteria? No, however, the selected bidder will need to ensure that they can communicate remotely with tools such as Gotomeeting, Teamviewer, etc.

86. What is the most important Evaluation Criteria (e.g. Experience in Drupal) that will be used to determine what firm is selected for the project? Evaluation criteria are noted on page 6 of the RFP.

87. Will one individual make the final decision on vendor selection or a group/committee? If a group/committee, how many members is it composed of? The decision will be made by one person, however, input will be provided by a group of a yet to be determined size.

88. How many responses are you expecting? No expectations for the number of responses.

89. How will project decisions be made (content strategy, design, functional requirements, technology, etc.? Single stakeholder, project committee, broad organizational acceptance? Who has ultimate decision making authority and what will be there accessibility and interaction with the project be? Project decisions will be made by staff from the Marketing and Communications department.

90. What is the structure of the approvals process for key deliverables once the project is underway? Approvals will be given by staff from the Marketing and Communications department.

91.  Will you have a Project Manager on your side to provide a single point of contact? Yes.

92. Has any analysis been performed on the actual utilization of the current site's content? If so, what are the top 3 metrics we need to focus on increasing with the new website? Analytics will be provided to the successful proposer for review and recommendation.

93. Does Delaware State University team currently work in a Waterfall or Agile environment and is there a preference for this project? No preference.

94. Does the site require multilingual translations? No, but would invite any suggestions for including.

95. What do you want your website's content to be able to do for your organization? See page 4 of the RFP, Future Direction

96. What is the primary communication purpose of your website (generate leads, foster community enforce branding, etc.)? There is no one purpose, see page 4 of the RFP, Future Direction.

97.  How is the site currently promoted today? The site is promoted thorough typical marketing

activities however there no current SEM initiative.

98. What are the top 10 traffic sources for current site?

   google / organic
   (direct) / (none)
   desu.edu / referral
   bing / organic
   yahoo / organic
   indeed.com / referral
   m.facebook.com / referral
   applyweb.collegenet.com / referral
   chk.tbe.taleo.net / referral
   t.co / referral

99. What are the mobile analytics for the current site?
   desktop  69,500(60.08%)
   mobile   38,236(33.05%)
   tablet   7,948(6.87%)

   iOS                30,189(64.26%)
   Android1           3,570(28.88%)
   Windows            2,715(5.78%)
   Windows Phone      197(0.42%)
   (not set)          163(0.35%)
   BlackBerry         109(0.23%)
   Series40           20(0.04%)
   Nokia              10(0.02%)
   Samsung            5(0.01%)
   SymbianOS          2(0.00%)

100. Is Search Engine Optimization (SEO) strategy desired? This site should follow best practices for SEO.

101. What keywords do you think are the most valuable / what would you ideally like to rank for? This information will be given to the selected bidder.

102. Do you have an outbound email strategy? What is the purpose behind your email campaign? No.

103. What platform do you use for your current email campaign? See Q 20.

104. Have User Personas been developed and defined? (User personas are examples of the students (or alumni and donors) that influence or make decisions about your institution. Unlike

traditional target audience segmentation, they provide greater depth and context to generic target audience groups by focusing on one character who embodies the predominant qualities of the larger group) No.

105. Has a Content Gap Analysis been performed against the User Personals? (After defining and documenting your user personas, we'll perform a content gap analysis. A content gap analysis allows us to fill in the areas of your current content campaign that are missing. By auditing the content on your website, we gain valuable insight into what is already effective and what is missing from your strategy). Has a Competitive Analysis been performed (Quality content can be a very strong competitive advantage, so it's important that everyone knows what they are up against) No.

106. Has an Editorial Calendar been developed for the website and marketing plan? (A content calendar is a shareable resource that marketing teams can use to plan all content marketing activity) No.

107. Has a Content Brief and Style Guide been developed for the university and website. (The purpose of a content style guide is to ensure that your voice and messaging stay consistent across all platforms. These sets of standards help writers, designers, and editors eliminate confusion as users move between pieces of content). The website follows DSU's marketing style guidelines; however, a website specific style guide does not exist.

108. What are the current primary Calls to Action for the site users? Ultimately, this is to find out more about our programs and to apply online.

