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Letter of Addendum

TO:	All Offerors	
FROM:	Kimela Miller, CPO	
DATE:	8/6/2024	
RE:	RFP Number:	RFP# 2507002C, Amendment No. 5
	Commodity:	Website Design

Please note:

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

New questions:

Q1) Are you soliciting bids from ModernCampus for this project / is ModernCampus bidding on the project?
A1) We have no idea if they will be making an offer.

Q2) What is motivating the switch to a new website hosting provider?
A2) Answered in previous addenda.

Q3) Are there specific security standards that the new system must meet?
A3) Please use best practices and design a highly reliable system with as few attack surfaces as possible.

Q4) Is there a preference for a New Mexico-based or local agency?
A4) There is not, but companies registered with the NM Tax and Revenue who have applied for in-state preferences can use their points.

Q5) Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled? For example, will the new site focus primarily on converting prospective students?
A5) Answered in previous addenda.

Q6) Will the new site need to have SSO and members-only content capabilities? If so, how many user types will be required?

A6) No, The current system will not need SSO for the site as we will not have any authenticated content on the main site. We will want SSO for the CRM.

Q7) Do you need content strategy, copywriting, or copy editing services?
A7) Answered in previous addenda.

Q8) Will this project require a substantial amount of data or content migration from the old system to the new one? If so, who will be responsible for this migration? Please estimate how much content, and what types of content, should be migrated over.
A8) Answered in previous addenda.

Q9) If multiple languages are needed, who will provide the translated content and should the translated content be human-translated or will a machine translation (such as Google Translate) suffice?
A9) Answered in previous addenda.

Q10) What other functionality will the new site need to include? Besides those described in the RFP, are there any features or functions on the current site that need to be available on the new site?
A10) See RFP and previous addenda.

Q11) What key calls-to-action or interactions will users take on the website?
A11) Many. Admissions, fundraising, sign up for classes, and many more.

Q12) What is the ideal timeline for the completion of this project?
A12) Answered in previous addenda.

Q13) Is there an incumbent bidder on this project?
A13) We do not know.

Q14) How many average monthly unique visits (sessions in Google Analytics) does each site in scope receive?
A14) We do not have this data. Monthly transfers are about 73GB.

Q15) What level of uptime SLA will each website require? Will each site require the same uptime, such as; 99.99% SLA, or will this differ? (If so, please specify)
A15) We can have scheduled outages for maintenance, but we don't believe that 99.99 is unreasonable for an uptime discounting scheduled updates (preference). We can probably live with 99.9 uptime inclusive of scheduled outages. 99% would be considered unreliable/unacceptable.

Q16) If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?
A16) We can live with provided SSL certs, but prefer our own. We realize that this can lead to excess effort on your part to use NMT provided certs. If you use your own, let us know your signing authority (use a reputable one) and make sure you are using best practices for key strength. We will not accept * certs. Certs will be for www.nmt.edu and nmt.edu only.

Q17) Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list out internal/external integrations and how they are implemented.

A17) Not initially, but we may want to leverage the CMS for an intranet eventually. It doesn't exist so we cannot list it.

Q18) Do you have any preferred CMS platforms for non-coupled website / CMS designs? Reference: Section 15.2.2, Page 15

A18) No.

Q19) Are there specific performance metrics or KPIs that the new website must achieve? Reference: Section 15.3.1.d, Page 16

A19) Page hit counts for key pages / landing zones, crumb data for click paths would be excellent. Metrics that link SEO to page hits, etc. Also website performance / user experience. All the things a marketing group would like.

Q20) Are there existing branding guidelines or visual identity standards that must be followed in the redesign? Can you provide examples of branding elements that must be incorporated? Reference: Section 15.3.1.a, Page 15

A20) Answered in previous addenda.

Q21) Will the selected vendor be responsible for migrating existing content to the new platform? If so, can you estimate the volume of content to be migrated? Reference: Section 15.3.1, Page 15

A21) Answered in previous addenda.

Q22) Can you list the current third-party systems or platforms (e.g., ERP, CRM, payment gateways) that must be integrated into the new website? Reference: Section 15.3.1.m, Page 16

A22) There are no current integrations needed. Only website links. The capability is what we are looking for.

Q23) Can you clarify the expectations around the integration of existing systems (e.g., ERP, bookstore, advancement systems)? Reference: Section 15.3.1.m, Page 16

A23) Answered in previous addenda.

Q24) Are there specific pain points or challenges with the current Modern Campus CMS that are driving the decision to explore new options? If so, could you provide examples of the issues you're facing? Reference: Section 15.3.1, Page 15

A24) Answered in previous addenda.

Q25) When was the website last redesigned, and who was the vendor? Reference: Section 15.2.1, Page 15

A25) Answered in previous addenda.

Q26) How long has the current website been in maintenance mode, and who is responsible for administering it? What is the current spend on website maintenance? Reference: Section 15.2.1, Page 15

A26) Answered in previous addenda.

Q27) Will New Mexico Tech provide the content for the new website, or will content creation and curation be part of the project scope? Reference: Section 15.4.1, Page 17

A27) Answered in previous addenda.

Q28) How extensive is the current content, and will there be a need for a content audit or restructuring as part of the project? Reference: Section 15.3.2, Page 16

A28) Answered in previous addenda.

Q29) Does New Mexico Tech provide any set-asides or special considerations for federally recognized minority-owned businesses in the evaluation of proposals? Reference: Section 8.1, Page 12

A29) Answered in Q4 above.

Q30) Can you confirm whether the scope includes ongoing support and maintenance after the website launch? If so, please provide the expected duration and specific types of support and maintenance services required post-launch. Reference: Section 15.3.1, Page 15

A30) See RFP and previous addenda.

