

**WESTERN CAROLINA UNIVERSITY  
IMPORTANT BID ADDENDUM**

*Date: 04/11/2024*

**FAILURE TO RETURN THIS BID ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS  
MAY SUBJECT YOUR BID TO REJECTION ON THE AFFECTED ITEM(S).**

Bid Number: 73-RFP00695  
Addendum Number: 1  
Agent: Rick Hooper

Commodity: Website Re-Design  
Opening Date/Time: 04/24/2024 @ 2:00 PM ET

**INSTRUCTIONS:**

1. The following concerns the above referenced bid:

**The following attachment must be completed and returned with Vendors proposal**

***WCU CONTRACT ADDENDUM V4 (February 2024)***

***NOTE: The links for Attachments D, E, F, G are bad links. These attachments will be added to the bid as a separate attachment.***

**Questions:**

**Question:** 4.0 Requirements - Will you contract with Modern Campus directly for the Omni CMS implementation and migration outside of this RFP? Or do we need to include a pricing proposal from Modern Campus with our response for the Omni CMS implementation and content migration portion of the project?

**Answer:** We will contract directly with Modern Campus.

**Question:** General Question - Can you share a sense of the total budget range available for the redesign project? This budget information will help agencies develop a solution that best aligns with your expectations and help determine the timeline for the project.

**Answer:** No budget for this project will be released.

**Question:** 5.0 Specifications and Scope Pages 11-12 - Are you interested in having the chosen vendor provide a Content Strategy that would include a content audit of your high-level pages to help determine what pages to move to the new website, what content is missing, organization of content, what content needs to be edited, etc?

Or will WCU handle all content strategy/content development in-house?

**Answer:** We would like our vendor to handle a content audit and make the recommendation of how to move forward.

**Question:** 5.0 Specifications and Scope Pages 11-12 - Will the chosen vendor be responsible for writing new content or copyediting existing website content? If yes, how many pages of content should we include in the quote?

**Answer:** We have an internal copy team, but we would like to discuss strategy with the vendor.

**Question:** 5.0 Specifications and Scope Pages 11-12 - Will WCU provide a new information architecture for the website? Or will the chosen vendor provide recommendations for a new IA?

**Answer:** We will lean heavily on the chosen vendor to make the recommendation.

**Question:** 5.0 Specifications and Scope Pages 11-12 - How many pages exist on the current site? Do you plan to eliminate some content prior to the launch of the new website?

**Answer:** Roughly 7,000. We do plan on eliminating pages during this project.

**Question:** 5.0 Specifications and Scope Pages 11-12 - What types of templates do you anticipate requiring for the redesign? Our standard offering generally consists of templates for homepage, landing page, standard/interior page, news listing page, news detail page, program listing page, and program detail page.

Are additional templates needed?

**Answer:** The templates that you listed are what we have discussed internally.

**Question:** 5.0 Specifications and Scope Pages 11-12 - What Omni CMS modules do you currently use on the website?

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

**Answer:** a) Forms and search. b) Catalog integration, Faculty/Staff directory, Personalization, Career Pathways

**Question:** 5.0 Specifications and Scope Pages 11-12 - How are you managing the calendar- <https://wcu.campuslabs.com/engage/events>? Are you using a 3<sup>rd</sup> party tool or the Omni CMS calendar module? Are there any plans to change the calendar with the redesign?

**Answer:** We are currently utilizing the 25Live and Engage platforms.

**Question:** 5.0 Specifications and Scope Pages 11-12 - How are you currently managing the Employee Directory- <https://www.wcu.edu/discover/contact-wcu/staff-directory.aspx>?

Are you using the Omni CMS module?

**Answer:** We have a CMS Coordinator who supports 200+ editors across campus. The IT Data Center manages our prod/live servers.

**Question:** What is the budget for this Project?

**Answer:** See reply above.

**Question:** Our firm is registered in Dallas (TX). Can we deliver these services from our offshore location to leverage lower project costs?

