11.26.24 Clarifying Questions:

1. Would Eastern Oregon University ever consider building a new site not on WordPress?
   a. No
2. Would Eastern Oregon consider changing to a proprietary CMS?
   a. No
3. Is Wordpress the preferred or required CMS platform for the redesigned website?
   a. Required
4. Could you kindly provide the necessary information or access link to participate [in the pre-bid conference Nov. 21, 2024]
   a. The November 21, 2024 date under schedule of events is the date all clarifying questions are due. There isn't a pre-bid conference scheduled.
5. Would you mind clarifying what CMS the University is currently operating?
   a. WordPress
6. Is my firm eligible to submit an rfp?
   a. Non Resident Selected foreign contractors/vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.
7. Is there a preference for vendors based in the U.S or if offshore developers are also acceptable for this project?
   a. There is no specific preference, however any travel costs must be included in the contract price proposal.
   b. Non Resident Selected foreign contractors must vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code.

Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

8. Are there any specific compliance or regulatory considerations we should be aware of if offshore resources are utilized?
    a. Non Resident Selected foreign contractors must vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

9. Can we participate in this proposal process and share any relevant details or submission guidelines?
    a. Non Resident Selected foreign contractors must vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be

eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

10. What specific data points or metrics from your current Google Analytics would you consider most crucial for informing the redesign project?
    a. New users to the site
    b. Return visitors to the site
    c. Organic traffic
    d. RFP form fills
    e. Visit form fills
    f. Application fills

11. Can you share any specific goals or benchmarks for improving lead generation through the new website compared to the current site?
    a. Increase New users to the site by 10%
    b. Increase Return visitors to the site by 10%
    c. Increase Organic traffic by 3%
    d. Increase RFP form fills by 3%
    e. Increase Visit form fills by 10%
    f. Increase Application starts by 10%

12. How does EOU define "provable" in the context of developing four value propositions? Can you share examples of data or evidence you'd like to see supporting these propositions?
    a. In the context of developing Eastern Oregon University's (EOU) value propositions, "provable" refers to the ability to substantiate each proposition with concrete, verifiable data or evidence. This ensures that the claims made are credible and can withstand scrutiny from stakeholders, including prospective students, faculty, and accrediting bodies.
    b. Example:
        i. EOU is the most affordable university in Oregon as ranked by College's of Distinction.
        ii. EOU is Oregon's official Rural University as designated by the Oregon Legislature.

13. Given the transition to external hosting, what specific performance improvements or uptime guarantees are you hoping to achieve compared to the current on-campus hosting solution?
    a. 99.9% uptime guarantee
    b. Enhanced reliability in the case of an unforeseen event in which EOU's servers lose power or are otherwise compromised.

14. Can you share any plans for future academic programs or campus developments that should be considered in the website's scalable design?
    a. EOU expects to be able to add or remove academic programs from the site as-needed.
15. Are there any specific interactive features or tools (e.g., virtual campus tours, program explorers) that EOU considers essential for the new website
    a. Virtual tours, aggregated & searchable newsfeed.
16. Branding: Can you elaborate on expectations for this requirement, "Alignment in style and content with online.eou.edu" Is online.eou.edu part of the scope of this project and / or is there a desire for online.eou.edu to share the same theme as eou.edu? How much should the redesign of eou.edu align to the online.eou.edu brand vs. having its own verbal identity and messaging?
    a. No, online.eou.edu is not part of the redesign scope, but there is a strong desire for eou.edu to share a unified theme with online.eou.edu. The redesign of eou.edu will align closely with the branding and messaging of online.eou.edu, ensuring consistency while addressing the distinct needs of their audiences.
17. Hosting: Are you expecting the vendor to be the hosting provider, or can we recommend a managed provider?
    a. Vendor may recommend a managed provider.
18. Migration: Please provide a breakdown of the approximate number of pages/posts/content to be migrated.
    a. The EOU sites network currently has 172 Public sites, with roughly 2600 pages and 2000 posts. A great deal of this content will not be migrated to the new site.
19. Integrations: can you provide further details and expectations for the following integrations?
    a. Slate CRM
    b. Enterprise resource planning
    c. Advancement/giving portal
    d. Academic catalog
        i. Integrating systems at EOU ensures seamless data flow, improved efficiency, and enhanced user experiences. Slate CRM integration with the SIS and ERP supports streamlined admissions and enrollment processes. ERP integration centralizes finance, HR, and student services for operational efficiency. The advancement portal integration enables accurate donor tracking and financial reconciliation, while academic catalog integration ensures real-time updates for students and faculty. Key expectations include data consistency, automation, scalability, and improved decision-making. These integrations enhance workflows, reduce manual effort, and provide up-to-date information, supporting EOU's commitment to operational excellence and a cohesive experience for students, staff, and donors.
20. Are there any additional APIs or Integrations that are expected?
    a. No
21. Are MyEOU and the Academic Catalog outside the scope of this project?

