RFP SU-061515
Vendor Questions and College Responses

1. Is the chosen agency going to re-design the events front page? E.g.: http://25livepub.collegenet.com/calendars/Purchase_Eventsfrontpage?trumbaEmbed=eventid%3D162933370%26view%3Devent%26-childview%3D

   ANSWER: No. S25 – and that basic events page format - will remain.

2. Since the Events and News pages under Community are broken (http://www.purchase.edu/community/), is there any way we can take a look at these pages?
   ANSWER: Yes, they are public (link is broken).

3. The College Experience page is created by Flash, is the chosen agency going to re-design that part as well? http://www.purchase.edu/Departments/Admissions/Visit/#media[gallery1]/0/

   ANSWER: YES.

4. "Development of three optional visual design themes with templates for homepage, subpage, school/department splash pages, including mobile versions of each" - Does this mean the first round of design presentations need to include 3 options of all these pages with the mobile version but not just homepage?

   ANSWER: Yes. As Outlined in the RFP (AORFP)

5. "Development of wireframes, prototypes, site subsections", how deep level and how many pages will chosen agency need to create in wireframes and prototypes?

   ANSWER: Approximately 100 pages AORFP

6. Is Purchase University going to provide all image assets or chosen agency needs to provide art direction and image recommendation? Can stock photos be used?

   ANSWER: Yes, Purchase COLLEGE will provide access to our expansive digital asset library, and will accommodate reasonable requests for further photography and media outside of RFP.

7. Is Purchase University looking to have the chosen agency re-design their Library site since it doesn't have a responsive layout? E.g.: http://purchase.libguides.com/databases

   ANSWER: Yes – BUT - Landing Page Only. NOT the Databases or other sub-pages driven by library systems.

Development:

1. Please provide high level information and architecture of the current site – Database, Web Server, Programming Language/CMS

   ANSWER: Home-Grown 15-year-old CMS. MS-SQL Database. Windows IIS. MS-ASP code.

2. Does the new CMS need to be Open Source or a Paid solution?

   ANSWER: Prefer Open Source, Open to reasonable recommendations.

3. Server environment preference – Linux or Windows?
   ANSWER: Open to reasonable recommendations.

4. **Reference Page 12 > Institutional Priorities** - Further clarification needed on management tools for appropriate department-level curation.

   ANSWER: C&CS must maintain control of all news and event materials via approval workflow with edit capability. Departmental pages must include departmental manager approval before being published.

5. **Reference Page 12 > Institutional Priorities** - Will need to further scope out "crowd-sourced content" for curated new, and event promotions system.

   ANSWER: We envision a web form open to the community for submitting crowdsourced content (news, events, other.) Open to all reasonable recommendations.

6. **Reference Page 13 > Under Technology** - Allow secure areas of the site for intranet use – does this imply secure use for Purchase Staff only? Or will this system be available to Students?

   ANSWER: Intranet = Requires Login by anyone with college credentials (Staff, Faculty, Students).

1. What is the budget/budget range for this project?

   ANSWER: Budget will be the total contract amount.

2. Is this a fixed fee project or a time and materials with a cost not to exceed type project?

   ANSWER: Proposers are free to submit the best cost proposal to suit the project.

3. Is is permissible for the selected vendor to work outside the state of New York?

ANSWER: Yes

4. If so, will there be any on-site meetings that the vendor will be required to attend? If yes, how many?

   ANSWER: Several on-site activities are specified AORFP.

5. How many firms have expressed interest in this RFP?

   ANSWER: Exact number not available at this time.

6. Does the college have a Window Active Directory infrastructure for use with the desired intranet functionality?

   ANSWER: Yes.

7. Will the college be hosting this new website?

   ANSWER: YES

8. If so, are there any specific technologies that we would be limited to in our recommendation of a new CMS?

   ANSWER: Sustainable Technology – at least 5 years.

9. If not, is a recommendation for hosting considered in the scope and budget of this RFP?

   ANSWER: No.

10. If hosting is an element of this project, is on-going support and maintenance required as well?

    ANSWER: Hosting is not an element AORFP.

11. Is there a CMS in use today? If so, what is it? If not, what web development framework does the site run on today?

    ANSWER: Home grown CMS.

12. Will existing content be migrated from the existing site to the new site? If so, who will be responsible for that - the college or the vendor?

    ANSWER: Yes, AORFP. Vendor is expected to develop, edit and create 100 top level pages. College will do the remainder. See P. 13, phase IV, #1 AORFP.

13. Are there any integrations required to external systems required in the new site? If so, please list and explain their basic functionality.

ANSWER: Series25 Calendar Spuds, XML Catalog content from 3rd party vendor system (approx. 400 pages.)

14. Are any ecommerce functions required on the new site?

ANSWER: No.

15. Approximately how many people will require training under the scope of this contract?

ANSWER: APPROXIMATELY FIVE AORFP

16. Is remote training acceptable?

ANSWER: YES

17. Will the college be providing graphic design elements for the new site (logos, color palletes, etc.), or will it be the responsibility of the vendor to develop these under the scope of this contract?

