Saint Cloud State University RFP for
Web Content Development

ADDENDUM NO. 1

The Proposal due date Friday, August 27, 2021 by 3:00pm CT will/will not change as a result of
this Addendum.

CLARIFICATIONS/QUESTIONS:

1. **Budget** – Are you able to provide any budget guidelines or an estimated range? Even a
rough ballpark estimate or range would be very helpful. Do you imagine this project to be
$50k, $100k, or $200K+? Please advise if there is a specific budget or budget range for
this RFP? **Approximately $200K**

2. **Content Writing vs Content Editing** – There is a reference (p.10) to writing “at least 15
web pages from scratch and heavy editing for at least 30 pages of content”.
   - Is this the full extent of support that you want the vendor to quote? **Yes**
   - Are you ok with the vendor quoting in increments? **Yes**

3. **Who is doing your website design?** **BVK - www.bvk.com**

4. **Is the design vendor also integrating the designs into Cascade or is Hannon Hill doing the
implementation?** **The design vendor is responsible but they could ask Hannon Hill to do
it.**

5. **When do you expect the content vendor to have access to the design templates?**
   **October**

6. **Have you already been utilizing a 3rd party for content development? If so, who?**
   **For a portion of it. Bellmont Partners: bellmontpartners.com/**

7. **Have you completed a full content inventory of the site?** **No**

8. **Are you interested in having the chosen vendor conduct a content audit of your high-
level pages to help determine what pages to move to the new website? Or, will this
effort be conducted by St. Cloud?** **Depends on the scope. It would be helpful but we are
more focused on making sure the site is up to date.**

9. **What are the expectations surrounding content optimizations for SEO?**
   a. **Will the chosen firm be optimizing a certain number of pages, a specific section
of the website (e.g. admissions pages, program pages, etc.), or “tier” of pages
(e.g. tier 1)?** **Yes – we have 9 programs that we have identified, followed by high
level service areas such as admissions. Even the old pages will be updated to fit
the new look and feel. However, the content itself will need to be updated.**
   b. **Are you looking for ongoing monthly SEO support post-launch?** **Yes, if it fits in
with the scope of work.**
   c. **Or, are you just looking for the chosen vendor to provide guidance on SEO best
practices during the redesign project?** **This will depend on how it all fits in with
the scope of work.**
10. Will Hannon Hill be responsible for any content migration? No. Not unless we hire them to do so. We have the capability internally. We might ask the chosen vendor to assist in this space if need be however, at this time, we will do this internally.

11. Will the existing content team at SCSU be responsible for any content migration? At this time, we will do this internally.

12. Do you anticipate needing assistance from the new vendor to migrate/integrate content that does not require copywriting, copyediting? If so, how many pages. Not at this time.

13. Are you currently using Google Analytics to measure website engagement? Yes.

14. Do you currently manage GA yourself or is it managed by a 3rd party? Internal.

15. Please elaborate on your expectations for ongoing support?
   - Would this support be for content planning/strategy and content development only? Ideally, we are hoping this will be a partnership that could grow beyond this.
   - Would this support include design, development, and or CMS support? We would hope the selected vendor would provide recommendations.

16. Personas – Have you currently developed any personas? No.

17. Have you already conducted user audience research? Kind of. This has been done internally. We can provide some high level data.

18. Please confirm that all video/photography will be supplied or created by SCSU? This is correct.

19. Section 4.1 Proposal Submission: Please confirm there are no page limits within any sections of the response and the submission requirements and limitations remain the same as below:

   Offers are to be submitted digitally via email to the Director of Purchasing at the above email address and clearly marked in the subject line, “SCSU Website Content Development”. St. Cloud State University reserves the right to reject any and all Offers and to waive any informalities contained in such Offers. Responses must be submitted via email in Microsoft Word or Adobe PDF format. Attachment limits are 50 MB. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10 point. MINNESOTA STATE’S email receipt time stamp will be used for consideration, not the senders.

   SCSU is only limited by the size of documents we can receive.

20. Is there an incumbent or previous vendor that has completed similar work? No vendor has completed both to the scope we are looking for.

21. Is there another company that you’ve worked with before, or any other company that would receive preference for winning this project? No company has preference.