Q31) Could you specify the types of maintenance activities you anticipate being most necessary (e.g., ADA compliance, SEO, performance optimization, bug fixes, plugin upgrades, template adjustments, content issues)? Reference: Section 15.3.1, Page 15

A31) All of the above are important to us. It must be secure so updates are important, but it must be fast enough for the users to not be frustrated. Of course ADA is a must and SEO so folks can find us.

Q32) What are the expectations for the analytics capabilities of the new website, and will New Mexico Tech provide existing data to be used as a benchmark? Reference: Section 15.3.1.d, Page 16

A32) Answered in previous addenda.

Q33) Is there a specific budget range allocated for this project? Reference: Section 5.2, Page 9

A33) Answered in previous addenda.

Q34) Do you have any specific preferences or requirements for web hosting providers or hosting environments? Reference: Section 15.1.4, Page 15

A34) Secure, fast, reliable. Affordable but not cheap. Good uptime and backup/DR/BC plans.

Q35) Could you provide an estimate of the total number of pages currently on the existing website? Reference: Section 15.3.2, Page 16

A35) Answered in previous addenda.

Q36) Can you mention the current traffic on the website? Reference: Section 15.3.1, Page 15

A36) Answered in previous addenda.

Q37) What level of training and support will be required for New Mexico Tech staff after the project completion? If so, how many staff members will need training? Reference: Section 15.3.1.c, Page 15

A37) Answered in previous addenda.

Q38)_ Do you have a defined code management process, perhaps using tools like Git or Bitbucket? Reference: Section 15.3.1, Page 15

A38) NMT does have a GIT environment, but we were expecting the CMS to handle most of the version control and deployment management. If this is needed we may need to develop something specifically for the website as it lives in a different security zone.

Q39) Is multi-language support a requirement for the website? Reference: Section 15.3.1, Page 15
A39) Answered in previous addenda.

Q40) Can you provide more details on the security requirements for the website, particularly concerning sensitive data protection? Reference: Section 15.3.1, Page 15
A40) There should be little sensitive data on the website. We will have links to online stores etc, and those must be handled appropriately (iframe, pop-out windows, clear delineation that it isn't NMT's website). The site itself should be secure and updateable regularly without major downtime. Ex. We shouldn't have to have monthly downtime because of insecure plugins.

Q41) Are there specific data privacy policies or regulations that need to be followed, especially regarding student and employee information? Reference: Section 15.3.1, Page 15
A41) No personal student nor protected employee information should be on the website. The CMS will have user accounts and those need to be treated as PII and protected as such.

Q42) Is there an existing issue tracking system in place, such as JIRA or Bugherd? Reference: Section 15.3.1, Page 15
A42) Not for the website.

Q43) Are there specific design elements or features from other institutions' websites that New Mexico Tech particularly admires or wishes to emulate? Reference: Section 15.2.2, Page 15
A43) Answered in previous addenda.

Q44) Can you provide a list of key stakeholders and their roles in the project decision-making process? Reference: Section 15.3.2, Page 16
A44) Answered in previous addenda.

Q45) Are there specific deadlines or milestones that we should be aware of, especially concerning academic or event calendars? Reference: Section 15.3.1, Page 15
A45) No.

Q46) What is your current CMS?
A46) Modern Campus

Q47) How long has it been since the last time the site was redesigned?
A47) Three years

Q48) Where is the current site hosted? What is motivating the switch to a new website hosting provider?
Q48) With the current external vendor. Answered in previous addenda.

Q49) Are there specific security standards that the new system must meet?
A49) See RFP and previous addenda.

Q50) What other technologies are in use by the university that will need to integrate with the new system?

A50)

Q51) Do you currently have a preference for the replacement CMS?

A51) No.

Q52) Is there a preference for a New Mexico-based or local agency?

A52) No.

Q53) Other than the current site feeling dated, please describe three issues with the current site that this project will address. How is the current site not meeting these needs?

A53) Answered in previous addenda.

Q54) Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled? For example, will the new site focus primarily on converting prospective students?

A54) Answered in previous addenda.

Q55) Will the new site need to have SSO and members-only content capabilities? If so, how many user types will be required?

A55) I don't think we will have members only content, so the CMS should use SSO but not the site.

Q56) Will new content need to be written for the new site? If so, how much help are you expecting from your chosen partner? Do you need content strategy, copywriting, or copy editing services?

A56) Answered in previous addenda.

Q57) Can you provide a use case driving your desire to de-couple the CMS vs. a coupled approach?

A57) The only usage we can provide is: 76GB over the last month. No page hits per day/month/year. No average bandwidth on the network port. (yet)

Q58) How many forms do you want included in the new site? Do you currently use a form builder? And if you do, what is it and do you expect to continue using it?

A58) Answered in previous addenda.

Q66) 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.)?

A66) Answered in previous addenda.

Q70) Can NMT provide 3 example websites with design, features and/or elements that you like?

A70) Answered in previous addenda.

Q71) Do you currently have defined branding materials and relevant brand guidelines that you can provide, including any other collateral, such as print materials that represent your brand?

A71) Answered in previous addenda.

Q72) Is updated imagery available that clearly supports the brand and its mission? Would you be open to updating imagery as needed with our creative direction to stay on-brand?

A72) Answered in previous addenda.

Q74) 15.3.1b (pg.15)- What types of templates do you want to see? Does the following recommendation list meet requirements? We recommend: Homepage, Landing page, Interior

page, News listing, News detail, Program landing page, Facility Directory listing page, Faculty detail page. Calendar/Events listing, Events detail page.

A74) Answered in previous addenda.

Q78) 15.3.2 (pg.16) - Would you be interested in a full content audit, engagement analysis, final site hierarchy (information architecture), and/or content inventory?

A78) Answered in previous addenda.

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