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Letter of Addendum

TO:	All Offerors	
FROM:	Kimela Miller, CPO	
DATE:	8/5/2024	
RE:	RFP Number:	RFP# 2507002C, Amendment No. 4
	Commodity:	Website Design

Please note:

This amendment is issued to incorporate into the RFP questions and their answers regarding the project.

Q1) Is there an incumbent? Will they be bidding?

A1) See previous addenda.

Q2) What is your current annual spend on CMS, hosting, and related support?

A2) See previous addenda.

Q3) Is there a plan (or desire, if it's easy to do so) to create more sites in the future?

A3) Not initially, but we do plan on an eventual IntraNet site that would point inward.

Q4) What sets firm/org apart from the alternatives? Who/what are the primary alternatives?

A4) If you are asking us to comment on other web firms, we cannot do that. If you're asking about what sets NMT apart from others schools, go here, for instance: https://www.nmt.edu/rankings/index.php

Q5) How many levels of users are needed?

A5) See previous addenda.

Q6) Can you provide information on your workflow needs?

A6) We do not understand your question. See the RFP for what are needs are.

Q7) Are survey/voting tools required?

A7) Yes.

Q8) Is there a need for a document library?

A8) Yes.

Q9) Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?

A9) Yes.

Q10) Where is the CMS/website currently hosted?

A10) We cannot disclose this.

Q11) If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc?

A11) We cannot disclose this, however, that information will be shared with the selected vendor.

Q12) What is it about your current hosting setup that is making you seek a PaaS offering?

A12) We are not necessarily unhappy with our current hosting solution, but rather are open to any new solution that provides a holistic solution.

Q13) Are you using anything for CDN or WAF currently?

A13) No.

Q14) Would you describe the existing content as structured, with consistent separation of content and code?

A14) It is somewhat structured but not completely so as we do have overlap for content.

Q15) Are tables used for layout in the existing content?

A15) Sometimes.

Q16) Do you expect copywriting or editing services as part of engagement?

A16) No.

Q17) Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

A17) Both.

Q18) Do you have high-quality photography/media assets available for the new site?

A18) Somewhat. Not to the degree we hope. But we have sufficient pics to get started with. We have very few, almost no, video.

Q19) Do different teams/departments manage their own sites? Or does one team own all web work?

A19) Content managers oversee their own units. Marketing and Communications oversees the entire website.

Q20) We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?

A21) We do not want to use remote workers.

Q21) Are you open to a cloud-hosted CMS?

A22) Absolutely. If it is the best fit for our needs, and it is secure and reliable, we would be happy with cloud services.

Q22) Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.

A23) Please see answer to question about ideal websites/model websites that we hope the new NMT website will hew to.

Q24) When proposers are asked to organize each copy of their offer as follows: with a tab / section for each alpha designation and its title, can you clarify the alpha designation you are referring to? The structure of the evaluation factors appear numerical. (Section 4.1 of the RFP)

A24) "Alpha" is the incorrect word. The offer should be organized and tabbed by each evaluation criteria, required forms may be tabbed at the end of the offer. An introductory letter may be included at the front of the whole document.

Q25) You request that the price portion of the proposal remain sealed. Is the method you'd like is for us to follow to exclude cost altogether from the Website Design, CMS, and Web Hosting process and collect costs in a separate document that we place in a sealed envelope?

A25) Yes, the cost will be evaluated at the very end of the process after all technical aspects.

Q26) We want to confirm that the requirements for the proposal are firm on delivering a hard copy with a thumb drive and that we cannot simply email our proposal with a scanned signature?

A26) Yes, we are not capable of accepting electronic submissions, hard copy documents only with an original signature.

Q27) On Matrix on pg 17, it seems like 15.3.2.a–15.3.2.h are presented as link information to convey a possible site structure, do you want us to respond to these individually in the matrix? If so, 15.3.2.g is missing, is that intentional or should it be added to our answers?

A27) This is provided as guidance only based on our current structure and divisions. 15.3.2.g is on the matrix but 15.3.2.h is not, please add in the margin.