ANSWER: Yes. Elements of basic Visual Identity will be provided. Design, color palettes, is vendor responsibility.

A. Questions for Page=12, Section="A. Introduction", Paragraph=1
 * Briefly describe staff count and assignments of the current Purchase website team

   ANSWER: C&CS has a staff of One devoted to web support.
 * Is the project to be done on-site or can be done off-site?

   ANSWER: AORFP.
 * Are foreign nationals allowed as part of the project team?

   ANSWER: **Purchase College is a public institution, Vendors conducting business with the College are required to be in compliance with all US and NYS labor laws.**

B. Questions for Page=12, Section="C. Scope/Institutional Priorities", Bullet=1
 * What do you like/dislike most about your current website?

   ANSWER: See Discovery phase.

C. Questions for Page=12, Section="C. Scope/Institutional Priorities", Bullet=4
 * What are your "must haves" vs. "nice to haves" from your current ~2600 pages?

ANSWER: See Discovery phase.

- Please elaborate re "Train-the-Trainer model – JP, WR, BJ,.."
  ANSWER: Vendor trains small group of College Staff, who will then train others.

D. Questions for Page=12, Section="D. Project Phases and Approximate Timeline", Phase 1: Discovery, with respect to the <u>current</u> system
- What are the technology/platform/CMS?
  Answered above.
- What are the database and access mechanism?
  Answered above.

- What are the third party tracking scripts, if any?
  ANSWER: Google Analytics
- What are backup policy and practices?
  ANSWER: Nightly
- What are the version control and bug tracking systems in use?
  ANSWER: None, but See RFP Requirements.
- How is the current system tested?
  ANSWER: Development, Staging, and Production systems exist today.
- Will you host your new site on existing server? If not, what is the plan?
  ANSWER: Answered above.
- Aside from look-and-feel, what are the known issues regarding
  - Navigation
  - Web content asset management
  - System capacity, performance, and reliability
  - Other findings, observations, and user inputs

  ANSWER: See Discovery phase.

E. Questions for Page=13, Section="Technology"
- What are the requirements for additional system integrations and system compatibilities?

ANSWER: Series 25 Scheduling Spuds, XML output from approximately 400 College Catalog pages.

1. What do the "JP, WR, BJ, DB, KL…" acronyms refer to in the "Institutional Priorities" section?

ANSWER: Those are Staff initials.

2. Does the site rebuild include subdomain and external sites that are integrated into the current site? For example recruiter.purchase.edu, http://www.meetmycollege.com/.

   ANSWER: Recruiter will remain as is (3rd party vendor). Experience Purchase (RealViewTV) and MeetMyCollege – and all other 3rd party micro-sites - are to be re-assessed in discovery phase.

3. Our expectation is that Apply online, admission portal, functionality will be rebuilt and rebranded in the new site. Will the existing backend supporting these features remain the same or is the expectation that this will be rebuilt as well.

   ANSWER: The College uses links to CommonApp and SUNYApp – those pages are out of scope.

4. Are there Open CMS that you are already using, familiar with or prefer?

   ANSWER: We currently use both Wordpress and Drupal.

5. Is there defined budget and have funds already been allocated?
   a. If so what is the defined budget?

   ANSWER: Budget will be the total contract amount

6. Did a third a party assist in the creation of this RFP and are they invited to respond?

   ANSWER: The RFP was developed by the College.

7. Can you further clarify your expectation for division of responsibility between your company and the responding vendor regarding content creation, visual assets, content integration and content entry?

   ANSWER: We expect the vendor to develop, compose content and components for approximately 100 top-level pages, AORFP.

8. How many users and administrators will participate in training sessions?

   ANSWER: Training will be provided for a small group.

9. How many content authors are expected to use the CMS? Are they divided by type of content that they provide?

   ANSWER: The college has about 100+ departments.

10. Should proposal include hosting/infrastructure price? If there is dedicated infrastructure can you share what are the hardware and software specification?

ANSWER: No, the College will host the site.

11. Should proposal include long term site support?

ANSWER: No.

12. What are your expected sources of crowdsourced content? Do you expect to be integrating 3rd party content or do you expect this content will be enter via your site and curated in your CMS by internal editors/managers?

ANSWER: The Campus Community will originate the content. Open to Recommendations regarding collecting and curating this content.

13. The links to the forms in Part I Section R (State Finance Law §§ 139-j and 139-k) that need to be filled out aren't working. Please provide an updated link.

ANSWER: **links were tested and found to be working, they have also been provided in this addendum document.**

(In order to help clarify this Question a revised Attachment 1 form has been issued and is included as part of this this addendum).
Documents that must to be submitted with the proposal:
    1. Attachment 1-Bid Proposer Submission Information
    2. Attachment 2- Encouraging Use of New York State Businesses in Contract Performance form
    3. Proposal
    4. MWBE Form 107 – MWBE Utilization Plan
        http://www.suny.edu/sunypp/lookup.cfm?lookup_id=618

The following documents must be provided within 7 (seven) calendar days of College request. (DO NOT have to be submitted with the Proposal).
    1. MWBE Form 104 – Contractor's EEO Policy Statement
        http://www.suny.edu/sunypp/lookup.cfm?lookup_id=615
    2. MWBE Form 108 – EEO Staffing Plan
        http://www.suny.edu/sunypp/lookup.cfm?lookup_id=621
    3. Vendor Responsibility Questionnaire
        http://www.osc.state.ny.us/vendrep/documents/questionnaire/ac3290s.pdf
    4. Contractor Certification form ST-220-CA
        http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf
    5. Proof of Insurance:
    a) Workers Compensation, form C-105.2
    b) Disability Benefits, form DB-120.1

14. Part I Section S (Consultant Disclosure Legislation) appears to only be filled out if we win the RFP. Please confirm.