109. Will you need copywriter assistance? Include as an optional item

110. What security requirements should we be aware of, particularly around content pertaining to your departments or clients? (For example, we would not want to surface any confidential/sensitive information in a staging environment). Sensitive information is not stored in the website however, actions must be taken to secure website to prevent website hacking, etc.

111. What, if any, site performance issues are you seeing today? None

112. What Traffic/load is expected on site in terms of traffic and page views? Traffic is expected to be similar to current traffic with approximately 300,000 page views by 55,000 unique visitors each month.

113. How many unique pages live on the current website? How many pages will live on the new website? Approximately 2,000 pages. The number of pages has not been determined for the new site but it is desired to reduce the number.

114. How many page templates are being used on the current website? How many page templates are desired on the new website? See Q50. The number of templates for the new site should be sufficient to support the revised design and layout.

115. What is the most popular content/functionality on the current site? All functions relating to

admissions and academic offerings.

116. Will finalized "clean" design templates be provided to awarded vendor or will awarded vendor be asked to provide the Visual/Graphic Design? The vendor will not be asked to provide visual/graphic design for templates, but if tweaks are necessary, it would be required.

117. How many design concepts and variations are required as part of the project? There will be one mail design concept that vendors will be working from.

118. Is a style guide available for awarded vendor's use in the Visual design process? If so, can the style guide be provided to us prior to delivering our proposal? See Q109

119. Is it expected that awarded vendor provide wire-framing for desktop, tablet and phone resolutions? Yes

120. Who will be responsible for the new information architecture, site map, and navigation structure? Are these 3 items completed or do they need to be developed? This should be included in the RFP response.

121. More to the question above, have the major Areas/Sections of the website been identified with a corresponding page list and a corresponding list of elements within each page? No.

122. Will the project require new artwork or imagery that is not provided by Delaware State University? DSU will provide logos and photos for use.

123. Will you provide all photos? Yes.

124. Is there a library of existing multimedia content (video, presentations, etc.) available for use? Yes.

125. Would Delaware State University be open to conducting a separate discovery project, where we would collaborate with Delaware State University' stakeholders to define the information architecture functionality of your site and to achieve your engagement and editorial goals? This approach provides more clarity for all stakeholders and predictability for the budget and timeline of the site build. The discovery phase outlined in the RFP on page 7 should include this task.

126. Does a staging site and code repository (i.e., Git) exist for the current site? If so, where are they hosted? Yes. Hosted by Acquia Inc.

127. Are there any existing databases you'll be using that we should be aware of? None outside of the existing Drupal CMS databases.

128. Is Delaware State University currently working with a 3rd Party Drupal vendor in the area? Or, does Delaware State University have an internal Drupal team. DSU is supported by internal staff and contacted IT support.

129. Will awarded vendor be responsible for setting up the base Drupal platform, including

contributed modules, user roles, module permissions, taxonomy vocabularies, text formats, WYSIWYG editor configuration, etc.? Yes.

130. Does Delaware State University have an existing and/or preferred Drupal development partner that is already identified for this project based on having worked with that development partner in the past? No.

131. What specific functional requirements have already been identified for the website? For example, are Polls or Slider functions desired? Functional requirements are outlined in the RFP; however, recommendations are encouraged to be included in the proposal.

132. Who (Delaware State University or awarded vendor) is responsible for content migration? Content should be migrated programmatically, if possible, but DSU resources will be available for content migration.

133. Is there going to be a new batch of content developed leading-up to launch that would need to be imported or manually inserted into the site? Existing content will be reviewed and updated and some new content may be developed. This will most likely be added manually.

134. Where there be any gated/authenticated content as part of this phase of the project? If so, which users would have access and are would those users need to use a specific or existing user id and password? No. Existing access controls are sufficient.

135. Do you anticipate needing to audit the quality of the content? For example, are there multiple versions of a particular form or page that someone would need to review and sort through? The content should be audited but will require the involvement of subject matter experts from across the university.

136. Have you developed use cases for the audiences that will visit the website? No.

137. Is the Legacy site content being stored in a MySQL database? Content is stored in a MySQL database.

138. Please confirm whether the website's administrative area will utilize Drupal modules' default out-of-the-box administrative features, and if a custom administrative feature will be built for one or more modules. Out-of-the-box module use is preferred.

