Strategic Sourcing & Acquisition Services
Saratoga Street Offices
220 Arch St., Rm. 02-160
Baltimore, MD 21201
Phone: 410.706.8880
Fax: 410.706.8577
www.umaryland.edu/procurement

September 23, 2021

TO: All Interested Vendors

FROM: Barbara Moser

RE: Response to Questions for Solicitation RFP 89953HR
                Website Redesign

This list of Questions and Responses, September 23, 2021, is being issued to clarify certain information contained in the above-named solicitation. The statements and interpretations of contract requirements, which are stated in the following questions of potential bidders/offerors, are not binding to the University of Maryland, Baltimore (UMB) unless the University expressly amends the solicitation.

1.   Are the designated key staff assigned and designated Project Manager considered full time positions for 1 year?

      Answer: Vendor to determine staff allocation needs based on the SOW outlined in the RFP. UMB requires the vendor's staff who can (when and as needed) during the 12-month period be available to meet the requirements of the RFP.

2.   Is Terminal Four CMS experience a go/no go if we don't have experience with this CMS but do have experience with other CMS?

      Answer: Terminal 4 experience is required.

3.   Do all of the websites require a unique re-design or will they all be designed using the same style?

      Answer: All of the websites will fall under a similar template that should allow for some uniqueness in headers, colors, etc.

4.   Are all site (Promise Heights, Daily Bulletin, Child Welfare Academy, BHWellLab), and possibly (up to three others), required to be completed within the 6 to 8 months timeline or within the base 1 year.

Answer: The main SSW site and the site for the Institute for Innovation and Implementation need to be completed in the 6-to-8-month timeframe. The others can take up to 12 months upon execution of the contract.

5. Along with the overarching goals of improving navigation and raising national awareness about SSW, are there any other specific goals driving this project?

   Answer: Yes, making it easier for prospective students to navigate admissions/apply/and accept offers of admission.

6. What role will Terminal Four play in this project, if any? Please clarify.

   Answer: Vendor will work with Terminal 4 on integration as needed.

7. Are you expecting your preferred web partner to provide integration into Terminal Four?

   Answer: Yes.

8. We typically outsource integration into Terminal Four. Can we include in our cost proposal an estimate from Terminal Four for them to perform this work?

   Answer: No. Please refer to E. Cost Proposal/Schedule of Fees and Appendix I, Price Proposal Form.

9. Do you require any third party apps/software system or forms integration that will be required within the scope of this project? Who will be responsible for integration work?

   Answer: No. We do not require any third party apps/software system or forms integration that will be required within the scope of this project.

10. Will your preferred web partner be responsible for content migration into your new site? How many pages do you expect?

    Answer: Content integration from the current third-party sites will be handled by the SSW.

11.   Are you looking for help with copywriting and/or copy editing? Is it
       acceptable to provide an hourly rate for this work?

       Answer: Hourly rates can be provided but not a lot, if any, copywriting or
       editing is expected.

12.   Please tell us about the SSW team who will be managing the new site long
       term — their titles, roles, and skill sets.

       Answer: Senior Web Developer and one or two part-time communications
       specialists.

13.   Who will be involved in the approval process for deliverables and how will
       that work?

       Answer: The SSW's Senior Web Developer and the SSW's Assistant Dean of
       Communications will serve in the approval process role concerning
       deliverables.

       In terms of the RFP process, please see Section IV: Evaluation and Selection
       Procedures.

14.   What websites do you like that are similar in purpose or functionality to your
       site?

       Answer:

       https://www.morehouse.edu/

       https://www.vcu.edu/

       https://www.scu.edu/

       http://www.ufl.edu/

       https://www.seattleu.edu/

       https://www.msudenver.edu/

       https://uwf.edu/

       https://www.fit.edu/

https://www.nursing.umaryland.edu/

15.   Who are your primary competitors?

        Answer: Our primary competitors are: University of Pittsburgh, Penn, VCU, Morgan State, Catholic University of America, and Millersville University.

16.   Is there any existing audience research available that might contribute to the success of this project?

        Answer: Google Analytics of our current website.

17.   Do you expect audience research and user testing to be a part of this project?

        Answer: No.

18.   Do you have an existing image library or will your partner need to procure or create new images, icons, or videos?

        Answer: We have an image library and access to high quality stock photography.

19.   Do you have a brand guide currently in place that will be referenced for this project, and can it be shared with us in advance of submitting a proposal?

        Answer: Yes. The University's Brand guide can be found here: https://www.umaryland.edu/cpa/branding/

20.   Has a budget been allocated for this project? If so, can you provide us with any budget guidance?

        Answer: This information is not available.

21.   Would it be acceptable if our cost proposal has a range in cost at this stage of the process?

        Answer: No. Please see Section V.D. Volume II: Financial and Appendix I – Price Proposal form regarding instruction of what must be provided.

22.   How are you looking to host your new website? Do you have infrastructure already set up or are you looking for your preferred vendor to offer suggestions/consulting around this?

        Answer: The site would be hosted on our current University web servers.

23.   Does the existing website have any additional integrations with other websites or applications? (e.g. we see Periodic for scheduling. what others are we missing? Events? News?)

        Answer: We do not believe so.