**Answer:** This will be dependent on an IT review of this project.

**Question:** Can you share a budget

**Answer:** See previous reply.

**Question:** Should we include CMS development and implementation from Modern Campus in our price, or did you already contract that with them?

**Answer:** You can leave out CMS development and implementation.

**Question:** Can you share the cms modules you have or plan to purchase, if any? (Blog, Calendar, Directory?)

**Answer:** Forms and search are currently used. We plan to add a catalog, faculty directory, personalization, and Career Pathways.

**Question:** How much content needs to be migrated, can you give a page count?

**Answer:** We currently have just under 8,000 pages. We do plan on cutting pages, but the number is undetermined at this time.

**Question:** What do you like about your current site, what is working well?

**Answer:** We love how robust the site itself is, but with that has come the issue of difficult navigation and all the issues that come with that. We are looking to create a very direct site that provides users with an enjoyable experience.

**Question:** What don't you like about your current site, what problems and issues do you have?

**Answer:** See above.

**Question:** When do you want to be live?

**Answer:** First quarter of 2025.

**Question:** What integrations do you have on the current site, do you expect to keep them?

**Answer:** In addition to the Modern Campus features listed above, we utilize Slate as our CRM and plan on keeping that. We also use Carnegie Clarity for pop-up management.

**Question:** Do you need content writing? If yes, how many pages?

**Answer:** We have an internal copy team, but we would like to explore content suggestions with our chosen vendor.

**Question:** Are we supposed to upload to bonfire? Its unclear if you want printed submission or via bonfire. 4.0 says bonfire, but the listing says e-submissions are not available.

**Answer:** Bids are to be uploaded to Bonfire.

**Question:** Do you have a core team established for this project? What roles/departments are represented?

**Answer:**

Web team:

Manager

Developer

Part-time developer

Designer

**Question:** Do you have existing or new brand guidelines that can be referenced for the new website?

**Answer:** <https://www.wcu.edu/discover/communications-and-marketing/wcu-brand/brand-assets/index.aspx>

**Question:** Do you want information on personalization?

**Answer:** Yes

**Question:** Do you need SEO services

**Answer:** No

**Question:** 1.0 PURPOSE AND BACKGROUND, page 5 - Prioritize and describe the website goals for each user:

- students
- faculty
- staff
- alumni
- community partners

**Answer:**

- Prospective undergraduate students
- Prospective Grad Students
- Community
- Current students, faculty, and staff (looking to have less of this use)

**Question:** 1.0 PURPOSE AND BACKGROUND, page 5 - Are there web analytics and/or heat maps for the current site that can be provided?

**Answer:** Analytics can be provided at a later date.

**Question:** 1.0 PURPOSE AND BACKGROUND, page 5 - How many users visit the site today? How many are planned for the future?

**Answer:**

Last 12 months traffic to homepage:

- Users: 1,186,020
- Views: 5,832,924

**Question:** 1.0 PURPOSE AND BACKGROUND, page 5 - What problems or situations pushed you to want a new website?

**Answer:** A focus point on the core purposes of the site and a design/functionality that is based on those purposes. Our site has become the junk drawer catching everything. This has created a disjointed site map, redundant information, and an unfriendly site user experience.

**Question:** 1.0 PURPOSE AND BACKGROUND, page 5 - Are the stakeholders already identified to participate in interviews/surveys?

**Answer:** We know most our stakeholders and can identify the rest in a timely manner.

**Question:** 4.1 PRICING, page 10 - Do you have an estimated budget?

**Answer:** See previous reply.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - What do you like about your current site? What do you dislike about the site?

**Answer:** We like that the site has a lot to offer for each of our user groups. We dislike how the user experience from an accessibility perspective.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Name 3 websites that you love and why.

**Answer:** No reply

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Name 3 websites that you dislike and why.

**Answer:** No reply

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - What are the absolute must-have, non-negotiables for the website?

**Answer:** Unified purpose and Intentional UI.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Will all 54,000+ pages remain on the site?

**Answer:** We are looking to make significant page cuts and will lean on our vendor to help make those recommendations.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Are you open to a restructure of the site, pending stakeholder feedback, data analysis, and user experience?

