

Office of the Vice President  
and Chief Financial Officer

Procurement Services

<https://procurement.ufl.edu/>

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August 10, 2022

**ADDENDUM #1** to the University of Florida ITN23LD-104 COTA Web Migration (the "ITN") scheduled to be opened on August 24, 2022 at 3:00 pm at the University of Florida, Elmore Hall Conference Room, Radio Road, Gainesville, Florida.

This addendum shall be considered part of the Contract Documents for the above mentioned **ITN23LD-104** as though it had been issued at the same time and incorporated integrally therewith. Where provisions of this Addendum #1 differ from those of the ITN, the ITN shall govern and take precedence. All other terms, conditions, and regulations will apply.

**This addendum consists of:**

1. Revisions to the ITN – Addition of Tab 9

Section 4.1.1 Response Format - Addition of **Tab 9**

Optional: Please describe the standard methodology and approach to the project, differentiate the approach for Phases 1 and 2. Pages limited to no more than 3 pages of text per Phase. Additional graphics that increase page count are allowed.

2. Revisions to the ITN – Separation of Lots

Section 1.2 Scope of Work: Additional sentence added: Suppliers may choose to respond to either Lot 1, Lot 2 or both lots.

Section 4.1.1 Response Format:

- Bullet 3 – please indicate on the outside of the carton whether the response is for Lot 1, Lot 2, or both Lots 1 & 2
- Tab 6, indicate whether the response is for Lot 1, Lot 2 or both lot

3. Below are responses to questions submitted by potential bidders by August 3, 2022.

Sincerely,



Lisa Deal

Asst. Vice President & Chief Procurement Officer

**Please acknowledge receipt of Addendum #1 by signing below and returning this addendum with your response. Failure to include addendum with your proposal may result in rejection.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name

1. What's the timeline for the project?
  - Work will begin soon after the ITN is awarded, which may take a variable amount of time. As stated in the ITN, 1.2 Scope of Work, College of the Arts (COTA) believes Lot #1 will take 3-5 months to complete.
2. Large team, diverse resume, what if we need to switch people out?
  - It is reasonable to expect pulling in different team members into a project as their skills become necessary. We would like to have clear expectations when something like this happens and rely on Attachment A in order to project hourly costs.
3. Section 4.1 asks the proposal response to be on "text" weight paper – please confirm.
  - UF prefers a 20# sheet, any paper more sturdy than tissue and not card stock.
4. Regarding proposal format organization, under which tab should we include information describing our approach and methodology for COTA?
  - UF has added Tab 9 – for standard methodology & approach to the project, differentiate the approach for Phases 1 and 2
5. Under Tab 5: Do you require full resumes for each team member, or is a paragraph length description of their expertise and experience as it relates to this project sufficient?
  - Please provide the name of the team member and their relevant experience to this project. A paragraph description or a resume is acceptable as long as the relevant experience is present.
6. Tab 6 : You have requested an estimate of costs for Phase II, although we understand it will not be part of the initial project awarded under this ITN. The costs for Phase II will vary depending on the content work plan and other architectural decisions. Given this, is it acceptable for us to provide an estimated cost range for Phase II?
  - Yes. Where possible UF requests fixed pricing based on estimated hours, but it is reasonable to expect a range depending on the scope of work.
7. Under Tab 7: Added Value - are all of the elements of this tab subject to a 1-page limit?
  - No, the 1-page limit is on the alignment with UF's Values, COTAs mission and meta-strategy. The other elements are not restricted to one page.
8. Is COTA open to using other CMS?
  - After reviewing the hosting environment and peer units, the College of the Arts (COTA) has selected WordPress as its next platform.
9. College Strategic Goals?
  - We have provided the COTA Meta-Strategy as part of 1.2 Scope of Work. Part of our stakeholder analysis will bring forward the strategies our leadership wishes to prioritize and represent on the website.