22. Is there a local vendor preference? No.

23. Once the project begins, who will be the key contact(s) the awarded vendor will work with and request approvals from? Mark Monn – Project Lead. Approximately how many total team members will interact with the selected vendor’s team? Jason Woods – Vice President for Strategic Enrollment Management, Kathryn Kloby – Associate Vice President.
for Strategic Communication, Anna Kurth – Media Specialist. There are 3 more team members that could take part as well.

24. Has any previous user or audience research been completed that can inform this project? For example, do you have previous documented usability testing, stakeholder interviews, audience surveys, or other research that will be helpful? Nothing to that extent. Just Google Analytics on which pages are visited and how often.

25. How many stakeholder interviews are you anticipating to be conducted? The following Groups: Deans, Cabinet, Students, University Communications, Admissions (Graduate, Undergraduate and Concurrent Enrollment) – separate meetings for each group. 9 Academic Program Interviews. 9 service offices. This is a total of 24 for the scope of this project. We are not sure if we will be able to get beyond that.

26. Which content management system are you using? Cascade by Hannon Hill (Wordpress is used as our news tool, but that is not necessarily in scope of this contract)

27. What deliverables do you want included in the 100 hours of content planning? -Do you want to create a full content marketing strategy, website content audit, editorial calendar, email writing, content governance plan, etc.? Yes, if possible.

28. Will content need to be presented in languages other than English? Possibly If so, which ones? Spanish - (Latin American Spanish), Castilian (European), Spanish, Arabic, Hindi Somali (not the entire site, but possible portions).

29. 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? This has not been decided.

30. How many in-person meetings, if any will be required? This is to be determined. There is no requirement but we believe a few visits could add value to the project.

31. Please elaborate on the Scope needs surrounding “Integrated marketing and branding initiatives to communicate to internal and external audiences” for the “It’s Time Communication Plan Build Out”. Is this envisioned to be development of a brand awareness campaign strategy, marketing and media plan, creative concept, and production of custom brand content in support of an existing institutional messaging strategy? The It’s Time and the Unleash Campaign are separate initiatives. However, the two complement each other. We want to make sure that the branding and marketing for both are cohesive. Due to the It’s Time initiative being so new, we also need to keep our internal constituents in mind.

32. Regarding item b under the “It’s Time Communication Plan Build Out”, please elaborate on SCSU’s vision for the website design work. Is this envisioned to be design and development of a dedicated web page on the current .edu with content creation specific to the It’s Time initiative? Or is this the development of a campaign microsite to serve as a central arena of engagement for audiences of the initiative? Yes, we currently have a separate site now. However, we need to continue to create timelines of implementation.

33. Will the development of high-level content strategy for priority web pages be needed to guide the actual content writing work in section A, Website Update: Technical? Or does SCSU have a sitewide content strategy in place to inform content development? We have
started to build the process out and it should be in place prior to the beginning of this work.

34. Will a content analysis of existing web pages to identify redundant, outdated, and trivial content be required as part of the discovery phase of the project before actual content development work takes place? This is not required.

35. Will any of the content development work require design and/or frontend development support? We do not believe so.

36. Will any work surrounding web analytics measurement strategy be needed to measure the effectiveness of the site content? Yes

37. Does SCSU require any support in search engine optimization (SEO) strategy to maximize the visibility of the site content on search engine results pages? Yes

38. What are SCSU’s expectations surrounding price presentation. Can vendors submit a price overview with itemized fees for each phase of the project in a way that aligns with the scope needs in Section II? Yes

39. What is SCSU’s current CMS platform? Cascade from Hannon Hill


41. What do you feel your biggest competitive advantage is over your competitors? According to our data: Brand reputation, Marketing Budgets, Defined target market.

42. In your opinion what is your biggest challenge in 2021? Ensuring that the foundation for recruitment and retention are in place with the current budget constraints of the past. Adding to this, that we serve a very diverse student population that has been disproportionately impacted by the COVID-19 pandemic.

43. What strengths are important to you from your selected agency partner? Integrity and Innovation.

44. Due to COVID-19 and local mandates, our firm has continued to restrict access to our local office and employees are required to work remotely for the time being. With this in mind are you willing to accept an electronic signature in lieu of a wet ink scanned signatures on all forms/documentation? We are willing to accept signatures obtained electronically (ie. Adobe Sign, DocuSign, etc.).

45. Can SCSU please confirm the Evaluation Criteria provided in Section 4.3 is accurate for this procurement? Yes it is accurate.