      a. Yes

22. What are EOU's top three priorities for the website redesign?
      a. Enhanced Recruitment and Engagement Features
      b. Improved UX and Navigation
      c. Strong branding and targeted content

23. How does EOU measure success for enrollment and engagement metrics?
      a. Increased RFI form starts
      b. Increased on-campus visit sign ups
      c. Increased application start

24. Are there existing data points or research for developing value propositions?
      a. Yes

25. What do you think differentiates EOU from other regional universities today, and how would you like to differentiate in the future?
      a. Affordability and value
      b. Personalized education
      c. Student Success
      d. Rural Serving

26. What hosting challenges have been faced with the current website?
      a. No specific hosting challenges have arisen.

27. Your current EOU branding standards are print-centric and don't express typographic standards for the web, for example. How extensive and robust would you like a digital style guide expression to be? Should we constrain this effort to fit the budget, or are you open to expanding the scope to address the brand more thoroughly to create a stand-alone pattern library like Indiana University's?
      a. This is not a consideration at this time.

28. Is a replatforming/redesign of online.eou.edu also in scope in any way, or is a light refresh needed?
      a. No

29. Have you discussed personalization strategies such as targeted messaging for local vs. out-of-state applicants or students vs parents?
      a. Yes

30. Content development and writing are listed in the scope of work. What internal resources and capabilities is EOU bringing to this function? How much of the existing content do you expect will be repurposed vs brand new? What role do you see your agency partner playing in these functions?
      a. EOU does not have internal resources for content development and writing
      b. We don't yet know how much exisiting content will be repurposed vs brand new.
      c. Agency partners will conduct a sizable amount of this work

31. Which languages are they considering for translations, and how important is high-quality idiomatic translation versus a more general, greater-volume approach enhanced by automation where possible?
      a. Spanish
      b. We are seeking a more general, greater-volume approach enhanced by automation

32. An "Academic program finder" is mentioned as an additional deliverable. Is there currently a coursework solution the University uses like Courseleaf?
    a. Modern Campus Catalog
33. "Use non-proprietary programming and frameworks for interactive features" – would this preclude the use of third-party WordPress plugins like Gravity Forms, TablePress, etc.?
    a. This does not preclude the use of WordPress Plugins, depending on their function.
34. Who are the key people and roles that will influence this project's direction?
    a. Vice President for University Advancement
    b. Director of Marketing
    c. Website Administrator
    d. Director of Information Technology
35. What is the existing workflow for content updates and maintenance?
    a. The existing workflow is a ticketing system (Salesforce) where university stakeholders can submit requested updates for sites and pages. Maintenance is performed on a scheduled basis by the Website Administrator and EOU IT.
36. Are there specific training needs for staff post-launch?
    a. Any necessary training with unfamiliar tools.
37. You mention that you do "not authorize the use of any proprietary code throughout the scope of this project." WordPress plugins are generally subject to licensing terms and modest fees. We also have pre-existing technology solutions that improve the quality of deliverables and reduce development costs; we grant a royalty-free license to our clients. Are you open to discussing these forms of industry-standard licensing?
    a. Yes
38. Roughly how many EOU stakeholders will be involved in the project?
    a. 8
39. Will there be a single point of contact from the EOU team for this project?
    a. Two, the director of Marketing and the Website Administrator.
40. Are you open to remote workshops or are in person meetings a hard requirement?
    a. Remote workshops are acceptable.
41. If travel is required, will the vendor be reimbursed for lodging and travel expenses? How will that be handled?
    a. Travel costs must be included in the contract price proposal.
42. Is there a target budget (that is under the mentioned $300,000) for the entire project (all phases)?
    a. The project will not exceed $300,000
43. Is there a technical owner creating and monitoring reports from web/user analytics software (e.g. Google Analytics)? Will this person be available for remote workshops during the discovery phase of the project?
    a. Yes
44. Is there existing web analytics data or user research data beyond Google Analytics (quantitative or qualitative) available to share for this phase? If so, what software or assets would be shared (HotJar, SEMRush, etc., prior interviews or research)?
    a. No