24.   Are there any preferred languages or technology stacks that are preferred on the back-end, if the need arises? (e.g. LAMP stack, IIS and .NET, etc.)

        Answer: No.

25.   Are there any defined security standards that you need to meet with this redesign, or are you okay going with our recommendations? (e.g. Content-Security-Policy standards, intensive code-review processes, etc.)

        Answer: Industry standards are acceptable.

26.   Is there a need for accessibility? Should the site be ADA and/or WCAG compliant?

        Answer: Yes. ADA accessibility scoring should be considered important. The University has an accessibility policy for web sites we are required to meet.

27.   With regard to promiseheights.org, mysswbulletin.info, The Ruth Young Center, and bhwelllab.ssw.umaryland.edu — who will be responsible for implementation and content migration? The chosen vendor or Terminalfour?

        Answer: The vendor will be responsible for implementation and the SSW for content migration.

28.   What is the exact number of sites that need to be migrated into Terminalfour, and what system is each site currently using?

        Answer: There are up to five sites that needs to be migrated into Terminal Four. Platforms being used by these sites include Squarespace and Wix..

29.   Are the migrated sites being moved as-is or is there a plan to redesign each site as part of the migration?

        Answer: Site content will be moved as-is into our new templates in Terminal 4,

30.   Are the migrated sites being absorbed into the main website or will they continue to live on their own?

        Answer: Yes. Migrated sites are being adsorbed.

31.   Who will be responsible for hosting the sites?

        Answer: The University web servers will host our site.

32.   There is mention of a site capable of storing and showing job listings. Is this a custom application that will need to be created from scratch or is there an existing system that will need to be integrated with the new website?

        Answer: The SSW does not currently have a web-based system to list, review and search job openings submitted to School officials. The SSW desires a system for employers to submit job openings and end-users on the SSW website to see the listings by date, location, keywords, etc. A system will need to be built to integrate with Terminal 4 or supply an already available solution that fulfills this need that we can plug into our site. These submitted job listings will also need to be editable on the back end so SSW web content specialists can review, edit, delete, schedule listings, etc...

33.   There is a "giving" section which apparently utilizes givecorps.com to handle payments/donations. Is there anywhere on the site that requires payment processing and is NOT handled by an external entity? i.e. do you require payment processing to be built?

        Answer: No.

34.   Technical setup is always included as part of our process. Will the School of
      Social Work team be looking for additional services and requirements beyond
      the setting up of optimal URL and heading structures, meta descriptions and
      alt tags?

      Answer: No.

35.   Who will be responsible for the creation, consolidation, and editing of new
      content?

      Answer: UMB's SSW Communications Office will be responsible for the
      creation, consolidation, and editing of new content.

36.   Will on-page content strategy for key pages (to ensure strategic user
      pathways, guide messaging hierarchy and inform crosslinking plans) be part
      of this SOW?

      Answer: No, it is not.

37.   How many templates does the UMB School of Social Work Team anticipate
      to be in scope for this project?

      Answer: Main site, second and third levels, and a customizable landing page
      for various departments and programs.

38.   Is the SSW open to a modular design system?

      Answer: Yes.

39.   Should vendors include pricing for videography, photography in the
      production costs of their bid?

      Answer: It is not required.

40.   Is it possible that all partner sites will be rolled into the main
      ssw.umaryland.edu domain for the sake of efficiency and branding
      consistency? Or, rather, does SSW wish to keep all sites separate.

Answer: All partner sites will be rolled into our domain. The University will create all needed subdomains.

41.   If all partners' sites are expected to be kept separate, then does SSW expect each site to be given a unique design/brand feel?

Answer: No.

42.   Have brand guidelines been established for each of the sites?

Answer: No.

43.   If all sites are required to be separate with separate designs, then would the same design with slight variations (e.g. unique headers/footers, unique colors) be sufficient?

Answer: We want templates we can use with slight variations for programs and departments.

44.   What is the approximate budget for this project?

Answer: This information is not available.

45.   Regarding Appendix C, Section B - may Contractor register with the Secretary of State of Maryland upon notice of award or is registration a requirement of proposal submission?

Answer: Registration must be completed prior to contract award.

46.   With regard to **Compliance with RFP Specifications**, are vendors permitted to answer with one or two sentence answers?

Answer: Yes.

47.   On page 21, what is meant by "The listed experience should distinguish between the experience and projects of the firm and the individuals"?

Answer: The information should outline the firm and individual's background and experience as it relates to the requirements of the RFP.

48.   On page 21, what is meant by "proposed staffing numbers"? Review current
        SSW staffing level for managing its web site and recommend positions that
        may help in keeping our site more up to do date and manageable.

        Answer: Vendors are to provide suggested staffing to meet the requirements
        of the RFP.

49.   With regard to the price proposal form, are we correct in our assumption that
        only a total cost is required? Further, can firms utilize a blended rate rather
        than individual position based rates?

        Answer: Price breakdowns would be desirable when reviewing the proposals.

50.   We understand you want the website to be built in Terminal 4 CMS and we
        have completed a similar project using the same technology; however, we are
        unable to share the portfolio. Are you open to using any other CMS aside
        from Terminal 4?

        Answer: No.

51.   We have registered office in US and development centre in India. All
        development work will be done from our India development Centre. I hope
        this fine?

        Answer: Yes.