ADDENDUM 1

DATE: November 11, 2013
PROJECT: GSBS Website Redesign
RFP NO: 744-1407
OWNER: University of Texas Health Science Center
Houston, Texas
TO: Prospective Bidders

A. The following are revisions to the general information provided in the RFP posted October 22, 2013:

1. Table of Contents
   Attachments:
   
   APPENDIX THREE: HUB SUBCONTRACTING PLAN (INTENTIONALLY DELETED)

2. Section 6 Pricing and Delivery Schedule (Revision 1) replaces Section 6 of the RFP—see attachment of this Amendment 1. This revised schedule MUST be completed and included in the Proposer’s Proposal.

B. The following are answers to questions received before the November 7, 2013 question deadline:

1. What is the budget established for this Project?

   Answer: The budget for this project will not be disclosed.

2. With regard to the pricing proposal, the RFP states that pricing must be inclusive of "delivery, labor, insurance, taxes, overhead and profit." Should the total cost of this RFP also include any anticipated hard costs such as production (i.e., photography) and/or travel, shipping, etc.?

   Answer: The Proposer’s anticipated hard costs, such as travel, photography, etc., must be itemized using the Revised Pricing and Delivery Schedule—see Section A, 2 and attachment of this Addendum 1. The Proposer may include and itemize any other costs it anticipates in completing the Project.

3. What metrics will the University use to determine that this Project is a success?

   Answer: The Project will be considered a success when the template files have been successfully migrated into the University’s dotCMS content management system with the design elements, interactive and responsive behaviors intact. The University will test
and confirm functionality by inserting various content types into the implemented templates.

4. The RFP states that a HUB Subcontracting Plan is required. The RFP also states that UTHSC has determined that subcontracting opportunities are not probable under this RFP. That being said, please confirm the University’s expectations for submitting a HSP at this time? Must a HSP be supplied with the RFP or after the award in the event subcontracting is needed?

   Answer: In accordance with Section A.1 of this Addendum 1 and Section 2.5.2 of the RFP, “subcontracting opportunities are not probable under this RFP” and a HUB Subcontracting Plan (HSP) is not required to be submitted as a part of the Proposal. Although the HSP is not a requirement, the University strongly encourages the Proposer to utilize HUBs if possible.

5. What circumstances triggered the need for this website redesign and RFP?

   Answer: The current website templates were designed in 2008 and have a dated look and feel.

6. In what ways does the University consider the current site experience lacking for applicants, donors, students, faculty, etc.?

   Answer: The University believes that the current site experience for its target audiences, particularly prospective, high-caliber students, lacks the appeal and functionality of its competitor’s websites.

7. What does the University think is the current site's biggest weakness?

   Answer: The current website is very text-heavy, and there is an excess of white and empty spaces in certain areas.

8. How many pages does the website currently contain?

   Answer: The website currently contains 1289 pages.

9. Is there a schematic of the current site architecture that can be shared?

   Answer: A site map can be provided to the successful Proposer.

10. Regarding Section 5.3 A of the RFP, please clarify expectations for "design concepts."

    Answer: The University is seeking a fresh, cohesive design for all templates built around a design theme. The current design theme is derivative of other schools in our University and area.

11. Regarding Section 5.3 B of the RFP, how does the University see the successful Proposer "assisting and making recommendations on gathering design assets"? Are there existing design assets which must be utilized, or does the University seek the Proposer’s recommendation on what additional/new design assets are needed? Does
the University anticipate needs for photography, video and/or other art for the web design?

**Answer:** The University has gathered images and videos that it would like the Proposer to evaluate and possibly integrate into the Project. Based on Proposer’s recommendations, the University is open to gathering additional design assets (photos, videos, or other images) to complement the Proposer’s design concept within a certain budget. The budget is not disclosed at this time.

12. Does the University envision the creation of new content as part of this Project?...editing content? Will the Project utilize existing and/or other content provided directly by the University?

**Answer:** The University prefers to utilize its existing content but may use Proposer’s recommendations for reorganizing its current content structure. The current pages are very text-heavy, with long bodies of text that require excessive page scrolling.