ANSWER: **Yes**

15. Part I Section T (Diesel Emissions Reduction Act of 2006 (the "Act")) doesn't seem applicable to the services we provide. Please confirm if it applies to us or if we may disregard.

ANSWER: **N/A**

16. Per Part 1 Section W, "The following items will be incorporated into, and made part of, the formal agreement: (1) Purchase College's RFP; (2) the Successful Offerer's Proposal; (3) Exhibit A, Standard Contract Clauses; (4) Exhibit A-1, Affirmative Action Clauses; and (5) Offeror's Disclosure Forms." Are we also able to negotiate additional terms into the final agreement if we win the RFP that are not covered by these terms (such as acceptance, limit of liability, etc…)?

ANSWER: **Yes**

17. Are any of the terms in Exhibit A, Standard Contract Clauses and (4) Exhibit A-1, Affirmative Action Clauses negotiable?

ANSWER: No.

18. Please confirm your termination rights as stated in Part I Section X bullets 1 and 13. Does 90 days apply to all of your rights for termination not related to breach?

ANSWER: **Yes**

19. Earlier in the document it reads as if the forms stated in Part I Section X bullet 26 needs to be submitted with our proposal. Please confirm that we do not have to submit these forms unless explicitly asked after submission of our initial response.

ANSWER: **Yes**

20. Do you have restrictions regarding what types of licenses are allowable with regard to the Open Source CMS that is ultimately selected?

ANSWER: Open to Recommendation, prefer GNU GPL.

21. Part II, Section D, Phase 2, point 3. — Please clarify the level of detail and functionality expected in the prototypes. Are there technologies or software services that you have used or prefer? (e.g. Axshare, Invision, etc.) Or do you expect the vendor to propose a recommendation?

ANSWER: Open to Recommendation

22. Part II, Section D, Phase 2, point 4 — Is there a brand or style guide we should follow? Who are the decision makers and what is the process for approving visual design themes?

ANSWER: Elements of basic Visual Identity will be provided. Design, color palettes, is vendor responsibility. RFP Team will review, share as necessary, provide feedback, and final approval.

23. Part II, Section D, Phase 3, point 1 — What kind of testing do you envision for prototypes?

ANSWER: Basic functionality and usability testing across mobile and desktop platforms.

24. Part II, Section D, Phase 3, point 4 — How many testers are expected for the usability test and what is the stimuli? (e.g. Visual composites, Prototype, QA Build, etc.) What materials are expected from the user testing (e.g. Written analysis, video or screen capture, etc.) Or do you expect the vendor to propose a recommendation?

ANSWER: Small group of testers will test the prototypes. Open to recommendation on output materials from testing.

Page 12, Section C, Bullet 6:
Does this mean that certain content, not just admin features, will only be available with authentication?

ANSWER: Yes.

Page 12, Section D, Phase 2:
We would propose to re-order certain items in phase 2. Is this ok? Specifically, no prototyping will begin until design theme is selected and approved.

ANSWER: Open to recommendations.

Page 13, Section D, Phase 3, Item 3:
Is the development of graphic standards guidelines solely for website use, or all college branding guides?

ANSWER: Web Only.

Page 13, Section D, Phase 3, Item 4:
1. Would the College be defining/providing prospective students? Getting access to minors for testing could be complicated – legally. We have discussed this with usertesting.com before.

ANSWER: College will provide usability testers on-site.

2. Who is responsible for writing, administering and review/analysis of the test results?

ANSWER: Open to recommendations.

Page 13, Section D, Technology, Item 2:
1. What level of access is expected for secure areas? What sort of functionality (beyond basic page content) would be expected here?

ANSWER: College Credentials are required.

2. Will you need a Secure Sockets Layer (SSL)?

ANSWER: College provides certificates where appropriate.

Page 13, Section D, Technology, Item 4:
1. Please elaborate on integration with college credentials. What sort of authentication is expected? If the new CMS must support authentication through some other system, what is that system?

   ANSWER: Active Directory.

2. Will the selected vendor be hosting the website and/or email?

   ANSWER: Web site will be hosted by the College.

3. Where will the crowdsourced news and events data come from? Should this be a public submission form where anyone can submit something to the events system for approval?

ANSWER: Answered Above.

Questions for page 12:

Can you provide a budget guideline or cap for this RFP's scope of work?

ANSWER: Budget will be the total contract amount

In supporting events, performances, guest appearances and student activities, will the site need to manage purchasing and/or ticketing (e-commerce) for the public or school community.

ANSWER: No e-commerce solutions are expected.