Q28) Is there a timeframe you are hoping to launch the new site within? Are there any coinciding events driving a launch date?

A28) As soon as possible.

Q29) Is there a budget our quote should not exceed?

A29) Answered in previous addenda.

Q30) Can you provide a use case driving your desire to de-couple the CMS vs. a coupled approach?

A30) We do not feel the need to justify our desire.

Q31) What is the currently the highest total monthly volume of traffic to the website as measured in page views and visits? (We use this info to quote hosting.)

A31) We currently don't have that data. We have asked our hosting vendor for it but it is currently not available.

Q32) Are you interested in continuing to support subdomains aside from those that link offsite —bookstore, dineoncampus? For instance do you wish to keep advancement.nmt.edu, apply.nmt.edu, others?

A32) Those domains are supported by other areas of campus or by 3rd parties. They are out of scope to this proposal.

Q33) Are you open to qualitative user research with the site's internal/external audiences? If so, will you be looking to the vendor to conduct this or does this fall within the expertise of internal communications? If conducted by communications, how would findings and insights be provided to the vendor?

A33) Yes open to qualitative user research. Yes, vendor to conduct.

Q34) Will you be looking to the vendor to work directly with decision makers across campus to elicit/assess/validate critical needs for the website or does this fall within the expertise of internal communications? If the latter, how would findings and insights be provided to the vendor?

A34) No. Vendor will not deal directly with campus constituents. Vendor will only interact with Marketing and Communications and, when applicable, ITC.

Q35) Will you be looking to the vendor to conduct user acceptance testing?

A35) UAT is a normal process for acceptance. Also load simulation and validations.

Q36) You ask the vendor to modernize the University's brand identity. Will the logos and typeface of the graphic identity be retained? (15.4.1 says University will provide official university logos) What aspects of the broader Institute identity system are in play?

A36) NMT will supply vendor with all branding.

Q37) Would you look to the vendor to write some or all of the new web content? Would you take on some or all of this role? Please indicate who will take on the role of editor and copywriter and whether they will receive assistance so we can quote appropriately.

A37) Vendor will not write any of the content.

Q38) Do you have a video/photography repository on hand that for use on the new site? Or should we submit pricing for establishing this?

A38) Both.

Q39) How is your content team structured? What content creation roles do you anticipate your comms team take on in administering the site? What roles are distributed across campus?

A39) Vendor is not responsible for creating new content. NMT will create content. NMT will occasionally ask vendor to implement content provided to it into templates that NMT is not readily able to fashion.

Q40) Are the following in or out of scope of your site redesign? In scope; would mean we re-establish the site so that it falls within the new site theme?
- https://geoinfo.nmt.edu/
- https://dineoncampus.com/nmt/
- https://www.passcal.nmt.edu/
- https://www.icasa.nmt.edu/
- http://langmuir.nmt.edu/
- https://nmt.libcal.com/
- https://nmt.libanswers.com/
- https://nmt.libguides.com/
- https://nckri.org/
- https://techconnect.nmt.edu/
- https://www.passcal.nmt.edu/
- http://baervan.nmt.edu/
- https://cwc.nmt.edu/
- http://gotech.nmt.edu/gotech/
- http://emrtc.nmt.edu/
- https://www.mro.nmt.edu/
- https://sites.google.com/view/nmtsga/

A40) These are out of scope

Q41) Are you interested in a unified campus calendar to include academic calendar, GSA, PAS, student life (tech connect currently), alumni events, admission event, possibly more, or is it more advantageous to keep these siloed as they are currently.

A41) Yes.

Q42) Should any of the NMT Auxiliary Services grow to become a microsite — a semi-autonomous site within to the main site that contains unique navigation?

A42) Not currently.

Q43) How many editorial roles do you require?

A43) By this do you mean editorial approval levels when a user submits content. At least one, but it would be better if this could be group based (one of this group needs to approve the post).

Q44) Who will be our main point of contact at NMT and what is their role at the school?

A44) Director of marketing and communications and, when applicable, director of IT.

Q45) Is your ERP platform currently integrated within the site? If so, can you provide example URLs?

