**ADDENDUM 1**

DATE: August 16, 2017

PROJECT: SPH Website Redesign

RFP NO: 744-R1728

OWNER: The University of Texas Health Science Center at Houston

TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents dated, July 26, 2017.

The questions below were submitted before the deadline.

The responses are in red:

1. Whether companies from Outside USA can apply for this? (like, from India or Canada). No.
2. Whether we need to come over there for meetings?

Yes.

1. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

No.

1. Can we submit the proposals via email?

No; the University will not acknowledge or receive Proposals that are delivered by telephone, fax, or email (Refer to Section 3.2).

1. The RFP mentions that the new site will be integrated with the dotCMS Content Management System. Is this a requirement or are you open to other content management systems?

Yes; this is a requirement.

1. Related to above, our firm does not have direct experience with dotCMS. However, this system is a “headless” CMS and uses an API to deploy content. We have deep experience integrating third-party systems through API. Would the fact that we don’t have direct experience with dotCMS eliminate us from contention or lessen our chance of winning this project?

No it does not eliminate you. However, it is a requirement that the product be deployed into our dotCMS test environment on-prem, tested by you and approved by us before going live.

1. Related to above, are you open to us subcontracting the dotCMS integration piece of this project if we handle all other aspects in-house?

No.

1. Section 5.2.2.3 states “Increase site functionality over SPH competitors through search engine marketing, digital advertising and social media.” Please describe in detail your expectations for search engine marketing, digital advertising and social media.

The site will need to be able to integrate our CRM functionality, LinkedIn pages, and other social media into the Website and to help us strategize how to use social media tools to drive stakeholders to our website.

1. Related to above, should our proposal include advertising costs? If so, please provide us some guidelines on what UT Health plans to spend on digital advertising.

No.

1. Section 5.2.3.6 mentions ongoing support and management. Please detail your expectations in this area.

Specify support options for managing the site. Such as 24x7support, bug fixes, hourly costs for changes etc.

1. Section 5.2.4.3 mentions integration with internal software resources. Please provide detail about how the website should be integrated, what specific systems it should be integrated with, and what content should be shared between the two systems.

The specific systems are mentioned in the RFP document.

1. Section 5.2.7.6 indicates that the website should be complete within 15 weeks. Is this a critical due date? If the 15 week expectation is not critical, are you open to suggestions for a more reasonable time frame?

YES; we are open to suggestions. The flexibility in the timeline can be discussed. See question 35 also.

1. Section 5.3.16 asks about videography and photography experience. Please describe your needs for videography and photography on this project.

As requested in the RFP — please describe your experience, if any.

1. Will the system store any personally identifiable information? If so, will this data be stored locally or with another provider?

No.

1. Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled?

Please refer Section 5.2 of the RFP document for details.

1. 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, copy writing, or copy editing services?

Content for the site will need to be rewritten to appeal to the audience. We need help in message framing and a content strategy.

1. How many unique content types or page templates should be included in the scope? If you don’t know for sure, even a ballpark guess would be helpful.

We do not know for sure. We would like to pick a web design (look and feel) from at least three (3) choices.

1. 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?

This will be a collaborative project between the vendor and the SPH. All of the content on the current site will need to be looked at and possibly reworked between the vendor and SPH.

1. 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?

None that need to be duplicated exactly, but there needs to be comprehensive navigation geared towards prospective students focusing on courses, academics, faculty, news, calendar and more.

1. Once the project has started, what will the makeup of the decision making committee be like? Will decisions be made by a large group, a small committee, or a single person? Decisions will be made by a small committee.
2. What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?

It is for you to suggest what is best for this type of a project.

1. Is there someone who could be considered an incumbent on this project? Is there another company that you’ve worked with before that would receive preference for winning this project?

No. All bid responses shall be evaluated equally and fairly by a large team of evaluators based on the criteria specified in the RFP. No bidder shall receive preferential treatment.

1. What is the timeline for making a decision on this project? If our proposal is submitted on August 23, when do you expect to announce finalists and when will an award announcement be made?

The entire process should be no more than three months. See question 35 also.

1. Are you open to awarding two (or more) contracts to fulfill various aspects of this project?

No.

1. Does SPH consider marketing, brand and communication strategy development as in-scope for this project? Please clarify what is meant by “message framing” in question 5.3.7.

Yes; we are looking for a vendor that can enhance our brand and image. Message framing denotes the ability to frame messages that have emotional and motivational appeal to potential students.