Will there be re-branding of social media properties included in the scope of this project?

ANSWER: No.

Page 13 Technology/Hosting environment questions:

What access will the developers be provided to the onsite environment?

ANSWER: VmWare Terminal Server host workstations can be accessed on or off campus.

Will SP be providing a development environment for the project as well?

ANSWER: We have a SharePoint (SP) Development server.

Does SP have a source control solution available for development and post launch? If not, will a code repository need to be available to SP after the fulfillment of the scope and contract?

ANSWER: SP does have source control. Open to Suggestions.

Re: Permissions, will SP be responsible for any additions or updates to Active Directory needed for integration?

Will the website be residing in SP's DMZ?

ANSWER: Open to Suggestions.

On page 12, under Institutional Priorities, what are the initials in the 4th bullet in parentheses?

ANSWER: Staff Initials.

What is the history of your current site? What has worked well? What hasn't?

ANSWER: See Discovery Phase.

Do you intend to have academic and administrative departments managing their own parts of the website?

ANSWER: Yes.

If so, what sort of oversight, if any, will there be at the College level? Is it your expectation that they would develop their content according to any sort of content plan, or that they would just do whatever they think is best and ask for review?

ANSWER: Workflow to departmental managers, AORFP.

Do you have analytics in place on all aspects of your website now, including the online application? Are these integrated into one Google Analytics account or distributed across different analytics tools?

ANSWER: One Google Analytics Account.

Regarding page 13, Technology section, #6: If you crowd-source news, will you have anyone in the role of managing editor to ensure consistent quality and style?

ANSWER: Answered Above.

Regarding page 12, Phase 1, #1: What sort of research has been done to date by Media Logic, Stamats and PostMKTG? Can you describe the methods and tools used, if not the results?

ANSWER: That will be covered in the Discovery Phase.

What is the composition of your in-house team responsible for the website?

ANSWER: Temporarily we have one full time staff member.

How would you envision the selected partner working with these people during the project?
- Who will be involved in the approval process for deliverables, and how will that work?

- Would we need to coordinate our work with other vendors or agencies?

Would you want us to work with individual departments on campus (like Financial Aid or Admissions) to determine their needs and develop their sections of the site?

In your RFP you indicated the institutional priorities for the site. Do you have any specific measurable goals that the website needs to accomplish?

Do you have any thoughts at this point about how to track them?

Regarding page 12, Phase 2, #4: Will we be starting with a clean slate, or working within established graphic standards?

Which secondary landing pages/sections need extra design attention, in your view? Examples might include Prospective Students, About Us, or Academic Programs.

Are there any special content features like interactive tours that you would like us to create?

What parts of the site will have some sort of form or dynamic element that the user can do beyond reading? Examples could include calendars, visiting day signup, admitted students communities, etc.

- Will any third-party tools be used to provide these features?

Regarding page 13, Technology section, #2: Would the planning and development of the intranet be part of this project? Or are you just looking for a CMS that has that capability?

ANSWER: No.

- If development of an intranet is in scope, describe how you envision the intranet working.

  ANSWER: Not in Scope.

Do you have resources to migrate content from the current site to the new site, or is this something you need a partner to do? If so, how many pages will your web partner need to migrate?

ANSWER: Minimal Resources. AORFP.

What requirements do you have for hosting, servers etc? Are you open to hosting with a cloud provider?

ANSWER: College will host the site.

What other web sites do you like that are similar in purpose or functionality to your site?

ANSWER: To be covered in Discovery Phase.

Has a budget been set internally for this project? Or are you planning to set the budget based on the proposals received?

ANSWER: Budget will be the contract amount

If a budget has been set already, can you provide any budget guidance?

ANSWER: Budget will be the contract amount

If you are not able to give budgetary guidance, can you tell us whether SUNY Purchase able to consider proposals in excess of $250,000?
ANSWER: yes

Should we include a proposal for ongoing support of the website past launch?
ANSWER: No.

1. In the technology section of the RFP, it says you would like to "allow secure areas of the site for intranet use." I understand you have an existing intranet at Purchase College. Can

you identify the extent of the intranet functionality of this site and how that area might differ from any existing intranet either now or in the future?

ANSWER: Intranet is out of Scope. Links pointing to Intranet are in scope.

2. As outlined in the technology section of the RFP, our team will be recommending we deploy a custom open-source content management solution. How does Purchase intend to host the new site and are you receptive to a hosting solution from the winning team? We are an AWS (Amazon Web Services) partner and can provide with it the industry's best in security, speed, and scalability from a hosting standpoint. Is Purchase College open to the teams including a hosting/O&M recommendation along with pricing options as part of the proposal?

ANSWER: Answered above.

1. On page 12, Part 2, C, it says, *"Enhance prospective student experience by improving navigation to key functions (apply online, admissions portal, etc.)"*. To confirm, is designing and rebuilding the application process and admissions portal part of the scope of work?

ANSWER: No. Answered Above.

2. On page 12, Part 2, C, would crowd-sourced news and events content be done through a general public submission process and approval queue for site administrators?

ANSWER: Yes.