**Answer:** We are seeking it.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Is there any new functionality that is a must have?

**Answer:** There are not any must-have items, but we are open to ideas.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 -Is there any existing functionality that will not be migrated over?

**Answer:** Not at this time.

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - Please describe or share a diagram of the current technology stack: server and web server, etc

**Answer:** No Reply

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - What web apps and forms (if any) are built on and the services they connect to?

**Answer:** Slate (CRM), 25Live, Carnegie Clarity

**Question:** 5.0 SPECIFICATIONS AND SCOPE OF WORK, Pages 11-12 - What is the review and approval process for creative and copy?

**Answer:** We have an internal creative team that has a single director who will be the gatekeeper. Same for copy.

**Question:** 5.1 PROJECT ORGANIZATION, page 12 - Define your internal approval process.

**Answer:** TBD

**Question:** 5.1 PROJECT ORGANIZATION, page 12 - Do you anticipate changes to your brand guidelines?

**Answer:** No

**Question:** 5.1 PROJECT ORGANIZATION, page 12 - Do you anticipate changes to your content?

**Answer:** Minimal. We will update photo/video where we can.

**Question:** 5.2 TECHNICAL APPROACH, page 12 - Do you have a development code review process (e.g., pull requests) defined with your internal IT teams?

- If yes, how often do they review PRs and deploy and maintain changes.
- Will we be able to chat via Slack, Teams, or another instant messenger process

**Answer:** No Reply

**Question:** 6.2 POST AWARD PROJECT REVIEW MEETINGS, page 13 - Confirm that Post Award Project Review Meetings can be completed virtually.

**Answer:** We find value in in-person meetings, but we are willing to meet virtually.

**Question:** 6.5 ACCEPTANCE OF WORK, page 13 - Will there be a single point of contact to make final decisions/approvals?

**Answer:** No. It will be a joint effort from our Marketing and Creative Directors.

**Question:** Page 9 of the RFP in 4.0 Requirements section says – WCU utilizes Modern Campus as our content management system (CMS), and we are not looking to switch CMS platforms in this website bid request.

- a. Is this RFP only to design UX/UI and then provide HTML?
- b. Who will connect the HTML with Modern Campus?

**Answer:**

- a. Lead audit, stakeholder meetings, strategy, UX/UI, provide HTML
- b. We will do that in-house with assistance from Modern Campus

**Question:** Does the University have a defined budget range for the website redesign project?

- c. Is there a maximum and not to exceed budget for this project?
- d. Do you have a year-one development budget?
- e. How would you like to see budget governance and transparency managed throughout the project?
- f. Are there specific reporting or approval processes required for budget adjustments?
- g. Are there any anticipated ongoing costs (maintenance, licensing fees, etc.) that the vendor should consider in their proposal?
- h. Would you require hosting, dns or ssl services?

**Answer:** See previous reply.

**Question:** What volume of content needs migration?

- i. In regard to the existing website's 51,589 pages (both indexable and non-indexable), is there a plan to migrate all of these pages to the new website? If not, will the page list be reduced or increased? Our goal is only to migrate pages that are necessary. We would like to make a push to get internal focused pages in a new location.
- j. What types of content are involved? Are there complexities such as custom fields, multimedia, or interactive elements that need special consideration? No.
- k. Would you also be looking at the company bidding for the website redesign to also write the content, this usually allows better UX/UI since the designer can control the content and design? Yes.
- l. Could you specify the number and types of custom modules/components you envision needing development? TBD
- m. How many page types or templates do you intend to have on the new website? Note, this is different than asking the number of total pages that you have. Homepage, landing page, variations of interior pages.
- n. Are there examples of functionality or content types these modules should support? TBD

**Answer:** See above.

**Question:** Do you have any third-party tools like Slate, Canvas, HubSpot, Google Tagmanager etc. that need to be integrated?