45. Are there any additional page types and content templates you anticipate needing outside of the ones mentioned in the RFP) or was that intended to be a comprehensive list?
    a. There may be additional page types or content templates that are needed.
46. Is there an existing EOU design system or UI kit within Figma, Sketch, or other software that should be used and iterated upon for the new website? Or would you like us to start completely from scratch for the new website?
    a. There is not an existing design system or UI kit. A scratch design will be necessary.
47. Is there a preferred CSS framework, or is the CSS selection entirely open?
    a. No, there is not a preferred framework, although EOU's current site uses Bootstrap.
48. Are there specific accessibility or user experience (UX) guidelines we need to follow beyond standard WCAG 2.1 Level AA compliance for universities?
    a. No
49. What are the content migration expectations in terms of volume and format of existing content?
    a. Pages and posts will need to be migrated. Volume is yet to be determined.
50. Are there any other content sources that will need to be accounted for in the content migration beyond the existing (Wordpress CMS) site?
    a. No
51. How will cookie consent be handled? Are there specific privacy regulations (e.g. GDPR/CCPA) the site is expected to comply with? Will an external testing/verification service (e.g OneTrust) be utilized?
    a. Yes, the site is expected to comply with both GDPR and CCPA.
52. Are there specific requirements around code quality and automated testing?
    a. No
53. How will adherence to specific accessibility standards be verified? Will an external accessibility auditing service be utilized?
    a. Yes
54. Are there specific vendors selected for the ERP, Academic Catalog, Virtual Campus Tours, SSO provider, etc. integrations?
    a. No
55. Will the site search be handled by the built-in Wordpress functionality or is the expectation an integration with a search provider such as Algolia or Swifttype?
    a. An external integration is expected.
56. Please provide the following insights so we can recommend the appropriate cloud hosting package.
    a. Anticipated Uptime Guarantee
        i. 99.9%
    b. Pageviews per month
        i. 200,000+
    c. Visits per month
        i. 90,000

    d. Data storage
        i. 25-50GB
    e. Concurrent user sessions
        i. 5+
    f. Number of doc roots
        i. 100+
    g. Page load time
        i. >2 Seconds
    h. Peak period traffic
        i. Peak period traffic corresponds to key university dates.
                1. Jan. 8 - Winter term begins
                2. April 2, - Spring term begins
                3. Sept 23 - Fall term beings
        ii. The selected vendor will be given access to EOU's GA4 account.
    i. Is a Content Delivery Network needed
        i. CDN Preferred
    j. Is a Web Application Firewall (WAF) needed
        i. Yes
    k. Is personalization needed?
        i. No

57. Do you have an additional budget to cover the costs of ongoing website support and maintenance? If so, please share your support, maintenance, and hosting budgets.
    a. No

58. Do you prefer local vendors, or are you open to vendors outside of the US?
    a. There is no specific preference, however any travel costs must be included in the contract price proposal.
    b. Non Resident Selected foreign vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

59. Are you open to vendors obtaining a Business Registry in Oregon after being awarded the project?
    a. Non Resident Selected foreign vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.
60. Can you confirm the estimated number of pages that need to be reconstructed or revamped as part of the website redesign?
    a. 2500+
61. What are the languages other than English that the agency is expecting the website to support and is it planned to decide based on recommendations to be done as part of support and maintenance?
    a. Spanish
    b. No
62. Could you provide a comprehensive list of APIs that are to be integrated with the redesigned website?

    Potential API Integrations include:

    a. Ad Astra
    b. Canvas
    c. Okta/SAML
    d. Slate
    e. Google Maps
    f. Social (Facebook/X/Instagram)
63. Is the goal to reconstruct specific existing pages of the current website, or are you looking for a complete overhaul and redesign?
    a. Complete redesign
64. Has the current website been designed using an atomic design framework? If not, could you provide references or examples to help create one in the redesign?

a. The current site has not been designed using an Atomic Design Framework. Examples for a potential framework could come from online.eou.ed and current eou.edu branding (colors, fonts etc…).