3. On page 13, Par 2, D, under "Technology", what types of intranet content will need to be supported?

ANSWER: Intranet sites are out of scope. Links to Intranet are in-scope.

4. Page 12; PART II; D; Phase 2; #4
5. ☐   For the frontend, do you require design mockups for more than 3 media queries/screen resolutions/device types?

ANSWER: AORFP.

6. ☐   In the design phase, will you require design composites of the admin interface?

ANSWER: Yes.

Page 12; PART II; C; Bullet Point 6
1. ☐   Can we receive a complete list of 3rd party software being used, and the function of each? (CourseLeaf, myHeliotrope, etc..)

Page 13; PART II; F; #7; Bullet Point 3

2. ☐ Can you confirm that the hosting environment is Linux based and if so, is it running Apache or nginx? Are there any limitations on the web server itself that we need to be aware of? Can we receive an entire server specification document? Will the vendor have access to the server for installations, etc.?

Page 13; PART II; Phase 4; #4

3. ☐ In addition to on-site training, and possible AV recording, do you also require hardcopy documentation for training purposes?

Page 13; PART II; F; Phase 4; #1

4. ☐ Is the content on the current site stored in one or more databases? If so, what types of databases are being used?

On crowd-sourced content (last bullet point under institutional priorities) - how do you imagine this working? Who's the 'crowd' and who will be administrating the content? How would crowd-sourced news and events work? [Part II, Section C, Page 12]

Can you elaborate on your mention of 'event promotion system?' [Part II, Section C, Page 12]

You mentioned that discovery included review of research to date. Have you engaged any other agencies to help you with the brand positioning or site research so far? [Part II, Section D, Page 12]

What's your current CMS platform? Do you have any desire to stick with what you know? [Part II, Section D, Page 13]

You mention the use of Intranet for secure areas of your site. What would be the main purpose and goals of these secure areas? What are some of your expectations for use and security of these areas? [Part II, Section D, Page 13]

ANSWER: Answered Above.

Should we include content loading and any content migration from the old site to the new in our budget, or do you anticipate doing most of this work? This would include support and production work to populate the new site with all content.

ANSWER: Vendor is responsible for development, composition and integration of approximately 100 top-level pages.

What do you feel like is serving you least about your current site?

ANSWER: To be covered in Discovery Phase.

What integrations do we need to budget for? Do you have a CRM? Mailing service? etc?

ANSWER: S25 and consuming XML pages are the only integrations.

Do you have a general sense of budget for this website redesign? Knowing the range of budget helps us to design the best solution possible for projects like this.

ANSWER: Budget will be the contract amount

1. Looking at the events calendar, it is using asp.net; As we do not support asp.net, is the events calendar available in PHP using the same underlying system and data?

ANSWER: S25 is here to stay. See Discovery Phase.

2. Will the new website be hosted internally by Purchase College? If yes, please provide an overview of the hosting server environment that would be available (e.g. Linux or Windows server, which versions of PHP and MySQL, etc.).

ANSWER: Yes.

3. Will the new website include all pages from the current website (http://www.purchase.edu/)? (there are over 11,000 pages indexed by Google) Does this also include redesigning and development the subdomains (e.g. psga.purchase.edu , https://drupalsites.purchase.edu/tltc/)?

ANSWER: No, and no to subdomains.

Which sections of the website do you consider to be "public" (e.g. this appears to be a student account management page, and is this considered a public facing page: https://www.purchase.edu/passwordreset/default.aspx)? We need to know this so that we can determine the size and scope of the website design and development needs.

ANSWER: Any page not requiring log-in is considered public, including the example above.

5. Are there new sections or pages you would like to see on the new website? If yes, please list/explain.

ANSWER: See Discovery Phase.

6. The new website will be built on an open-source Content Management System (specifically: WordPress). Who will be responsible for updating CMS core code and the plug-ins on the new website?

 ANSWER: The College will maintain whatever CMS we end up using for the public web site.

7. Does the college have any existing third-party plugins/systems/software that will need to be integrated into the new website? If yes, please provide a list of the plugins/systems/software.

 ANSWER: Answered Above.

Will this project require the development of any password-protected areas on the website? If yes, please list and explain; will this need to integrate with a separate system, or is this something that will be developed to replace the existing system?

ANSWER: No.

9. Do you have a target deadline for launching the new website? Do you have sub-deadlines (e.g. specific project milestones)?

ANSWER: AORFP.

10. Does each Department administer their own section of the current website, or is this managed centrally through the university admin / marketing office, for example? Is it the goal of Purchase College to continue managing the website in that manner with the new website?

ANSWER: Yes, each department manages their pages, and will continue doing so.

Can Purchase College please clarify which documents need to be submitted with the proposal. On page 10 it states Attachment 1, Attachment 2, the vendor's proposal, and MWBE Form 107 – MWBE Utilization Plan.

ANSWER: (In order to help clarify this Question a revised Attachment 1 form has been issued and is included as part of this this addendum).