**Answer:** Slate, 25Live, Google, and Carnegie, Curator, Elfsite,

**Question:** Are there specific elements and standards you wish to see incorporated during the development phase?

**Answer:** No Reply

**Question:** Could you detail the expected challenges or areas of focus during the website launch phase? Are there legacy systems or processes that will need to be managed or phased out?

**Answer:** We expect our launch challenges to revolve around the vast nature of a university and pulling together all of the parties that need to be involved. We aim to establish a strong launch plan with communication standards to keep everyone aligned.

**Question:** Are there particular functionalities, modules, or components you anticipate needing more support after launch?

- a. How can we structure the post-launch support to best address these areas?

**Answer:** TBD

**Question:** What are WCU's expectations for the project management approach? Are there preferred methodologies (e.g., Agile, Waterfall) or tools (e.g., project management software) you wish the development team to use?

**Answer:** We do not currently have any tools that we would prefer to utilize.

**Question:** What is the University's plan for ongoing content creation and management after the website launch?

**Answer:** We currently have 222 site editors that have access to pages in their area of focus. All page edits flow through a single approver before being published. We would like to explore a different way to manage this process to limit new pages and content being stood up. We are currently looking into policy and new systems to implement.

**Question:** Will there be any opportunities for ongoing SEO (Search Engine Optimization) services beyond the initial launch?

**Answer:** Not at this time. This service can be discussed.

**Question:** Does WCU have any analytics tools currently in place to track website traffic and user behavior? If yes which ones?

**Answer:** Google Analytics

**Question:** On what server infrastructure is the new website design to be launched?

**Answer:** Windows IIS virtual servers running on VMware behind F5 BigIP Load balancers

**Question:** Does the university have a standard methodology they prefer for the testing?

**Answer:** No.

**Question:** Can you share the current sitemap or navigational structure of the website and approximate number of screens?

**Answer:** We are currently working on a site map and can supply at a later date.

**Question:** How many pages do you need the UX/UI designs to be created for?

**Answer:** See answer below.

**Question:** Does the University have a detailed brand guidelines document?

**Answer:** See above

**Question:** Are there any known pain points or areas of improvement in terms of content organization and accessibility or anything else in general?

**Answer:** We would like a better Faculty/staff directory solution.

**Question:** What are the expected performance benchmarks for the website, particularly in terms of page load times and uptime?

**Answer:** Load time: 2.5 seconds or less. Uptime: 99.999%

**Question:** How will the University measure the success of the website redesign post-launch?

**Answer:** We will be measuring traditional KPI's such as traffic source, session duration, bounce rate, load speed, pages per session, conversions, and goal/event completions.

**Question:** When (what date) do you envision launching the new website?

**Answer:** 1<sup>st</sup> Quarter 2025.

**Question:** Are there any specific technology stacks or development platforms the University prefers for the website redesign?

**Answer:** Modern Campus

**Question:** Can the University provide more detailed information on the specific functionalities and features they wish to see on the redesigned website?

**Answer:** We want the main focus to be on creating a site that offers a user experience that is direct and efficient. We are open to discussing features that will help us achieve this goal.

**Question:** How does the University plan to involve various stakeholders (faculty, staff, students, prospective students, and their families) in the website redesign process?

**Answer:** We envision the redesign project starting with a site audit and stakeholder conversations to get everyone on the same page with the site's core purpose. We would prefer the chosen vendor to lead these conversations to assist with buy-in.

**Question:** What is the process for collecting and incorporating feedback from these stakeholders into the redesign?

**Answer:** We envision a survey of some type going out to stakeholders for our internal team and vendor to work through finding common themes and trends.

**Question:** Is any travel be expected over the course of this project? If so, how much approximately?

**Answer:** It would be beneficial to have an in-person kickoff meeting and potentially in-person for some of the stakeholder meetings. Virtual meetings are acceptable.

**Question:** What specific areas of the current website do you identify as needing enhancements based on analytics or user feedback, especially concerning navigation and overall user experience? Given the objectives to elevate user engagement and conversion rates, insights into user journey pain points, such as cumbersome navigation paths, unclear call-to-action buttons, or slow page load times, would be invaluable. Moreover, are there known segments within your target audience, like prospective students or international applicants, who face challenges or have expressed specific needs that our redesign efforts should prioritize?