65. How much content will need to be created versus migrated?
    a. We don't know at this time

66. Regarding **"Other Anticipated Deliverables"** under Audience profiles and planned conversion paths, does "audience profiles" refer to user personas for the website? Could you provide additional context?
    a. No
    b. Audience profiles refers to
       i. Prospective Students
       ii. New students
       iii. Auditors
       iv. Alumni
       v. Donors
       vi. Partners
       vii. External business parties

67. Should we assume that the existing style guides will be used as-is for the new website redesign?
    a. Yes

68. Could you share the budget allocated for hosting the redesigned website in an external hosting environment?
    a. Not at this time

69. Is it safe to assume that the external hosting environment can be any cloud platform, such as Azure, AWS, or GCP?
    a. Yes

70. Are we correct in assuming that accessibility requirements are limited to the website pages only?
    a. All website content, including pages, posts, templates and media.

71. Could you provide details about the CMS you're currently using (e.g., is it WordPress or another platform)?
    a. We are currently using Wordpress

72. Can you share any information about your current CRM setup, e.g. what you're using for custom fields?
    a. No. That information will be divulged as needed to the selected firm

73. Are you using a page builder plug-in, or do you rely on the built-in editor?
    a. Built-in editor

74. The RFP mentions restrictions on using proprietary code. Does this extend to third-party plug-ins or commercial software that is not open-source but may require a license for integrations?
    a. No

75. Besides the integrations named explicitly (Slate CRM, GA/GTM), could you provide a list with the names of all the specific third-party integrations you currently use or anticipate needing on the new site?

     a. Not at this time

76. If any systems are proprietary/developed by the university, could you share any documentation that might help us determine the scope of work required for integration?
     a. This information will be shared with the selected firm

77. The RFP states: "Project discovery and research including onsite client workshops, stakeholder group sessions, as well as open sessions for the campus community." How many onsite workshops are expected as part of this process?
     a. We anticipate three

78. Are you going to share all the bidder's questions and answers?
     a. Yes

79. What's going to make you sit back at the end of this engagement and say, "Wow, that was a good project. That was worth every minute?"
     a. Our focus is turning eou.edu into a lead generation platform for increasing enrollment.

80. What are the challenges that are present for current administrators and content editors that you want to improve on with the new website?
     a. Audience focus
     b. Content Governance
     c. Digital Accessibility

81. Do you have any documentation, such as a style guide? If so, can you provide it?
     a. Yes,
     b. Style Guide Resources
          i. [Logos, Graphics and Templates](#)
         ii. [Creative Guide](#)
        iii. [Writing Style Guide](#)

82. Are there any sites that are doing it right or that inspire you?
     a. [Boise State University](#)
     b. [Purdue Global](#)

83. If the project fails, what is likely to have derailed us?
     a. While it's important to plan for success, framing the project with an assumption of failure is disheartening and not productive. Please focus instead on strategies to ensure we achieve our goals.

84. How many site administrators, content administrators and/or content administrator groups do you currently support?
     a. One site administrator
     b. 71 content admins

85. What is a feature that you currently have that is invisible to us while navigating your website, that you want to update/migrate?
     a. None

86. What are the current lead generation techniques or integrations that you're using on your website?
     a. Slate CRM forms

