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ADDENDUM No. 1 for

Website Maintenance and Enhancements

RFP 17-012

Date: May 19, 2017

Addendum is issued for the purpose of amending, revising and clarifying certain requirements of the Contract Documents, such requirements are hereby made part of said Documents as though they were originally included (or excluded) as indicated herein. All bidders shall be guided accordingly.

CLARIFICATIONS:

- A. The external site for the Congressman Frank J. Guarini Library, <http://www.njcu.edu/guarini>, must be integrated within the NJCU.edu website.**
- B. The NJCU.edu website must be ADA compliant.**
- C. The NJCU mobile responsive design should include consideration for providing Accelerated Mobile Pages (AMP) so our pages can load quickly and be considered by Google as pages that comply with the AMP Project <https://www.ampproject.org>**

The following questions were presented from potential bidders and have been answered in this addendum:

1. How much does the University expect to spend on website maintenance and enhancements for all of FY' 2018?
The University is seeking input and suggestions within the proposals.
2. Are you currently using the latest version of Drupal 7?
The University is currently using Drupal v7.53.

3. How many unique page views and page visits does the site currently get every day/week/month/year?

Approximately 5,000,000 per year (page views).

4. Google Analytics is currently used for Analytics? Do you plan to continue using the same, or do you plan to move into something new?

The University intends to continue using Google Analytics.

5. How many user roles are currently available, any more changes expected? What sort of permissions are currently available for existing user roles?

There are currently 150 content editors and a handful of administrators (publishers). There are 3 user roles. A key item will be to address roles, permissions, and overall governance.

6. For student/alumni login – Is there an existing database that currently needs to be migrated? For student login, does the student record get automatically imported from their existing login?

Currently, students or alumni do not log into the NJCU.edu website. We have separate websites and portals for this, though we must ensure that GothicNet (separate site) is considered with any enhancements to the NJCU.edu site.

7. Is there a social login integrated with the site?

Currently, social login is not integrated with the site.

8. For Alumni page – for alumni registration – what sort of fields needs to be input or is this database imported too?

Alumni do not currently log into NJCU.edu website. We utilize a separate website (iModules) where alumni can log in to access an online alumni database.

9. Where is the site currently hosted?

The site is currently housed on Media Temple, but will migrate to Acquia by the end of June 2017.

10. Is the site currently stable or need updates?

The website is currently stable, and needs updates as per the RFP.

11. Currently there is no sitemap – sitemap needs to be done?

Please refer to Section 2.2, item d. in the Scope of Work for the RFP.

12. How often is the content on different sections of the site expected to be updated?

Content is updated multiple times throughout the day.

13. How many users currently update the site and what are their user roles?

We currently have 150 content editors who can make updates but cannot publish.

14. Do you require captcha/re-captcha for login?

Not at this time.

15. What are your SEO requirements?

The University must implement both local SEO and organic SEO for the entire website. This has not been implemented into our current website, beyond very basic techniques, and must be a focus of any planned enhancements.

16. Are there any wireframes for the revamped homepage, menu, [and] navigation?

No, however, moving forward we would like to be able to generate (at will) a wireframe and sitemap that would help us understand how our website is structured and how the pages are interconnected.

17. Currently, there is only an undergraduate admissions page, is there a need to create separate graduate and undergraduate sections?

The University currently has both undergraduate and graduate admissions pages. These must be able to showcase a variable set of applications housed in Hobson's, as each graduate degree program (43+) directs to a unique application.

18. There is currently no faculty pages, one of the requirements is to build a faculty profile page. Is it just a single page? Or are there multiple faculty pages linked to the program/department they are associated with?

The University is currently having faculty pages developed. These faculty pages will contain faculty profiles. These will be discoverable via the faculty/staff directory, academic department pages, and elsewhere on the site.

19. Site requires standardized naming conventions along with enabling of breadcrumb?

Yes, currently we have breadcrumbs in use, but they are not implemented or organized properly.