10. In what specific ways do you envision the new website supporting each of the six pillars of COTA's Meta Strategy for 2021-2025?
- We expect the new website to support: the pillars in the following ways:
    - Pillar 1 – We expect our website to be WCAG 2.1 and Section 508 compliant to ensure all visitors are accommodated. We also expect excellent performance ratings because not all visitors are using contemporary devices with fast processing or perhaps do not have expensive data plans. We expect style and design considerations that support the diversity of people and projects across the college.
    - Pillar 2 – We expect our website to have robust taxonomy, tagging, and search. For example, this can help prospective students find faculty who are in research areas they are interested in, read news articles the faculty is tagged in, or look over their courses/syllabi/bio/CV.
    - Pillar 3 – We expect our website to have robust authorship and editorial process with role granularity. We want our subject matter experts and content curators to be able to work autonomously and have agency. However, we also want approval workflows to check for grammar, voice & tone, and ensure content champions are aware of changes in their unit. We also want to ensure that there is a content audit to ensure stale content does not persist on the site. By having a content policy that our stakeholders can follow, we can ensure that we all share in the success of the website.
    - Pillar 4 – Please see the response to Pillar 2. We also expect our website to have the ability to grow to accommodate new sources information and support for students, alumni, parents, prospective employees, donors and prospective donors, potential collaborators, and other stakeholders across the collegiate lifecycle.
    - Pillar 5 – Please see the response the Pillar 2. We would also like to ensure that the same applies to News and Events so that we can showcase our research. The aforementioned response applies primarily to prospects, but we would also like to dedicate an area on the website that addresses current collaborators and researchers by providing them resources to be successful. The website will also include “backstage” resources and guides for faculty doing research, managing internal funding awards, etc. A robust way to integrate forms (e.g., Submittable, Microsoft Forms) is important to make the website a place of action for faculty undertaking research queries and tasks.
    - Pillar 6 – Please see the response to Pillar 3 and Pillar 5. We want to ensure our audience has the resources it needs to be successful in their endeavors. We also want to ensure that our subject matter experts and content curators have equitable resources and documentation to ensure onboarding goes smoothly. The website must be clear and easy to use, in a way that provides our students, staff, and faculty access to the resources of our college shown on the website.

11. At the bottom of page 5 of the ITN there is a high-level outline of what is included in the UX phase. On page 6 there is an expanded description of the UX phase scope. However, these items from the page 5 summary are not specifically called out anywhere in the outline on page 6. Where should these be included?
- CTAs & conversion funnels (could be part of wireframes and user journeys)
  - Content pruning (usually part of a comprehensive content work plan)
  - SEO
  - Content type identification (would this be part of taxonomy?)
    - Content pruning is a part of:
      1. Internal Assessment b. Content audit, pruning, and reviewing Google Analytics
    - CTAs are a part of:
      3. User Research a. Generating personas, stories, and/or user journeys
    - SEO is represented by:
      - 1b and should be added to 6c as a policy.
    - Yes, content type identification would be a part of taxonomy. We may build an entity relationship diagram to illustrate how different content relates to one another.
12. Regarding the desire to improve CTAs and conversion funnels, what are the CTAs on the site currently, and how well are they working?
- We currently do not have metrics on the effectiveness or quantity of CTAs on our site.
13. What are the possible workflows for prospective students and parents to inquire about COTA and its programs currently? What roles do UF central admissions and COTA staff play in these workflows?
- Each unit has their own strategy to attract prospects and get them to apply. UX phase should help determine the best path for each type of prospect. We currently are very loosely tied to central UF's admission website.
14. What is your team structure for interacting with prospective students?
- Please see our answer to the previous question. Each unit has its own staff for undergraduate and graduate student prospects. We want to foster cross-functional collaboration in this space as well as others.
15. We understand that COTA's programs have special admissions requirements in addition to UF's standard requirements. How are these handled in the admissions process currently?
- If a unit has a special process, they will ask for auditions and portfolios separately from the main UF admissions process.
16. What visibility do you have into what happens with an inquiry or application if someone clicks from the COTA website to central admissions?
- We currently have no visibility or tracking of outbound traffic from our website.