13. Regarding Section 5.3 C of the RFP, the awarded vendor will “make recommendations on navigation and web folder structure based on analytics.” Please clarify what level of data will be available? Does the University expect the Contractor to mine the website’s current analytics?

**Answer:** The University has gathered Google analytics and will share this data with the successful Proposer.

14. Regarding Section 5.3 D of the RFP, does the University envision a specific number of subpage templates, or is it seeking the Proposer’s recommendations? How many GSBS Academic Programs will the successful Proposer need to design templates for?

**Answer:** Aside from the homepage template, the University envisions at least three subpage templates—two with different menu navigation positions and a template for one without. The University desires to integrate its academic programs’ webpages with a cohesive look—one template for each program’s landing page. The University is also open to the Proposer’s recommendation(s).

15. Does the finalized design require use of Foundations, or are other responsive CSS frameworks acceptable?

**Answer:** The University requires Foundations responsive front-end framework (version 4); other frameworks are not acceptable.

16. Please confirm that this Project requires only implementation of the finalized design into the current content management system and does not involve migration of content from one CMS into another.

**Answer:** Correct—this Project requires only implementation of the finalized design into the current content management system and does not involve migration of content from one CMS into another.
17. Will the University provide a staging or development environment for implementation of the template designs within dotCMS?

**Answer:** The University has a dotCMS development environment where the templates can be staged for testing and quality assurance.

18. Will the University require any advertising to launch the website (web banners, etc.)?

**Answer:** The University may need some digital image banners in various pixel sizes based on the finalized design.

19. What is the level of in-person interaction the University anticipates for this Project?

**Answer:** The University expects a high level of in-person interaction through the assessment and design phases as both parties discuss and share ideas.

20. Is there any particular timing need for this assignment, such as a deadline for launch?

**Answer:** The tentative Project completion date is within the 1st quarter of 2014, but an exact launch date will be determined in the design phase.

21. Approximately when will the University announce finalists?

**Answer:** The University expects to make an award in December 2013; such notices will be provided via e-mail from the University Contact listed in the RFP.

22. What is the anticipated timing of/for the oral presentation?

**Answer:** Oral presentations are optional and conducted at the University’s discretion based on the final ranking of Proposals. If applicable, the University will contact the invited Proposers via correspondence from the University Contact listed in the RFP.

23. What is the anticipated timing for awarding this contract?

**Answer:** See answer to Question No. 21.

24. Regarding Section 1.4 of the RFP, please clarify what is meant by "...Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer under this RFP..."?

**Answer:** The contract resulting from this RFP might be suitable for use by another component (see Section 1.1 of the RFP) of the University in need of similar services. This is potentially an additional, but not guaranteed, business opportunity for the Contractor. The appropriate University contact will contact the Contractor should this situation apply.

25. Is the University open to conducting a research and discovery phase to determine the school's external and internal perceptions, trends and insights? This phase would the Proposer to discover what draws potential students to enroll as well as uncover reasons why students elected not to attend?
The University has gathered data on this already and can share it with the successful Proposer. After analysis, the University and Proposer can determine if additional data, analysis, etc. is necessary.

26. Does the GSBS website have a core-set of primary audiences that it caters to today?

Answer: Yes—future and current students, faculty and donors.

27. Are there any additional audiences the University would like to cater to in the future?

Answer: No, not at this time.

28. Is new/original content generation the Contractor's or the University's responsibility?

Answer: The University will be responsible for generating text content and will need the Contractor’s advice on the best presentation of content related to programs for its core audiences. Currently, this is spread between research interests and future students. The University is also open to optimizing its site structure based on the Contractor’s recommendations.

29. Will the Contractor be allowed to art direct new photography and video, within a provided budget, to be able to capture appropriate new imagery reflecting the culture of the school?

Answer: The University prefers the Contractor to evaluate the images, photographs and videos the University currently has but is open to the creation of new artistic assets that complement the Contractor’s design direction within a certain budget; the budget is not disclosed at this time.