20. Will a responsive design be provided?

Yes, we will require a responsive design that will work on all mobile and desktop platforms.

21. What branding standards is being referred to, for the redesigned site and pages?

The use of specific colors, graphics/logos, imagery, and formatting styles will be provided.

22. Will workbench suit your user workflow needs?

The University believes that Workbench will meet the needs of stakeholders, yes.

23. When was the last time your website was redesigned? Did you hire a firm to work on the redesign, and if so, which firm?

The last redesign was completed by an outside firm in 2016. The firm's information will not be disclosed at this time.

24. What firm, if any, currently provides Drupal maintenance and support for your website?

EFK Group and Inflexion

25. What is your estimated budget for the scope of work in the RFP?

The University is seeking input and suggestions from possible vendors.

26. It appears your current website is in Drupal 7. Are you planning on upgrading to Drupal 8 in the near future? If so, when?

Not at the present time as the University uses several modules that are not currently running on V8.

27. Pg. 9, section 2: We would like some clarification about the scope of work and project as a whole. The RFP seems to categorize the scope of work as a support contract, in which the vendor would provide work as needed on an on-going basis, however the enhancements listed in section 2.2 are quite broad and appear to describe a complete site redesign. Please confirm whether you are looking for a site redesign, or a support contract in which smaller changes are made on an ongoing basis.

The University is looking for both a maintenance contract and major enhancement to the site.

28. Pg. 9, section 2.1.d: The RFP states that the vendor will “review all server hosting company (Acquia) and Drupal application recommendations.” Please confirm that this only applies to NCJU.edu, or whether it applies to other websites (and if so, what those sites are).

Yes, this applies to NJCU.edu only.

29. Pgs. 9-11, section 2.2: Do you have an estimate of when you would like the website enhancements to be completed?

The enhancements can be rolled out over time. We would like to see key improvements and enhancements to the website rolled out approximately every 30 to 90 days or so, depending upon the complexity of the upgrades.

- a. Would you like them to be addressed and completed (launched to the public) on a rolling basis (a few at a time), or do you want to approach all as part of a larger project, with one public launch when they are all complete?

Website enhancements should be rolled out as they are completed in a phased and seamless fashion.

30. Pgs. 9-11, section 2.2: the RFP describes many pain points for existing users (things they have difficulty doing).

- a. How did you become aware of these pain points? Have you gathered information from your users, through surveys or otherwise?

We have gathered feedback from a range of stakeholders groups and a third-party audit was performed.

- b. Did you hire any firms to help you analyze your existing site? If so, are they eligible to bid on this RFP?

Yes, and they are eligible to bid on the RFP.

31. Pg. 12-13, section 3.1: As long as we include all of this information in the proposal, are we allowed to decide how to organize it?

As per section 3.1 of the RFP the deliverables should be tabbed, however the structure of your proposal is your choice.

32. Pg. 13, section 3.1.3: The RFP states that we should provide 3 references from higher education. We have a mix of government customers including public education (K-12), libraries, municipalities, etc., but not higher education specifically. Will you still consider our proposal if we do not have higher education references? If so, will our proposal be penalized in any way for not having higher education customers?

All proposals will be considered.

33. Pg. 14, section 4.1: The RFP states that proposals cannot contain URLs. We reference URLs in our proposals when discussing our work example and references (for example, GarlandISD.net and DC.gov), to allow you to view the websites that we have designed and currently support (we also include a narrative of the work we have done for these clients). We also use URLs in passing when discussing our methodology and project approach (such as Drupal.org, etc.). Will this use of URLs be allowed? If not, how are we supposed to show you examples of our work?

URLs are allowed to be used to show examples of work.

34. Pg. 15, section 4.3.1.h: The RFP states that we must include a New Jersey Business Registration Certificate. We do not currently have a certificate – is this required to submit a proposal? Or can we submit it later if we are selected as the winning firm? Alternatively, can we submit our New Jersey MBE Certification?