17. What role do you envision UF's Office of Strategic Communications and Marketing or the Office of Admissions playing in this project?
- The UF Office of Strategic Communications will serve as a support mechanism and guidance on our college identity. We seek a secondary branding identity for our units and will be leaning on them for guidance on how to brand our college and units within. We would like to explore how we can have The Admissions office play a larger role in this project.
18. Can you share any insights from the AEI audit that is underway?
- The College of the Arts is fundamentally committed to access, equity, and inclusion as functional, transformational catalysts. In Spring 2021, the College approved an amendment to its constitution to create the COTA AEI Committee, which serves as a central resource for initiatives, consultation, review, and guidance for the college and the dean in all areas regarding access, equity, and inclusion.
19. What are the requirements around the component library? Has a product been chosen?
- We want to focus on open-source/first-party software with high adoption, community, and support. We are wary of proprietary solutions that may result in abandonware. The component library must be able to run on our on-premises servers described in the ITN. This will likely be statically generated for best results. We expect the component library to be system agnostic with plain HTML components as its baseline with the ability to have opinionated components added. We want to avoid local compilation/transpilation where possible (i.e. rely on GitHub Actions). The component library is an important part of a living style guide and we expect to have continuous delivery of changes. New CSS and presentational JS should be deployed to a CDN or asset library alongside changes in the component library with targetable version numbers. We have not chosen a product.
20. Is Gutenberg required, or could a more fieldable solution such as Advanced Custom Fields be used?
- Please see our answer regarding the component library. We do not see Gutenberg and ACF as mutually exclusive, but Gutenberg is not necessarily a requirement.
21. Is bootstrap required as the FE framework, or can foundation be used?
- Please see our answer regarding the component library. We are open to discussing the use of other frameworks.
22. Would ansible playbooks be provided by the vendor, or built by the internal team as part of the DevOps deliverable? If by the vendor, could you expand on those requirements?
- The DevOps portion of the project will be developed internally by our team.
23. Is there a maximum budget for this project?
- No budget has yet been assigned. The College is working to identify funding for the entire project.

24. You mention wireframes in the scope; how many templates would be included in this project?
- We mentioned low-fidelity wireframes in Lot 1 if the vendor is accustomed to delivering them alongside their UX work. Typically, we expect low-fidelity wireframes and high-fidelity mockups to be exclusive to the UI phase. We are proponents of the atomic design methodology, so we do not have finite template expectations. However, we anticipate 6-10 basic layouts covering most needs.
25. In relation to "content pruning", how much content are you anticipating to audit?
- We need an audit and pruning process that leverages stakeholder and audience analysis to determine what stays and what goes. Not all existing content will move over—only the content that is relevant to the new UX. By taking an audience-centric approach, we can cut out much of the existing stale content.
26. How much content are you anticipating to use on the new from the old site?
- Please see the answer to the previous question.
27. Should we include new content creation in our scope and if so, how much?
- Our subject matter experts can consult on and write content. However, we need a content policy to empower and enable them to do their best work and be as autonomous as possible.
28. Number of WordPress Sites you currently have?
- We currently have no WordPress sites
29. Primary Domains
- arts.ufl.edu
  - vaccinate.arts.ufl.edu
  - response.arts.ufl.edu
  - musiceducation.arts.ufl.edu
  - arteducationmasters.arts.ufl.edu
  - fablab.arts.ufl.edu
  - artsinmedicine.arts.ufl.edu
  - legacy.arts.ufl.edu
  - research.arts.ufl.edu
  - Digitalworlds.ufl.edu
  - Cotasymposium.com
30. Who is your current WordPress host?
- We have hosting options provided within the University
31. Current Server specs if available - CPU & Ram allocation
- For information our hosting environment, please visit: <https://hosting.it.ufl.edu/>