A45) It isn't integrated. Initially the new site will not be integrated either. We do need links to the ERP and other web services we need to direct our users to.

Q46) Can you clarify what you mean by on-page search engine optimization?

A46) By this we mean the news feed is multi-frame or multi-feed news applications.

Q47) Can you clarify what you mean by multi-window news applications?

A47) The new website must be able to incorporate standard digital tools such as video, podcasts, and news feeds as well as new and emerging technologies in marketing and communications.

Q48) Can you list all NMT's online platforms that the new site will serve as template for?

A48) The platform is only www.nmt.edu. No other platforms are within scope of this RFP. Once this site is up, the other platforms will conform

Q49) Do we need to implement Single Sign On for this site?

A49) That depends. The CMS should use SSO. As this is not an intranet site, we do not plan on per-page authentications

Q50) Are there other Advancement integrations beyond the Blackbaud donor form?

A50) No. Generally we direct folks from the main page to the other mages like Blackbaud.

Q51) Are you interested in a chat feature for sections of the site? There is currently one included in the library.

A51) Yes, under but it will need to be appropriately scoped. Library chat needs to only go to the Library.

Q52) Are there any subdomains that currently exist on the site that you want to preserve?

A52) All subdomains are out of scope. This RFP is only for www.nmt.edu / nmt.edu domains (the same location).

Q53) Is there a desire to convert some/all of your current PDF forms into site content or site forms? If so, can you estimate the amount or specify which sections they reside in?

A53) Possibly. It depends on the type of content and how it can be routed and stored. Existing technologies already exist to do this on campus. However, we cannot quantify.

Q54) Roughly how many pages of existing site content will need to be migrated to the new site?

A54) Almost all.

Q55) Will the institute require support and maintenance post-launch? If so, will it be for a fixed amount of time or ongoing?

A55) Yes. Please see the RFP.

Q56) How many users of the system (the CMS part)? How many monthly visitors to the site? Approximate bandwidth needs? (Any measure of monthly bandwidth would be useful, GB/month, etc).

A56) Hundreds of users, but probably less than 20 concurrently (except as the kick off as folks are updating their content). As many visitors as possible. If we do something extra news worthy then it could be many thousands or 10s of thousands per day. Normally a couple of thousands per day.

Q57) According to the RFP (page 15 §15.3.1.l), the New Mexico Institute of Mining and Technology should be provided with live video and audio streaming software. Should the software be embedded into the CMS? Are you considering using third-party embedded options such as YouTube, Vimeo Live, or Twitch for this purpose?

A57) Both.

Q58) Given your desire to write all new copy in-house, how large is the writing team that will be assigned this task?

A58) We do not see this as relevant to the RFP.

Q59) Does your desire to "modernize and refresh" brand identity extend beyond the logo mark to include a brand position, brand line and brand messaging?

A59) Branding will be woven into the fabric of the website.

Q60) What pain points are you experiencing with your current Modern Campus/Omni CMS?

A60) We do not discuss our relationships, good or bad, with other vendors. Per state law, we must reissue RFPs periodically. No implied displeasure should be assumed. That being said, no system is without issues and workflow/design considerations will often lead to specific perceived failings.

Q61) How many sites and pages are included within the scope of this project? Please provide all URLs.

A61) One. https://www.nmt.edu (aka https://nmt.edu)

Q62) How many firms have received this RFP?

A62) We have no way of knowing as this is a publicly advertised opportunity.

Q63) Can you specify a budget range for this project?

A63) Answered in previous addenda.

Q64) Will the client or the vendor be responsible for migrating the existing content into the new site?

A64) Answered in previous addenda.

Q65) Would you like to include user surveys and or focus groups during the analysis phase to inform design and content strategy? If so, how many of each and what groups do you anticipate including within these surveys/groups (i.e., faculty, staff, students, prospective students, etc.)?

Q66) What are your expectations for launching the new website, in terms of a target date?

A66) Answered in previous addenda.

NMT is committed to looking forward to the RFP responses and options we receive and how they fit within the NMT environment.

This RFP is still due to open on August 13, 2024.