139. Please confirm that Default out-of-the-box module functionality will be utilized for each installed module. If functional specifications outside of Default are needed, please list. Out-of-the-box module use is preferred.

140. Please confirm that awarded vendor will primarily perform Drupal development and consulting remotely. The vendor can to perform development and consulting remotely.

141. Can you describe how the Search functionality should work differently than it currently does? Is the desire to use a more robust search technology like Apache Solr or Google Search Appliance? The site uses Apache Solr for search.

142.  Which Drupal module(s) does the current site utilize for SEO? None.

143. Will the new site contain any rich media content such as video? If appropriate, yes.

144. Will the new site allow for any user-generated content? No.

145. Would Delaware State University be open to instituting a work flow for the expiration of content, meaning, alerts are provided to the appropriate editor when a piece of published content has been active for a period of 1 year so the editor can take the desired action to update, keep or remove? Yes.

146. Should authorized user integration (intranet) be included in the current bid? No.

147. Does the Delaware State University expect or desire to have word document forms converted to online forms? If so, would strongly recommend talking about user roles and security for online form data. Most of the forms that are used are already online either on the DSU website or through a 3rd party

148. What data sets / information do you wish to capture from Visitors on the Website? How do you wish to access it? Will there be any security requirements for data gathered? The site uses Google Analytics for capturing usage data. There are no additional requirements.

149. Does the site have any unspecified integrations with non-Drupal systems? For example, does the site need to display content from other systems or does it need to send information (via web form or other) to other systems? The current site does not integrate with any external systems.

150. Do you expect the vendor to perform automated or manual content migration, or can that responsibility be shared with the site administrators? See Q36

151. Please describe how content pages and related interface resources (css, js, images) are currently stored (e.g., as static files, or within content management systems)? Within the content management system.

152. Please describe how content resources (images, documents, media) are currently stored (e.g, as static files, or within document or content management systems)? Within the content management system.

153. Will there be opportunities for user interaction such as online chat with Delaware State University. This is an option but at this time it is not known if it can be supported by staff.

154. For theming requirements, should we assume that we are modifying an existing Drupal theme, rather than building a new theme? Theme will be built based on designs provided in psd files.

155. Is it expected that the website be responsive to both tablet and phones? Yes.

156. Which minimum version of IE does the site need to be compatible with (IE9 or IE10) See Q55

157. Does the site need to be mobile compatible with Windows mobile devices or just iOS and Android? The mobile site should be compatible with all mobile devices.

158. What support is expected from awarded vendor after the launch of the new site (assuming Delaware State University' elects not to be reliant or dependent on vendors in order to sustain the site)? The site will be managed by existing DSU resources post launch.

159. What training is expected to be provided from awarded vendor? See Q21

160. What written documentation is expected for training sessions or other instruction related to the platform? See Q21

161. What tools are being used at Delaware State University for project management? Is it expected that awarded vendor use these tools or can we apply our best practices and tools for open communication and effective Project Management? You may use your tools and best practices for project management.

162. What meetings and training sessions require a member(s) from awarded vendor to be onsite? There are no requirements for the vendor to be onsite.

163. Should all travel expenses be included in our Proposal? Proposals should include all fees in an itemized fashion.

164. Is it policy to award the contract to the company who meets all requirements and is the lowest bidder? Bids shall be evaluated based on the requirements set forth in the RFP (evaluation criteria, which allows for consideration of factors other than price.)

165. The RFP states on page 7, section 2, that this project will be leveraging the look and feel of the templates developed for DSU Wilmington. Who developed this work? Can prospective bidders for this new RFP see the DSU Wilmington templates in advance of submitting a proposal to get a better sense of the overall look and direction that the University is expecting with this new dsu.edu web design project? The templates for DSU@Wilmington will not be available before the RFP submission deadline.

166. Who developed the University's current http://www.desu.edu site? When was it completed? Sunguard (now Ellucian) in 2011

167. What web analytics are available from the University for additional reference on site usage, traffic, popular content, etc.? Access to website analytics will be provided after the contract is awarded.

168. Who does Delaware State consider to be its top-three competitors from an enrollment standpoint? Bowie State, Hampton University and Howard University