A New Jersey Business Registration is required prior to the execution of a contract, after receiving an Intent to Award letter, which will be contingent on obtaining the BRC. As per the RFP, Section 4.3.1 New Jersey MBE Certification should be included with the proposal.

35. Pg. 15, section 4.3.2: This page has some blanks to be filled in by those submitting a proposal. How and where should this page be included with the proposal? Can we remove that page from the .pdf and submit it alone? Or do we need to include a copy of the entire RFP?

Yes, you may remove the page and submit it with the rest of your proposal. You are not required to provide a copy of the RFP in your proposal.

36. Pg. 16, section 5: Do you want the Financial Proposal submitted separately, or can it be submitted along with the rest of our proposal?

All proposals should be complete as per the RFP at the time of Bid Opening.

37. Pg. 16, section 5: Do you have a preference for a set number of monthly hours that could be used each month for either Drupal CMS or design work? Or would you prefer an hourly rate (along with an estimate of hours)? How about a fixed-firm price? Can we propose a fixed-firm price for the enhancements listed in Section 2.2, and an hourly rate (or bucket of hours) for the service requirements listed in Section 2.1?

We do not have a preference. Please refer to Section 5. Financial Proposal.

38. Are there any ticketing system that has tracked service requests of this Drupal content management in the past? If there is - can the university share such service request data for the past 12 months?

The University does not currently have anything in place, but would like to explore Workbench as an option.

39. Can the university elaborate on the current production environment / software versions and any other third party integrations to Drupal content management system?

As of May 2017, Drupal has been upgraded to 7.53

40. Are there any performance testing metrics for the current Drupal content management system?

No metrics are available at this time.

41. Can the university share current navigation structure for different user groups?

This needs to be developed for each audience type as part of website enhancements.

42. What is the level of documentation available for these applications? Is it possible to share the documentation at this point in time?

Documentation, at this time, is out of date. We must have this documentation created and easily updated as we continue to move forward.

43. How is the maintenance of these applications carried out currently? Is it done in house or the services are being provided by a vendor?

Maintenance and website enhancements are currently being provided by a vendor

44. Are there any service levels that university provides to its current user community? If so can you please share the same?

None specifically at this time are formalized for the website.

45. Can we assume that the support scope of work is - L1 (helpdesk), L2 (application support), L3 (maintenance/code changes), L4 (development)?

Yes.

46. What is the current size of the development & support team and who is providing these services now to the university?

The size of the development and support team often fluctuates, and we have a small team of consultants.

47. What is the change management tool used in the university?

No specific tool currently.

48. How much has the university spent in the past year towards maintenance, support and development activities of Drupal content management system?

This information is not available at this time.

49. What sorts of coding issues has the university encountered in the past with current code base? Is there any volumetric information for the current code base?

There have not been any huge issues.

50. Is the vendor expected to participate in the migration of the current university website to Acquia cloud platform?

No, migration is expected to be complete prior to the implementation of any website enhancements.

51. Question 3.1.4 - Can we assume that this questions refers to client who have terminated contracts for a cause? The reason being we have so many clients who complete work with us and subsequently do not need our services either due to in house support or that the work we do for them is one of work where they needed our professional expertise.

The response to this section should include clients who have willfully terminated the contract. The response should not include clients whose contracts have ended upon been fulfillment.

52. 4.3.1 MANDATORY SUBMITTAL FORMS - New Jersey Business Registration Certificate - Is this mandatory for the vendor to have at the time of submitting this response or can this wait until the contract is awarded?

A New Jersey Business Registration is required prior to the execution of a contract, and can be obtained post the Intent to Award letter; which will be contingent on obtaining the BRC.

53. What three criteria are been focused more in vendor selection?

The selection committee will determine the criteria.

54. 3rd party integration:

a. Does your current site(s) have any 3rd party integrations? Please list them here.