46. Is SCSU using federal funding for this procurement? No we are not.

47. Has SCSU already identified the keywords, or will this need to be a part of the vendor’s proposed scope? No we have not.

48. Do you have full capability to set up full website analytics or would you like it part of the scope vendors propose? Yes we do, however we are open to other options.

49. Has SCSU identified which pages they would like vendors to review/improve or would they like the vendor to work to identify these pages? We have identified the first phase of pages. Starting with 9 programs and 9 service departments.

50. What is the Tech-stack currently in-use for the website https://www.stcloudstate.edu/? IIS .NET
51. Does the University have any limited number for awarded contractor resources to perform the services? No

52. Under “General Selection Criteria,” there are criteria about mobile ad campaigns and the ability to identify IP addresses of prospective students. These tactics are not described in the “Vendor Requirements” section that describes the nature of the project. Can you confirm if mobile ad campaigns and IP address identification are part of the scope of work? If so, are there additional details available about what SCSU is looking for in each of these areas? We are hoping to have the ability to identify what perspective students would like to see and if we can have a customizable website that changes particular content depending on the user. This is a nice to have but not considered a must. We would like to leverage our geofencing efforts as well.

53. In some instances, an interview will also be part of the evaluation process as stated within sections 1.12 Interviews and Section II Vendor Requirements. Will the demonstration/interviews be completed in person or virtually? The interviews and demonstrations will be completed virtually and SCSU may record so that we can share with those unable to attend.

54. Sealed Proposals will be opened on Friday, August 27, 2021 by 3:00pm CT. Can it be attended online on that day?
   If you would like to attend please send a meeting request to ejmears@stcloudstate.edu by 10:00am on Friday, August 27, 2021.

55. Are you expecting the partner to provide Cascade development services as part of the project?
   Not at this time.

56. Is it required to bid on the entire scope or possible to bid on a portion of the scope?
   It is expected that submitted proposals are for the entire scope.

57. Please elaborate on requirements needed for the “It’s time” Website redesign.
   We currently have an It’s Time Site that is live. We would want to make sure it works with the overall look and feel and the main website.

58. Our company is currently under contract with another institution in the Minnesota State system. Please advise as to whether some forms and documents may be duplicative and therefore not need to be provided.
   Exhibits B-D may be duplicative from your previous proposals submission.

59. Please confirm that notarization will not be required for any of the exhibits or documents.
   At the time of proposal submission SCSU is not requiring documents to be notarized but may require them prior to executing the contract.

60. Section 4.1 alludes to “Sealed Proposals”. Are physical copies of our proposal required or will a digital PDF sent via email be sufficient?
   We are not accepting physical copies of response to this RFP. Responses must be submitted to ejmears@stcloudstate.edu. We prefer responses to be either .pdf or .docx formats.
61. Section 4.2 letter b. Says, to “Respond in order to all of the items listed in Section II of the RFP and provide written point by point narrative responses to each of the proposal requirements.” Is this required based on the nature in which Section II is written, as it seems to be more of an overview that doesn’t warrant responses to each section. Please try to address and show an understanding of each point that may include examples of previous work.

62. Section 4.3 letter b. “Qualifications, experience, personnel and equipment:” lists the following items. Can you please detail the relevance of these based on the scope of work:
   - Experience producing quality mobile ad campaigns. We would prefer that a vendor have experience in this area to maximize our efforts.

63. Demonstrated ability to identify home IP address of prospective students for parent messaging/targeting. We are hoping to have the ability to identify what perspective students would like to see and if we can have a customizable website that changes particular content depending on the user. This is a nice to have but not considered a must. We would like to leverage our geo fencing efforts as well.
   - Experience with benchmarks, reach and frequency volumes that lead to conversions. As we work to expand our regional reach (another pillar of the It’s Time Framework) we want to be able to monitor not only our reach to individuals, but our reach regionally and nationally. Ultimately, we plan to tie these efforts back to the success of enrolling students.
   - Tailored campaigns that can pivot quickly based upon data. We are hoping to change our digital marketing strategy according to what campaigns are getting the best results. We do not want to wait too long to make those changes. Ideally, we are able to monitor this success closely.

The above ADDENDUM shall be attached to and become part of the bid. Receipt of this Addendum shall be acknowledged by including it with the bid. Failure to do so may subject BIDDER to disqualification.

END OF ADDENDUM NO. 1