   Documents that must to be submitted with the proposal:
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   2. Attachment 2- Encouraging Use of New York State Businesses in Contract Performance form
   3. Proposal
   4. MWBE Form 107 – MWBE Utilization Plan
      http://www.suny.edu/sunypp/lookup.cfm?lookup_id=618

The following documents must be provided within 7 (seven) calendar days of College request. (DO NOT have to be submitted with the Proposal).
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      http://www.suny.edu/sunypp/lookup.cfm?lookup_id=615
   2. MWBE Form 108 – EEO Staffing Plan
      http://www.suny.edu/sunypp/lookup.cfm?lookup_id=621
   3. Vendor Responsibility Questionnaire
      http://www.osc.state.ny.us/vendrep/documents/questionnaire/ac3290s.pdf
   4. Contractor Certification form ST-220-CA
      http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf
   5. Proof of Insurance:
   a) Workers Compensation, form C-105.2
   b) Disability Benefits, form DB-120.1
   c) Liability (Comprehensive General Liability and Property Damage; and Automobile Liability and Property Damage)

   6. Form B, Affirmation with respect to State Finance Law §§139-j and 139-k
   http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=283

   7. Form C, Disclosure and Certification with respect to State Finance Law §§139-j and 139-k
   http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=282

   8. Form A – Consultant's Planned Employment. A properly completed Form A, *New York State Consultant Services, Contractor's Planned Employment, From Contract Start Date Through the End of the Contract Term*, AC 3271-S, must be submitted by successful offeror:
   www.osc.state.ny.us/agencies/forms/ac3271s.doc

RFP SU-061515
Design, development and deployment of college website

Page 1 | Section B. Proposal Submission | Part 3

Would the vendors be allowed to email our proposals as to maintain environmentally sustainable practices for Purchase College? Or provide fewer copies that are due?

ANSWER: Hard Copy must be submitted. Can submit a Flash drive along with the hard copies.

Page 11 | Offerors must submit the following | Part 1.

Can Purchase College clarify what they mean by a completed page 7? (Page 7 is additional terms and/or conditions)

ANSWER: Yes.

Page 11 | Offerors must submit the following | Part 1.

For Form A – Consultant's Planned Employment, it is difficult to determine the number of hours until a final scope is determined in the research and discovery phase. Will this Form be held as part of the contract based off of our proposal submission? Or will the Vendor be able to make changes to Form A after the final scope of work is determined?

ANSWER: Changes will be allowed

Page 11 |

Will preference be given to NYS agencies? How much of the weighted score will be given to NYS vendors? Is it worth the time and effort for an out of state vendor to submit?

ANSWER: None.

Page 12 | Scope

Can Purchase please clarify that the redesign is only for purchase.edu?

ANSWER: Yes, only for purchase.edu.

Page 12 | Institutional Priorities

Who will be responsible for content development? (i.e. text, photography, video, etc.)

ANSWER: Answered Above, AORFP.

Page 12 | Institutional Priorities

Who will be responsible for content migration?

ANSWER: After all pages that are outlined in the RFP are designed and developed than we are responsible for the rest of the content migration. AORFP

Page 12 | Institutional Priorities

Can Purchase please clarify Train-the-Trainer model – JP, WR, BJ, DB, KL?

ANSWER: Exactly as it states, the company with train a few select employees who will then become the trainers for the rest of the college.

Page 12 | Institutional Priorities

Are there any 3rd party applications that the vendor should be aware of?

ANSWER: Answered Above. Vimeo, Youtube.

Page 12 | Institutional Priorities

Can Purchase College please clarify what it means by "Homepage that prioritizes the presentation of events and promotions" what deliverables are expected?

ANSWER: News and Events should be highlighted on the home page, along with an Apply button.

Page 12 | Institutional Priorities

How many pages is the current site?

ANSWER: We believe there are about 2,500 pages in the www.purchase.edu public site.

Page 12 | Phase 2: Design, Infrastructure, and Interface

What does Purchase College like about Catalog CMS? What does Purchase College feels could be improved? Has Purchase College researched any CMS to date?

ANSWER: Wordpress, drupal, joomla, sharepoint.

Page 12 | Phase 2: Design, Infrastructure, and Interface

Can Purchase please define the difference between wireframes and prototypes mentioned in section 3.

ANSWER: Wireframes are screen blueprint, a visual guide that represents the skeletal framework of a website created for the purpose of arranging elements to best accomplish a particular purpose.

ANSWER: Prototyping is a quick digital mockup of what the site will look like, there are apps made specifically for this (e.g. Invision)

Page 12 | Phase 2: Design, Infrastructure, and Interface

Just to clarify, the College is looking for 3 visual themes and templates for each of the following – homepage, subpage, and school/department splash pages for each separate theme?

ANSWER: Yes.

Also, would the College prefer a responsive site as opposed to mobile versions of each design?
ANSWER: AORFP.

Would Purchase be open to evaluating 3 design options in 1 screen size with 2 templates, as opposed to 3 design options for 5 templates in 2 screen sizes?

ANSWER: AORFP.

Page 13 | Phase 3: Development

Who will be responsible for recruitment for the usability testing? Approximately how many rounds of usability testing does the College want done?

ANSWER: Answered Above. 2 rounds.

Page 13 | Phase 4: Deployment

Just to clarify, the vendor will be responsible for all content development and migration? What kinds of content will need developed? (i.e. text, photography, videography, etc.)