**Answer:** We receive feedback that the site is difficult to navigate on a regular basis. Our current team is new to positions and is fully aware of this issue. We find ourselves

discussing duplicate content, unnecessary pages, and difficult navigation. A lot of these issues stem from how we manage the site, and we are exploring a new solution.

**Question:** What specific enhancements or new capabilities are you seeking in tools for tracking user flow from prospect to inquiry within the redesigned website? Given the critical role of such analytics in shaping user experience and optimizing engagement strategies, it's essential to assess whether WCU aims to extend the functionality of existing platforms like Google Analytics, CRM integrations, or is considering the adoption of advanced tools offering deeper insights into user behavior, such as heat mapping or conversion funnel analysis.

**Answer: TBD**

**Question:** What specific content or features have effectively engaged prospective students and their families on WCU's current site, and where do you see opportunities for enhancement? Considering the pivotal significance of content like program details, WCU Family Tips, and financial aid information in influencing their decision-making process, identifying the most impactful elements is key. For instance, have interactive campus maps, FAQ sections for new students, or personalized content based on visitor interests driven significant engagement? Furthermore, are there areas WCU aims to improve, such as streamlining application information or offering more dynamic content like virtual tours or student success stories, to enrich the prospective student's journey on the website?

**Answer:** The short answer to this is, yes. We want to explore all areas to streamline our prospective student experience. A stakeholder conversation with admissions will help us dial in the specifics.

**Question:** Could you provide insights on design elements or UI features deemed critical for inclusion in the new site templates, influenced by user feedback or site analytics? For example, are streamlined navigation paths, engaging visual storytelling elements (such as video backgrounds or interactive infographics), or specific accessibility features (like text resizing or keyboard navigation shortcuts) among the priorities? Moreover, insights into any analytics-driven decisions—such as high engagement areas needing emphasis or underperforming sections that require rethinking—would be valuable.

**Answer:** Our largest focus areas are streamlined navigation and central points for information. We currently have scattered information with multiple ways to get there. We would like to see very tight navigation paths and condensed information.

**Question:** Could WCU describe its current process for ensuring and reviewing website accessibility compliance, particularly in relation to WCAG 2.2 standards, and outline how this process might be integrated or enhanced with the new website such as whether WCU conducts regular accessibility audits, engages with user groups for feedback, or utilizes specific tools for monitoring compliance will inform our approach to embedding accessibility review mechanisms within the CMS? Moreover, knowing WCU's expectations for maintaining compliance as web standards evolve, such as training for content creators on accessibility best practices or automated compliance checks during content publication, will be pivotal in ensuring the redesigned site not only meets but remains at the forefront of accessibility standards.

**Answer:** ModernCampus cms provides a scan for WCAG 2.2 compliance.

**Question:** Section 5.0 pages 11-12 - Please list all integrations with other websites or applications.

**Answer:** None

**Question:** Section 5.0 pages 11-12 - Please elaborate on each of the in scope systems that the chosen vendor would integrate to so that we can confirm how this will impact upon our scope of work?

**Answer:** TBD

**Question:** Section 5.0 pages 11-12 - Will this scope include any subdomains of the main site? or other URLs?

**Answer:** No, [www.wcu.edu](http://www.wcu.edu) is the only domain in the scope.

**Question:** Section 5.0 pages 11-12 - Is content creation in any form expected to be in scope for this project? (e.g. copywriting, videography, photography). If yes, please specify.

**Answer:** Copywriting is in the scope.

**Question:** Section 5.0 pages 11-12 - Is content strategy in scope for this project (e.g. SEO, meta descriptions, heading structures, on-page content strategy). If yes, please define expectation.

**Answer:** Yes

**Question:** Section 5.0 pages 11-12 - Who on the client team will ultimately be responsible for the creation of new content and the consolidation/editing of existing content?