32. Desired Server Layout - 1: Single Dedicated Server + Aurora RDS 2: High Availability Server + Aurora RDS 3: Custom Cluster arrangement
- None of the aforementioned apply. We will be hosting on-premises.
33. Pageview Estimate?
- We've had 1,046,662 pageviews (excluding internal traffic) from July 29, 2021–August 4, 2022
34. What do you estimate your monthly CDN usage to be?
- Please see our answer to Desired Server Layout. Our storage needs will be addressed with our internal hosting team.
35. How much bandwidth does your site(s) typically send each month?
- We do not currently track bandwidth usage.
36. What is the total amount of disk storage (in gigabytes) that you will need?
- Please see our answer to Desired Server Layout. Our storage needs will be addressed with our internal hosting team.
37. Are there any key functionalities or integrations you want to keep from your current site other than what is mentioned in the ITN?
- We have numerous internal web apps that enable the College's workflow and operations. These are part of our current CMS and will be migrated separately from the scope of this project.
38. Is it permissible to bid on Lot 1 of this project and not Lot 2?
- Yes. Suppliers may respond to either Lot 1 or Lot 2 or both. If responding solely to either Lot 1 or Lot 2, include in Tab 2 a description of the hand-off process for this project. Describe the hand off process either handing off to another agency or receiving work from another agency. Reference any relevant projects hand-offs.
39. Who do you consider to be your peer institutions?
- Our peer institutions vary based on the unit we are considering (e.g., theatre, dance, visual arts, art history, video game design, etc.). Peer colleges at other research institutions include: University of Michigan, University of Texas at Austin, University of Southern California, New York University, University of Maryland, University of California Los Angeles, Ohio State University, Columbia College, University of Wisconsin-Madison, Arizona State University, and Yale University.
40. What analytics platform is currently in use?
- Google Analytics

41. Are there any other active sources of data that the selected team will be granted access to in order to evaluate current and planned efforts?
- Google Suite, limited to Analytics, Ads, and Tag Manager
42. What existing parties/roles should be evaluated for potential input in future content publishing?
- We will establish two separate cohorts for input. One will be a team dedicated to the migration process. It will consist of unit leadership and direct reports that will represent each area of our College. The other will be a group of content curators, subject matter experts, and communicators that will create and maintain content on the new website.
43. How many pages/URLs do you currently have for consideration/evaluation as part of the taxonomy/architecture audit?
- Are all pages crawlable or listed as part of the XML sitemap found at <https://arts.ufl.edu/sitemap.xml>, or are there others that may not be discoverable through external evaluation?
    - The sitemap may overstate the number of pages to consider due to the way the CMS publishes atomic content. We currently do not have a fixed number of pages to consider for the audit.
44. What (if any) internal parties or additional information will we have access to during the process to interview or evaluate?
- Through our cohorts, we expect the vendor to have access to preparing surveys for any internal audience as necessary such as students, faculty, staff, etc.
45. Is there an existing SEO/keyword strategy employed? If so, would you be willing to share any existing keyword target lists, performance reports and/or strategy briefs for review?
- Only one of our units currently employs SEO/keyword strategies via Ads. We can provide this when the ITN is awarded.
46. Is site Content/SEO migration strategy and planning something to be assessed in Lot 1, or is that happening in accordance with future Lots/projects?
- Items potentially to be assessed and considered that may correlate with Lot 1:
- URL redirect mapping
  - SEO-specific design/development considerations & best practices
    - Yes, this is in the scope for Lot 1.
47. Is Voice and Tone already defined or would that be part of the scope?
- As noted in the ITN, Voice & Tone is defined by Strategic Communications and Marketing. We would still define our own within the scope of this project.



48. Per content audit, pruning, and reviewing Google Analytics: Would the agency review and audit all content and detail out next steps of each page or is an overview of the content expected?
- We expect the vendor to work with our migration cohort to determine content auditing and pruning needs per unit. Some units will require more detail than others.
49. Per generating personas, stories, and/or user journey maps: How many personas and user journeys are expected?
- Please refer to the previous question. We have a variety of audience members as listed in the ITN.
50. What audience research is available for input?
- We currently do not have any research available within our College, but the University has some research that may be available for this project.
51. Whether companies from Outside USA can apply for this? (like, from India or Canada)
- Yes
52. Whether we need to come over there for meetings?
- UF may request in-person meetings
53. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
- Yes
54. Can we submit the proposals via email?
- No. Proposals are due in hard-copy as noted in the public solicitation, Section 4.0, beginning on page 12