ANSWER: Answered Above.

Will round 2 of usability testing be on campus?

ANSWER: Yes.

Page 13 | Technology

How will secure areas of the site be handled? Are the secure areas of the site part of the scope of work?

ANSWER: Answered Above.

Page 13 | Technology

Why is the college leaning towards an open source system?

ANSWER: Open-source CMSes are more flexible.
With proprietary CMSes, you're always forced to figure out your own solutions, hope that the vendor implements your feature requests, or just change your plans. But open-source CMSes allow you to extend or change your site in any way you want; there are no limitations to what you can do.

ANSWER: -source CMSes encourage innovation. Thousands of developers and designers have access to these CMSes which mean they contribute to them as well. They help to find bugs, fix bugs and make usability suggestions for future releases.

ANSWER: Open-source CMS ecosystems are growing. Plugins and support is ever rising.

ANSWER: Open-source CMSes are multi-use platforms. As a result, they tend to be able to run a wider variety of sites, and more of them.

What technical resources does Purchase have to support an open source content management system?

ANSWER: Answered Above. CTS Server administration to be provided.

Page 13 | Technology

How are College News and Events currently promoted?

ANSWER: News and Events are displayed on our home page, with detail links to our subdomain, news.purchase.edu, currently running on WP.

What resources does Purchase have to support event and news curation?

ANSWER: Two C&CS staffers currently create, develop and curate News and Events. Want crowd-sourcing.

Page 13 | Technology

Please define "full spectrum of crowd-sourced content."

ANSWER: Text, images, and rich media.

How is crowd-sourced content currently handled?

ANSWER: It is not currently used.

Page 13 | Technology

Can the College share the NYS Web Accessibility requirements?

ANSWER: http://www.ny.gov/accessibility

Does Purchase have an approved budget for this project? Can the College state the budget?

ANSWER: Answered Above

• What is the current Content Management System (CMS) the website is built on?

ANSWER: Answered Above

• How is the website currently hosted? Are there preferences for hosting the new site?

ANSWER: Answered Above

• How many current content pages exist?
ANSWER: Answered Above

Will content migration and reduction down to 100 pages be included in the scope?

ANSWER: Vendor will be responsible for migration of the pages that you design and develop as outlined in the RFP. Vendor not expected to reduce the entire site to 100 pages.

• Is there a preferred open source CMS?

ANSWER: Open to Recommendations.

• Will other CMS recommendations other than open source be considered?

ANSWER: Open to Recommendations.

• How many authors will be updating content once live?

ANSWER: Answered Above.

• Is there a SEO component to be included in the scope?

ANSWER: Yes, SEO should be included with the CMS. Any templates created should comply with SEO best practices. Meta Tags should be defined and encoded in any pages you develop, and tied to Google Analytics

• What technologies are you leveraging, that will need to be tied into the website? Are there tools used for calendars, recruitment, alumni, CRMs, employee management systems, analytics?

ANSWER: Answered Above.

• Has a budget been identified? What is the proposed budget?

ANSWER: Budget will be the total contract amount

• Is there a preference to work with NYS resident business?

ANSWER: Yes.

• How many agencies/vendors received the RFP? How many submitted questions on the RFP?

ANSWER: Not available will release bid certification

• Currently the Pre-Bid/Proposal conference is in-person only, could this change to include a conference line?

ANSWER: RFP Specified in-person attendance only.

1. On page no. 10 of the RFP, SUNY has given the required forms to be submitted with proposal as well as the forms that are needed to be submitted within 7 (seven) calendar days of College request including Contractor's EEO Policy Statement, State Finance Law §§ 139-j and 139-k Forms B & C but on page no 8 under attachment 1 - sunny is requesting State Finance Law §§ 139-j and 139-k Forms B & C and Form A – Consultant's Planned Employment and firm's Equal Employment Opportunity Policy Statement with proposal. Please clarify.

   ANSWER: (In order to help clarify this Question a revised Attachment 1 form has been issued and is included as part of this this addendum).
   Documents that must to be submitted with the proposal:
           1. Attachment 1-Bid Proposer Submission Information

2. Attachment 2- Encouraging Use of New York State Businesses in Contract Performance form
3. Proposal
4. MWBE Form 107 – MWBE Utilization Plan
   http://www.suny.edu/sunypp/lookup.cfm?lookup_id=618

The following documents must be provided within 7 (seven) calendar days of College request. (DO NOT have to be submitted with the Proposal).
1. MWBE Form 104 – Contractor's EEO Policy Statement
   http://www.suny.edu/sunypp/lookup.cfm?lookup_id=615
2. MWBE Form 108 – EEO Staffing Plan
   http://www.suny.edu/sunypp/lookup.cfm?lookup_id=621
3. Vendor Responsibility Questionnaire
   http://www.osc.state.ny.us/vendrep/documents/questionnaire/ac3290s.pdf
4. Contractor Certification form ST-220-CA
   http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf
5. Proof of Insurance:
a) Workers Compensation, form C-105.2
b) Disability Benefits, form DB-120.1
c) Liability (Comprehensive General Liability and Property Damage; and Automobile Liability and Property Damage)

6. Form B, Affirmation with respect to State Finance Law §§139-j and 139-k
http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=283

7. Form C, Disclosure and Certification with respect to State Finance Law §§139-j and 139-k
http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=282

8. Form A – Consultant's Planned Employment. A properly completed Form A, *New York State Consultant Services, Contractor's Planned Employment, From Contract Start Date Through the End of the Contract Term*, AC 3271-S, must be submitted by successful offeror:
www.osc.state.ny.us/agencies/forms/ac3271s.doc

2. If we need to submit Form A – Consultant's Planned Employment with the proposal. Please provide the following information – State agency department id, agency business unit, and contract number.