1. Is there an established marketing and communications strategy for the School of Public Health? Would this kind of strategy development be considered in-scope for this project? Yes, there is need for the development of a communication strategy for our website.
2. What type of staff does SPH have that could participate and/or contribute this project (i.e. webmaster, developer, videography, photographer, writers etc.) Understanding SPH staff will help us determine how we can best complement your team.

We recommend you plan on a full team and not depend on SPH IT resources for development.

1. In addition to social media, oracle and SQL server database integration, what other tools or third-party integrations may be needed for the new website (i.e. calendars, e-commerce etc.)

There is a good potential to integrate Sharepoint, Salesforce and other cloud based applications into the website.

1. How many pages (and files) are in your current website? How many do you wish to migrate, and what is the desired page count of the completed redesigned website?

This is a public facing website and available for you to view. We do not have a desired page count in the new site. Less is more.

1. Who are the primary SPH stakeholders involved in this project? (i.e. Webmaster, Marketing Director, IT Director etc.) and how will selected vendor engage with those team members?

The Dean and the executive Management of the school are the stakeholders. There is a dedicated SPH IT Project Manager who will be the primary contact from the customer side. Onsite meetings will be held.

1. Content and storytelling are indicated as critical elements of the new website.

•           Does any of this content already exist / how much new is needed?

Most of the content exists; however, all content need to be reviewed to ensure that it is concise, motivating, clear, and is understood by the intended audience.

•           Does content development also include copywriting / written content? Yes, as needed.

•           Will selected vendor be responsible for producing this content? Yes.

•           Should we build costs for content creation into our pricing?

Yes. Refer to page 14 of the RFP document.

Phase III – Design

* + - * 1. Design templates – Mockups, content redesign

1. What are the primary Key Performance Indicators for the website? Are there any specific areas of improvement for the new site we should be aware of?

Please refer to Section 5 of the RFP document for requirements and specifications.

1. RFP mentions a requirement to “Increase site functionality over SPH competitors through search engine marketing, digital advertising and social media.” Please clarify this statement.

Please refer to Section 5.2.4.

* 1. Is the development of paid advertising assets / placing media buys in scope for this RFP? No.

1. What are your expectations for research and testing pre- site launch? Are there any preferred methodologies or processes to be aware of?

It is expected that you will provide a test plan, and a customer acceptance document that would be reviewed and approved by SPH.

1. Can you share what is driving the 15-weeks schedule requirement? Is it mandatory?

No; it is a goal.

•           If yes, is SPH prepared to cut scope of work to meet the deadline?

•           If no, are you open to receiving alternate schedules in our proposal?

This is an important project for SPH, and it is time-sensitive. Quality and speed are important.

1. Often after the Discovery phase is completed, project requirements, features and functionality shift from the original RFP, therefore changing the overall scope of work. If additional requirements are uncovered during Discovery that cannot be covered within established budget, will these be addressed in either Phase II or a separate project? These will be addressed in Phase II or via SPH Change Request Process.
2. Section 5.4.7 states that payment will be “made at the successful completion and SPH sign-off for each phase.” For this type of project, it is often standard to bill a portion of the work up-front and the remainder upon completion. Is this a process SPH would be open to?

No, we do not anticipate paying a portion of the fees up front prior to work beginning. As a state agency this is not something we are allowed to do.

* 1. *Section 50 of Article 3 of the Texas Constitution prohibits the State of Texas or its agencies from lending the credit of the State. “Lending the credit of the State” has been broadly construed to include the making of payment prior to receipt of goods or complete performance of services. Rhoads Drilling co. v. Allred, 70 S.W. 2d 576, 582 (Tex. 1934); Attorney General Opinions WW-790 (1960) and WW-153 (1957).*

1. What is the duration of the contract?

The project is expected to be completed within 15 weeks after receipt of the purchase order. However, this is an important project for SPH, and it is time-sensitive. Again, quality and speed are important.

1. Is it a Single/Multiple award?

This project will be a single award however the University reserves the right to make a single or multiple award.

1. What is the total budget of the RFP? Please let us know the last year's spending on this RFP?

We cannot discuss budget details regarding this RFP while it is out for bid; there was no previous bid for this project and therefore no spending to reference.

1. Is there any incumbent on this RFP? if yes, please provide the incumbent details.

There is no incumbent for the project since there was no previous solicitation.

1. Please do provide the link where addendums will be uploaded.

The link is <http://www.uthouston.edu/buy/bid-list.htm>. It will be listed under RFP 744-R1728 SPH Website Redesign.

**END OF ADDENDUM 1**