No, the University links to other applications, but have no third-party integrations at this time.

b. If yes, please let us know the workflow for each integration

Not applicable

c. Are you using any API/Feeds to connect to the 3rd party integration? Please provide more info on this?

Yes, we do use feeds from social media.

d. Are you planning to integrate any 3rd party applications that you do not current have on the website?

We are certainly willing to discuss the use of third-party applications if it would be appropriate and beneficial.

55. Feeds:

a. Please list if the current website receives any feeds or data from any 3rd Party websites.

**Facebook
Twitter
LinkedIn
Pinterest
Instagram**

- b. Please list if the current website send any feeds or data to any 3rd Party websites

Facebook
Twitter
Instagram

56. Hosting:

- a. Are you tied to any hosting service provider like Azure? Or are you ok with any suggestions?

We will be using Acquia within the next month and at least through contract expiration in March 2018.

- b. Where are you hosting the website(s) currently?

The site is currently being housed on Media Temple, but will migrate to Acquia by the end of June 2017.

57. Users:

- a. How many users do we have on the current website?

We currently have approximately 150 content editors.

- b. Is personal information about visitors being stored on the site?

Not currently. The University would like to store indefinable information stored so we can deliver relevant content to our website visitors, but this will likely not be considered "personal information."

58. Security:

- a. What are the current security metrics associated with the current site?

Standard security only.

- b. What kind of security standards does the website have to comply with, from a regulatory standpoint?

Standard security only.

- c. Are there any specific security requirements for handling of data (e.g. encryption in transit, encryption at rest). If so, please share the specific security requirements?

We would like to explore implementation of SSL on the website. We have nothing else at this time that requires additional security requirements.

60. Webforms:

- a. How many web forms are available on the current website? Please provide us with the links.

We have a handful of web forms including <http://www.njcu.edu/request-information>. The library website <http://www.njcu.edu/guarini/> has various forms but this is a

standalone HTML website. The library site must be further incorporated into the main NJCU.edu website.

- b. Where are the web form data are stored once completed?

Within the Drupal database.

- c. Is there any CRM integrated with the current website

No.

61. Design:

- a. Any site examples that you intend the website that is to be developed to look like?

To be discussed with the awarded vendor.

- b. Have you considered the number of unique templates to have on the new site? Or is that can be determined by the selected vendor?

To be determined. We currently have no child pages per say. We tend to use custom pages (8/4 columns) as the standard "child" page.

62. Functionality:

- a. Are there any components of the current site that will not be part of the newly redesigned site?

No, the University will further integrate the library, which is currently a standalone site.

- b. As a part of this redesign, are there any new features you would like to add to the site, that does not exist in the current website?

Yes, we must incorporate the library website into the new NJCU.edu website. Some other externally built sites may need to be pulled in and made part of the main NJCU website.

- c. Content clean up: As a part of this redesign, would you like to clean up any legacy data that exists on the site?

To be discussed with the awarded vendor.

63. What is your website design preference?

- a. Creative design: The front end design to be structured from scratch (or)
- b. Would you like to use predefined customizable themes that are available in the market?

The University is open to the initial selection and implementation using a predefined and customizable theme.

64. Does NJCU expect development work to be executed on-site or remotely at vendor facilities?

Remote is acceptable. We would like to have periodic meetings (via webinar service such as GoToMeeting, etc.) to regularly connect with the vendor team, including and specifically with the actual developers and designers.

65. Presuming that most of the contents in the existing site would be reused, do you anticipate that new contents would be added before the site is being launched?

New content may be added before the site is launched. Most content will be utilized and enhanced/updated.

66. What SEO standards do you require? Have you developed a URL structure/model to be followed?

The University's webpage URLs must be restructured for better SEO implementation. We must implement both local SEO and organic SEO for the entire website.

67. Section 4.3.1. Mandatory Submittal Forms – Sub Section (h) - New Jersey Business Registration Certificate - Lists NJ Business Certificate as mandatory submittal. Please let us know if we are qualified to submit response [without a BRC] to this opportunity RFP #17-012 NJCU Website Maintenance and Enhancements.