ANSWER: **Agency 28280.**

3. Please confirm that we have to redesign and develop this website http://www.purchase.edu/ with all the pages, links and features that are currently available in the website including the enhancements that are given under scope of work in the RFP.

   ANSWER: Yes, AORFP.

4. Will SUNY provide all the required content for the new website or will the chosen partner be responsible for content development?

   ANSWER: AORFP.

5. Do SUNY want to integrate any eCommerce platform with the website which allow students to pay their fees using the website?

   ANSWER: Answered Above.

6. In the RFP, on page no 12 – SUNY has given an approx. timeline. Do we need to adhere to that timeline or we can propose our own timeline?

   ANSWER: We will consider reasonable schedule modifications.

7. We have a question regarding the project payment schedule outlined on Page 14, Section H of the RFP.

   "Project Payment Schedule:
   • Phase 1: 10% of total project cost payable upon completion of phase 1.
   • Phase 2: 10% of total balance payable upon completion of phase 2.
   • Phase 3: 20% of total balance payable upon completion of phase 3.
   • Phase 4: 20% of total balance payable upon completion of phase 4.
   • Phase 5: Final balance payable upon final completion of project and acceptance by the college.
   • Do you have any flexibility in your payment schedule?

   ANSWER: **Subject to final contract negotiations.**

1. Regarding RFP SU-061515 Design, development and deployment of college website: Page 2 | Section D. Pre-Bid / Proposal Conference - Would Purchase College be willing to provide a conference line, or call-in number for pre-bid conference?
   ANSWER: **No available at this time.**

2. We have a question regarding the project payment schedule outlined on Page 14, Section H of the RFP. "Project Payment Schedule" Do you have any flexibility in your payment schedule?

   ANSWER: **Subject to final contract negotiations.**

3. If we need to submit Form A – Consultant's Planned Employment with the proposal. Please provide the following information – State agency department id, agency business unit, and contract number.
   ANSWER: **Purchase College**

4. Please confirm that we have to redesign and develop this website http://www.purchase.edu/ with all the pages, links and features that are currently available in the website including the enhancements that are given under scope of work in the RFP.
   ANSWER: Answered Above.

5. Will SUNY provide all the required content for the new website or will the chosen partner be responsible for content development?

   ANSWER: Answered Above.

6. Do SUNY want to integrate any eCommerce platform with the website which allow students to pay their fees using the website?

   ANSWER: Answered Above.

7. In the RFP, on page no 12 – SUNY has given an approx. timeline. Do we need to adhere to that timeline or we can propose our own timeline?

   ANSWER: Answered Above.

8. Can Purchase College please clarify which documents need to be submitted with the proposal?

   ANSWER: (In order to help clarify this Question a revised Attachment 1 form has been issued and is included as part of this this addendum).
   Documents that must to be submitted with the proposal:
        1. Attachment 1-Bid Proposer Submission Information
        2. Attachment 2- Encouraging Use of New York State Businesses in Contract Performance form
        3. Proposal
        4. MWBE Form 107 – MWBE Utilization Plan
              http://www.suny.edu/sunypp/lookup.cfm?lookup_id=618

The following documents must be provided within 7 (seven) calendar days of College request. (DO NOT have to be submitted with the Proposal).

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   http://www.suny.edu/sunypp/lookup.cfm?lookup_id=615
2. MWBE Form 108 – EEO Staffing Plan
   http://www.suny.edu/sunypp/lookup.cfm?lookup_id=621
3. Vendor Responsibility Questionnaire
   http://www.osc.state.ny.us/vendrep/documents/questionnaire/ac3290s.pdf
4. Contractor Certification form ST-220-CA
   http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf
5. Proof of Insurance:
a) Workers Compensation, form C-105.2
b) Disability Benefits, form DB-120.1
c) Liability (Comprehensive General Liability and Property Damage; and Automobile Liability and Property Damage)

6. Form B, Affirmation with respect to State Finance Law §§139-j and 139-k
http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=283

7. Form C, Disclosure and Certification with respect to State Finance Law §§139-j and 139-k
http://www.suny.edu/SUNYPP/pdf.cfm?doc_id=282

8. Form A – Consultant's Planned Employment. A properly completed Form A, *New York State Consultant Services, Contractor's Planned Employment, From Contract Start Date Through the End of the Contract Term*, AC 3271-S, must be submitted by successful offeror:
www.osc.state.ny.us/agencies/forms/ac3271s.doc