



Procurement Services
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ADDENDUM NO: 1

IFB/RFP No: NKU-03-2023

Project /Commodity: CMS Consulting

Date: 7/27/2022

Due Date: **8/3/2022**

BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.

Questions and Answers:

1. What factors drove the original selection of AEM in 2015?
 - a. Robust application with lots of customization options
 - b. Marketing was impressed with the easy of installing a local instance as well as the speed with which a simple webpage could be created with the WYSIWIG editor.
2. Aside from the custom modules, on-prem solution and limited in-house resources, are there additional challenges for your users with the current CMS, and if so, what are they?
 - a. Workflows (pre-activation reviews, accessibility, etc.)
 - b. Flexibility for continued development
 - c. Consistency
 - i. Our (non-admin) web editors have too many options to go outside of the intended look/feel
 - ii. Our (non-admin) web editors have too many options to go outside of the intended look/feel
3. Are there any other driving factors for this RFP other than those mentioned? How does this initiative relate to the University's overall priorities and objective for the short- and long-term?
 - a. NKU strives to be a student-ready and diverse campus. We want to be sure we are captivating audiences with our site to demonstrate that NKU is a first-class, affordable and inclusive place of higher education that will provide students with the continued pathways to success. We are currently undergoing a brand positioning refresh that will have additional look/feel elements that should be integrated throughout the site.
4. What other barriers (outside of the current CMS) are impacting your team in terms of achieving desired outcomes from the website?
 - a. Resources to develop new functionality quickly
5. What departments/roles will be involved in the Consultation Engagement? What other departments will be impacted by this change?
 - a. Involved in consultation: Marketing & Communications, IT, select stakeholders
 - b. Impacted by this change: All departments
6. Aside from the Success Criteria listed in the RFP, has a list of technical/functional requirements been developed yet for the CMS/Infrastructure, and if so, could you please share them?
 - a. No, please refer to the success criteria.

7. After a new platform is selected, will the implementation be a full redesign of the digital experience, or a “lift and shift” of the current experience?
 - a. This has not yet been determined but expect it will be a mix of redesign and some lift/shift. We are in the process of redesigning a few templates for our colleges (mainly body/content section) but otherwise we will want to reimagine the navigation, add interactive elements and simplify audience experiences.
8. What are the biggest gaps you see in NKU’s current website and what is impacting the overall goal of engaging prospective students, parents and counselors and increasing enrollment and retention?
 - a. Consistency
 - b. Complicated navigation
 - c. Overwhelming amount of information/text
 - d. The site looks dated and complicated compared to other universities
9. What is the makeup and skill level/experience of your 200+ internal users on the current platform? What gaps exist?
 - a. The 200+ web editors are subject matter experts / content creators but they have very little technical skills in regard to web design. This is a very small portion of their overall duties at NKU so it needs to be very simple and easy to navigate. Content will need to be created using drag/drop components that utilize WYSIWYG functionality and require NO HTML.
10. Thank you for sharing the benchmark sites and the strengths of each. Is there anything unique to NKU compared to these institutions?
 - a. Can’t really say what is unique compared between NKU and those institutions, their CMS, infrastructure or other factors since we don’t know enough about the other institutions. However, the overall structure of the University of Northern Iowa and their colleges is very similar.
11. Have you completed any user research (qualitative and/or quantitative for internal or external users)?
 - a. No, we have not completed any research but may be able to access external data provided by our Partner EAB.
12. Do you have any current metrics that you can share regarding the current site performance and engagement? What kind of increase in these metrics do you expect from the new solution (quantitative)?

Year (Jul-Jun)	Users	New Users	Sessions	Sessions per User	Pageviews	Pages per Session	Avg. Sessions Duration	Bounce Rate
2021	1,878,806	1,847,125	6,737,688	3.59	13,877,299	2.06	2:24	44.38%
2022	2,011,903	1,963,325	6,828,073	3.39	14,406,840	2.11	2:29	43.74%

13. Do you have a current design system in place?
 - a. No

14. What has your experience been with other consulting engagements? What were the biggest surprises and what went well?
 - a. Overall we have had good experiences with consulting for the web. The biggest surprise has been the limitations of our current CMS and the challenges, in terms of technology and time, it has presented development projects over the last two years.
15. Of the 250+ websites on AEM today, can you share a ballpark figure of how many pages the platform hosts in total?
 - a. There is approximately 10,000-15,000 pages
16. Do you make use of a DAM (e.g. Adobe Assets)? If so, is a DAM assumed to be included in the scope of this selection project? If so, how many digital assets do you manage?
 - a. Yes, DAM is to be included. There is approximately 10,000 assets
17. Of the 250+ websites on AEM today, can you share the combined total traffic?
 - a. See analytics above
18. How many stakeholders (even if you can share a ballpark) at NKU do you expect to provide input into the platform selection requirements? This will inform rough scheduling with up-front requirements analysis and interview activities.
 - a. Core committee of IT/Marketing/key stakeholders = approximately 10 people
 - b. Secondary stakeholders additional 12-15 people (might not be necessary)
19. Accessibility is mentioned a few times, especially in the context of the CMS web interface itself. Just to be completely clear: Is NKU expecting the CMS admin web interface to meet the WCAG 2.0 AA guidelines, or just the website delivered by the CMS.
 - a. We would prefer that the admin web interface also meet AA guidelines.
 - b. The external facing site must meet WCAG 2.0 AA guidelines.
20. How are your current integrations implemented today?
 - a. JavaScript tags in front-end code (HTML)?
 - i. A few legacy components in jsp and new version in HTL using js and html.
 - b. Live real-time API calls in implementation's Java code for the website?
 - c. Back-end data sync to bring external content into AEM via Java code?
 - i. Most of the content is from inhouse and external content is uploaded via packages from dev system.
21. It is mentioned this portion of the project (i.e. the CMS selection portion) must be completed by November 30, 2022. Does the completion of this project constitute the final recommendations have been presented/shared, or does it include further downstream activities such as:
 - a. NKU officially selects a platform (whether per the recommendation(s) or not) in writing, but hasn't necessarily procured a license via legal agreement with platform vendor
 - b. NKU officially selects a platform (whether per the recommendation(s) or not) AND has also procured a license via legal agreement with platform vendor
22. Some of the proposal evaluation criteria mentions "estimated number of hours committed" to certain activities. Does this mean this criteria item is based on total effort in hours (i.e. faster/less hours spent is better)?
 - a. Requested for comparison of proposals.
23. Once the platform is selected and NKU engages on the next part of the program to design and build new sites, will NKU plan to maintain the technical solution's source code or will NKU expect a partner to provide ongoing support / managed services? In other words, once the new design and sites are completed in the next project(s), if new features are added post-launch, does NKU have software engineers on staff to implement site enhancements?
 - a. We intend to ask for a block of hours or a maintenance contract following the redesign launch for ongoing/continued developments. Although we would like to offset internal dependencies due to limited resources, some maintenance could be managed internally.
24. Do you have a preference on cloud hosting platforms (Azure, AWS, Google Cloud, Salesforce Cloud, etc.)? If no preference does your team have any existing infrastructure or applications built using these platforms that would make future integration or cross sharing easier?
 - a. Preference is Azure, but if it is a vendor-hosted solution, the platform can be any.

Thank you,

Ryan Straus

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END OF ADDENDUM

RS-7/27/2022