**Answer:** Marketing Director and Communications Manager

**Question:** Section 5.0 pages 11-12 - Is the School currently using any automated tools (Siteimprove, etc.) to scan the website for accessibility compliance and issues?

**Answer:** We have such a tool available through the ModernCampus cms.

**Question:** Section 5.0 pages 11-12 - How large is the CMS user base (i.e. number of users)?

**Answer:** 200+ (10 admin level and the rest are editor level)

**Question:** Section 5.0 pages 11-12 - How large is the current site (total number of pages and files)?

**Answer:** 6000+ pages. Number of files 56,000+

**Question:** Section 5.0 pages 11-12 - Is content migration in scope for this project?

**Answer:** Migration is not in the scope for this project.

**Question:** Section 5.0 pages 11-12 - If yes, approximately how many levels or pages are anticipated to be in scope for the migration (e.g. only top level pages, all first and second level pages, top level plus department pages, the 500 most used pages, all existing web pages, etc.)

**Answer:** N/A

**Question:** Section 5.0 pages 11-12 - How many templates does the School anticipate to be in scope for this project?

**Answer:** 5-10

**Question:** Section 5.0 pages 11-12 - Standard template examples include the homepage template, course listing page template, course detail page template, landing page template, and one or two flexible general interior page templates.

**Answer:** Agreed

**Question:** Section 5.0 pages 11-12 - If the design of a new campus map is required by this scope then can the School please clarify the specific expectations for said deliverables? Further, please specify if any underlying assets (e.g. photography, illustrations, etc.) will be provided to the chosen vendor.

**Answer:** No map design needed.

**Question:** Section 5.0 pages 11-12 - How will events be managed? Has an event calendar module been selected? If so, will the vendor be responsible for integrating this into the new site?

**Answer:** We intend to use the same calendar module that's in use now.

**Question:** Section 5.0 pages 11-12 - Should vendors include pricing for videography, photography in the production costs of their bid?

**Answer:** No

**Question:** Section 5.0 pages 11-12 - Does the School have branding guidelines that the vendor will be following throughout the process? Additionally, are any branding or marketing campaigns underway that the vendor should be made aware of? If yes, can a timeline of this campaign be shared? This will impact upon our design timeline.

**Answer:** Yes, branding guidelines will be provided. There are no branding or marketing campaigns ongoing.

**Question:** Section 4.0, Page 9 - Besides the cover letter and required forms, is this the extent of the proposal instructions:

- An overview of your company and experience with similar projects.
- A detailed project plan outlining your approach to the website redesign.
- A portfolio of past work, particularly in the education sector.
- A proposed timeline and milestones for project completion.
- A breakdown of costs and pricing options.

**Answer:** Yes

**Question:** Section 5.1, page 12 - What is required by Section 5.1 ? ("Vendor shall describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.")

**Answer:** **Vendor is to identify the staff that will be working on the project and what their duties will be.**

**Question:** Section 2.7, page 6 - Can you please explain specifically how the pricing proposal should be formatted? Or, rather, are there no firm formatting requirements?

**Answer:** **Section 2.7 refers to the items that should be included in the submitted proposal. The formatting of the pricing proposal will be up to the vendor.**

**Question:** Section 4.1, page 10 - What is the approximate budget for this project?

**Answer:** See previous reply.

**Question:** Section 5.0 pages 11-12 - What is the timeline for this project (e.g. work is expected to kick off on what date, the website is expected to launch on what date?)

**Answer:** We're looking for a first-half 2025 launch (Jan – May 2025)

**Question:** Section 5.0, pages 11, 12 - What is your current Modern Campus CMS version?

**Answer:** Modern Campus Version: 2024.1.01

**Question:** Section 5.0, pages 11, 12 - Where can we find or can you provide your branding guidelines?

**Answer:** Brand Guidelines: <https://www.wcu.edu/discover/communications-and-marketing/wcu-brand/brand-assets/index.aspx>

**Question:** Section 5.0, pages 11, 12 - Are there any particular features which you are lacking in your current site that you would like to see in the new version?