30. Will any existing content/pages be required to migrate over to the new responsive platform?

Answer: Yes, all pages will be converted to the new templates.

31. Will you plan on supporting other languages for visitors (via site translation) or will the site be English only?

Answer: The site will be English only.

32. Does "GSBS Academic Programs," as noted in Section 5.3 E of the RFP, refer to all Programs of Study currently listed under "Current Students → Academics → Programs?" If so, will programs of study residing on external links now fall under and reside on this new website?

Answer: Yes, but this will be undertaken through a phased approach starting with the Programs the University now hosts under its current site. The University and Contractor will need to work with the Programs’ leadership and administrators individually.

33. How many users/user levels does the University estimate needing for accessing, administering and publishing content to the new website?
Answer: The University will continue to use the current user access structure provided by dotCMS and may be able to provide access to the Contractor for a limited time based on the approval of the University's dotCMS administrator.

34. What is the current hosting environment? Are you open to alternate recommendations?

Answer: The University's hosting environment is required, and alternatives will not be considered.

35. What is the current donor software being utilized? Is the University open to an alternate recommendation for this software?

Answer: The software used to design the current templates is unknown at this time. Yes, the University is open to software recommendations provided that the deliverable template files can be integrated into dotCMS without significant technical issues.

36. Approximately how much bandwidth does the current site use per month?

Answer: The University web server administrator can provide this data to the successful Proposer.

37. Is it anticipated that the University will need monthly maintenance beyond Project completion?

Answer: No, maintenance services are not anticipated at this time. However, such services (benefits, cost, etc.) may be discussed with the successful Proposer.

38. How many templates for GSBS Academic Programs need to be designed?

Answer: One template is needed.

39. Please provide more detail of the work scope of “assist”?

Answer: The University webmasters may need some template code adjustments for formatting and behavior for integration into the dotCMS web content management system. Once integration is complete, the University will test formatting and behavior again, in which the University webmasters may ask specific technical questions or need help in adjusting template code if necessary.

(ATTACHMENT FOLLOWS THIS PAGE)
SECTION 6
PRICING AND DELIVERY SCHEDULE (REVISION 1)

Proposal of: ______________________________________
(Proposer Company Name)

To: The University of Texas Health Science Center at Houston

Ref.: Website development services related to the UTHealth GSBS Website Redesign

RFP No.: 744-1407

Ladies and Gentlemen:

Having carefully examined all the specifications and requirements of this RFP and any attachments thereto, the undersigned proposes to furnish the GSBS website redesign services required pursuant to the above-referenced Request for Proposal upon the terms quoted below.

6.1 Pricing for Services Offered

<table>
<thead>
<tr>
<th>Phase</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Phase</td>
<td>$____________</td>
</tr>
<tr>
<td>Review Phase</td>
<td>$____________</td>
</tr>
<tr>
<td>Test/Implementation Phase</td>
<td>$____________</td>
</tr>
<tr>
<td>Training</td>
<td>$____________</td>
</tr>
</tbody>
</table>

**Total Cost of Project**
(excluding travel and additional services)

$____________

Total Reimbursable Travel Expenses Not To Exceed Amount

$____________

6.2 Rates for Additional Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
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</tr>
<tr>
<td>Video Production</td>
<td>$____________</td>
</tr>
<tr>
<td>Photography</td>
<td>$____________</td>
</tr>
</tbody>
</table>

RFP 744-1407 GSBS Website Redesign
6.2 **Delivery Schedule of Events and Time Periods**

___________ Calendar Days requested to complete Project upon receipt of purchase order

6.3 **University’s Payment Terms**

University’s standard payment terms for services are “Net 30 days.” Proposer agrees that University will be entitled to withhold ______ percent (_______%) of the total payment due under the Agreement until after University’s acceptance of the final work product. Indicate below the prompt payment discount that Proposer will provide to University:

Prompt Payment Discount: _____%_____days/net 30 days.

Respectfully submitted,

Proposer: ___________________________

By: _______________________________

(Authorized Signature for Proposer)

Name: ______________________________

Title: ______________________________

Date: ______________________________

END OF ADDENDUM 1