A New Jersey Business Registration is required prior to the execution of a contract, and can be obtained post the Intent to Award letter; which will be contingent on obtaining the BRC.

68. Does NJCU have a complete content inventory of its website?

No, this is needed.

69. Would NJCU be open to a content audit?

The University could be open to a content audit should the need arise, though we have a clear sense of the content we have on hand. The major problem to address is how content is accessed via UX/UI.

70. Would NJCU be amenable to a complete review of its UI/UX designs?

Yes.

71. Would NJCU be amendable to a complete review of its navigation infrastructure?

Yes.

72. The descriptions of the tasks could be thought to constitute a complete review and redesign of the website; is that what NJCU intends?

Yes. The goal is to address core infrastructure issues within the site, which are UI/UX issues that will require site redesign.

73. If not, are there specific tasks that NJCU does not want the selected vendor to perform?

Not applicable.

74. Are you seeking a product person to guide the exploration and prioritization of new features and UX changes, or will you be providing the direction for our developers to follow?

The University is seeking this from the vendor.

75. Do you require a local agency? There is a requirement to have a New Jersey Business Registration Certificate.

No, the University does not require a local agency. However, it is a requirement of the State of New Jersey that an entity wishing to conduct business with the and entity of the State of New Jersey, such as the University, to obtain a Business Registration Certificate regardless of their location. For more information on this requirement in state contracting please see: <http://www.state.nj.us/treasury/revenue/busreqcert.shtml>

76. Are you seeking a monthly support bid, or a fixed price bid based (and limited to) fixed features?

Please refer to Section 5. Financial Proposal.

77. Have you determined a budget?

Not specifically at this time.

78. What are the institutional goals the web and digital ecosystem will be supporting?

This is our number one method for reaching our prospective students, current students, faculty/staff, parents, and other audiences. A digital ecosystem will be supported by the University as needed to ensure that goals are met and achieved.

79. How many vendors have been notified of the RFP and/or how many agencies do you expect to submit proposals?

As this is a public bid the University cannot confirm how many vendors are aware of the bid nor how many will submit proposals.

80. Has an estimated budget (even a budget range) been identified for the project?

The University is seeking input and suggestions from possible vendors.

81. What are the systems/databases that need to be integrated with the website? (i.e. CRMs, Microsites, Portals, Calendars, Forms, etc.)

Nothing else at the moment.

82. Is NJCU currently using any kinds of marketing technology (i.e. marketing automation platforms, email marketing systems, etc.)? If not, is there a desire to incorporate?

Yes, but primarily Google Analytics and Google Tag Manager (which holds the necessary coding that is implemented into the website). The University does utilize third-party email marketing systems as well.

83. What services are you receiving from Acquia currently?

Hosting and Drupal overall maintenance, including all minor upgrades to Drupal and associated modules.

84. When is it expected that the site will be fully migrated to Acquia?

The website will be fully migrated to Acquia no later than June 30, 2017.

85. Has a committee who will be involved and overseeing the project been put together yet? If not, will the selected vendor be utilized to organize the committees?

Stakeholder committees will be assembled by the University.

86. Will NJCU accept proposals in a phased approach? (i.e. Technology Discovery Phase, followed by an implementation of recommendations and enhancements phase)

Please refer to Section 5. Financial Proposal.

87. What version of Drupal is the site currently on?

As of 5/13/2017, the site has been upgraded to v7.53

88. What role do you expect the selected digital agency to play in the following?

- a. Website governance plan and policy?
- b. Content development and content migration

We expect our selected partner to assist us in many areas, including governance, workflow, recommendations for upgrades, and continuous review of our ADA (American Disabilities Act) compliance and assisting to make required fixes in a timely manner.

The RFP proposal due date is Tuesday, May 30, 2017 at 2:00 p.m.

All other terms and conditions of the bid specifications shall remain the same.

END OF ADDENDUM