**Answer:** Features we would like to explore: Catalog integration, faculty/staff directory (if available), Personalization, Career Pathways (Modern Campus)

**Question:** Section 5.0, pages 11, 12 - What will the most effective or preferred way to deliver site management & update training to your staff?

**Answer:** Training: Online or in-person training.

**Question:** 4.0 Requirements, Page 9 -Per the RFP, “\*WCU utilizes Modern Campus as our content management system (CMS), and we are not looking to switch CMS platforms in this website bid request.”

We usually partner with Modern Campus on implementations of their CMS. Our work focuses on Discovery through Front End Development phases, and Modern Campus performs CMS Implementation, Back End Development, and Launch phases.

For this project, can our proposal outline in detail just our part of the work and simply note where Modern Campus would perform work without representing their processes in detail within our proposal?

**Answer:** Yes

**Question:** 4.1 Pricing, Page 10 - Modern Campus will be responsible for CMS implementation on this project. Are we required to include their costs within our proposal?

**Answer:** You can leave off their cost.

**Question:** 4.1 Pricing, Page 10 - Can we include just our own costs in the pricing, with Modern Campus submitting their pricing separately?

**Answer:** Yes

**Question:** 4.1 Pricing, Page 10 - No budget information is shared in the RFP. Has a budget been allocated for this project? If so, can you provide us with any budget guidance?

**Answer:** See previously reply.

**Question:** 5.0 Specifications and Scope of Work, Page 11 - Per the RFP: “The selected vendor will be responsible for designing, developing, and migrating to the new site.” In projects such as this, Modern Campus migrates content within their CMS, not another Vendor.

We would like to clarify if it is acceptable to Western Carolina that we would not be responsible for migration of content since Modern Campus would be performing this activity?

**Answer:** It is acceptable for you not to be responsible for content migration.

**Question:** 5.0 Specifications and Scope of Work, Page 11 - No specific requirements for launch are listed in the RFP. Do you have a target launch date for the new site in mind?

**Answer:** We would like to be live at the start of 2025 knowing that there might be pieces that we are still working on.

**Question:** 5.0 Specifications and Scope of Work, Page 11 - How much copyediting do you anticipate will be required for this project?

**Answer:** We have an internal copy team, but we will rely on the vendor to make copy suggestions and minimal writing.

**Question:** 5.0 Specifications and Scope of Work, Page 11 - Is the website currently using any specific third-party applications platforms for any required features that will need to be integrated into the new website (i.e. calendar, events, directory, etc.)?

**Answer:** Yes, Slate, Engage, Elfsite, Curator, the Modern Campus (OU) search appliance.

**Question:** 5.0 Specifications and Scope of Work, Page 11 - Are you using a CRM to track and engage with individual prospective students from website visit through to application and enrollment? If yes, what CRM is being used?

**Answer:** Slate

**Question:** 5.0 Specifications and Scope of Work, Page 11 - What audiences are you prioritizing for this website? E.g. traditional undergraduates, adult learners, out-of-state, etc.

**Answer:** Undergrad, Grad, Out-of-state, faculty/staff (would like to minimize, and community members

**Question:** 5.0 Specifications and Scope of Work, Page 11 - Is there any existing audience/website user research available that might contribute to the success of this project?

**Answer:** User data is not currently available, but we aim to make that available at a later date.

2. Check **ONLY** one of the following categories and return one properly executed copy of this addendum prior to bid opening time and date.

- Bid has already been mailed. Changes resulting from this addendum are as follows:
- Bid has already been mailed. **NO CHANGES** resulted from this addendum.
- Bid has **NOT** been mailed and **ANY CHANGES** resulting from this addendum are included in our bid.

Execute Addendum:

BIDDER: \_\_\_\_\_

ADDRESS (CITY & STATE): \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME and TITLE: \_\_\_\_\_

BID NO. \_\_\_\_\_  
WESTERN CAROLINA UNIVERSITY  
PURCHASING DEPARTMENT  
301 H.F. ROBINSON BUILDING  
CULLOWHEE, NC 28723