87. What technologies do you want to implement in the new version of your website?
     a. We don't know at this time

88. Since the project timeline is about 16 months, will your total budget be split between two fiscal years?
    a. Yes. Payments will be made as services are provided. Vendors can include a proposed schedule of payments with their proposal. We are unable to pay for services before they are provided.
89. How many content types, nodes, and users are in the current database?
    a. 20 Content Types
    b. 174 Nodes
    c. 71 Users
90. How many fields do the content types contain, on average?
    a. ~5
91. How many files would need to be migrated?
    a. The EOU sites network currently has 172 Public sites, with roughly 2600 pages and 2000 posts. A great deal of this content will not be migrated to the new site.
92. How many taxonomy / categories / tags and terms are in use in the current website?
    a. Roughly 200 categories and 1000 tags.
93. What percentage of the content you think will be migrated as is and what percentage would need to be created new? Do you have a specific number of content items that you expect to have created for the new website?
    a. We do not know at this time
    b. No
94. Have you worked previously with a branding or strategic partner to develop any value propositions or key differentiators? If so, when?
    a. Yes
    b. 2018
95. How do you see the desired value propositions supporting and reinforcing the goals outlined in EOU's new strategic plan, "The Ascent 2029"?
    a. The desired value propositions align with *The Ascent 2029* by emphasizing affordability, access, and regional impact, fostering student success, driving enrollment growth, and reinforcing EOU's role as Oregon's Rural University through community engagement and workforce development initiatives.
96. Is the website the primary scope for these value propositions or are you looking for something broader in scope, like other marketing materials and campaigns, social media strategy, etc.?
    a. The value proposition will drive our marketing efforts but we need them completed and adopted for the website redesign
97. What would you list as current likes and dislikes about your current WordPress setup? Backend, content creation experience, etc.
    a. We are interested in exploring our options related to the WordPress Multisite setup and issues that we have had regarding a streamlined site search integration. Content creation is satisfactory.
98. What SEO metrics are you using to gauge success currently?
    a. We use organic traffic, keyword rankings, domain authority, click-through rates, bounce rates, conversion rates, and page load times to gauge SEO success,

focusing on audience engagement, lead generation, and alignment with overarching marketing goals.

99. Are you tracking specific goals with Google Analytics? And, how does your current Google Analytics setup looks like?
    a. We are tracking specific goals with GA4
    b. We will share this information with the selected firm

100. Do you currently employ SEMRush or other to measure keyword volume, visibility, etc?
    a. No

101. What is the number of web assets to be migrated?
    a. We don't know at this time. We are currently undergoing an audit and categorization process

102. EOU's Bidder/Proposer Tax Laws and Non-Discrimination Certification Form (Exhibit A) was not included in the RFP documents. Could you please provide a link to the form?
    a. [EXHIBIT A - BIDDER/PROPOSOR TAX LAWS AND NON-DISCRIMINATION CERTIFICATION](#)

103. We would like to confirm whether it is permissible to complete registration with the Oregon Secretary of State to obtain a Business Registry number after the proposal submission but before the contract award, should our proposal be selected.
    a. Non Resident Selected foreign contractors must vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

104. Are there any specific training requirements or audience expectations (e.g., content editors, graphic designers, marketers) that the university would like vendors to address in their proposals?
    a. No

105. Does Eastern Oregon University prefer on-site training, virtual training, or a combination of both?
    a. Virtual training

106. Are there any phases within the project timeline, aside from Project Discovery and Research, that require on-site work, such as Design, Development, Testing, or Post-Launch Support?
    a. There will be no on-site work required
107. Does the specified budget cover the entire project duration, including March 1, 2025, to July 1, 2026, as well as the Post-Launch Support period? Additionally, will ongoing support and maintenance services after the Post-Launch Support period be allocated a separate budget?
    a. Yes
    b. This has not been determined
108. Can you please provide eou.edu's average monthly traffic (units and source)?
    a. Pageviews per month
        i. 200,000+
    b. Visits per month
        i. 90,000
109. Current size of files directory?
    a. ~25GB
110. Do you require a Web Application Firewall (WAF)?
    a. Yes
111. How are you sending emails from your Wordpress site?
    a. We do not send emails from Wordpress
112. Will you be leveraging SSO? Which IdP / does it support SAML?
    a. OKTA, yes it supports SAML
113. Do you have specific requirements for HTTPS/SSL?
    a. No
114. Will you be connecting your CMS(s) to any internal systems behind firewalls?
    a. Potentially
115. We are a Canadian company. Are you accepting proposals from foreign entities?
    a. Non Resident Selected foreign contractors must vendors must also adhere to the following terms and conditions: 1.   For non-resident foreign Contractors with United States ("US") sourced income, University will withhold Federal Tax at the applicable tax rate from Contractor's fee unless Contractor is eligible for tax treaty benefits or qualifies for exemption under other areas of the tax code. Contractor must provide a completed and signed US Internal Revenue Service ("IRS") Form to claim tax treaty benefits (Form 8233 or the appropriate Form W-8). Contractor must have a US Social Security Number ("SSN"), Tax Identification Number ("ITIN"), or Employer Identification Number ("EIN") to be eligible for tax treaty benefits. If applicable, Contractor will enter the US in a legal status allowing Contractor to work for University as evidenced by the US Citizenship and Immigration Services ("USCIS") I-94 stamped or attached to Contractor's passport or this Contract is void. 2. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract.

Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

116. Do you have a preference for local vendors?
    a. Oregon vendors will be given preference
117. Are there any existing pain points or challenges that you want to address?
    a. Limited Engagement and Lead Generation
    b. Stakeholder Alignment and Buy-In
    c. Accessibility and Inclusivity
    d. Outdated Design and User Experience (UX)
    e. Inconsistent Branding and Messaging
    f. SEO and Visibility Issues
    g. Content Management Complexity
118. What are your preferred processes for revisions and feedback?
    a. We prefer email revisions and feedback with scheduled monthly project meetings to ensure we are all meeting project deadlines.
119. Do you have any examples of competitors that you admire or would like to differentiate from?
    a. Boise State University
    b. Purdue Global
120. Could you tell us how this project would fit within the greater organizational strategy?
    a. The website redesign is an essential part of EOU's strategy to boost enrollment
121. What are your success criteria for this project?
    a. Increased RFI fills
    b. Increased campus visits
    c. Increased applications to EOU
122. Do you have any preference for the content management system (CMS) to be used?
    a. Wordpress
123. Are there any specific technologies or platforms you'd like to utilize?
    a. WordPress CMS
    b. Preferably Bootstrap Framework
124. How many pages do you anticipate the new website will have?
    a. <2000
125. How much content will need to be migrated from your existing website?
    a. We are currently in the process of determining this
126. Could you please specify if any integrations with third party services will be required for the website?
127. After the new website launches, should the EOU IT department manage the website, or should the vendor handle server maintenance and support?
    a. EOU IT will manage server maintenance and support.
128. Please provide the current count of pages, media files, web forms, and users on the WordPress CMS of the eou.edu website.
    a. 2600 Pages
    b. ~2000 Posts
    c. Unknown media files

      d. Unknown web forms
      e. 71 Users

129. Could you provide more details about the CMS editorial workflows and approval processes to assist with estimation?
      a. The existing workflow is a ticketing system (Salesforce) where university stakeholders can submit requested updates for sites and pages. Maintenance is performed on a scheduled basis by the Website Administrator and EOU IT. EOU Marketing has final approval over content updates to the site.

130. Will you provide the Google Analytics data to the awarded company for design development?
      a. Yes

131. Which lead generation tool are you planning to integrate? Would you like any recommendations?
      a. None at this time
      b. Yes

132. Will you provide website admin access to review the current website governance, site management, and staffing workflow?
      a. We will provide this to the selected firm

133. Which Enterprise Resource Planning (ERP) system would you like to integrate with the new WordPress website?
      a. Ellucian Banner

134. What type of data does your ERP system manage, and how many endpoints must be integrated with the website?
      a. None

135. Are you using Cashnet for payment transactions?
      a. Yes

136. Have you completed any prior audience or website research?
      a. Yes

137. Other than aligning style and content, are there any other considerations when it comes to the overlap of eou.edu and online.eou.edu?
      a. Cross linking

138. Do you have existing brand guidelines and style guide to share with this vendor? Is there any visual brand work included in this scope?
      a. Yes - we will share them with the selected vendor

139. How many people currently manage the website?
      a. Two

140. Is hosting also included in the 300k limit?
      a. No

141. Can we clarify what you mean by the Academic program browser? Is it this existing page? Or is this new functionality?
      a. EOU Currently uses Modern Campus Catalog

142. If the latter, can you provide any additional info and/or aspirational websites?
      a. This is an existing functionality

143. Do you have an expected date to publish the answers in the procurement entry?

a. Monday, Nov. 25, 2024
144. Would you like to see competitor scan and market research incorporated into this scope?
    a. No
145. Content development and writing: do you have a sense of how many pages of your website you would like new copy for in addition to the homepage, section headings, feature stories, and calls-to-action? Would any additional writing work take place during Phase 2?
    a. No we don't have a sense of how many pages would need new copy. We are currently performing an audit to determine this.
    b. It is possible that that additional writing work may take place in Phase 2
146. Does EOU already have a comprehensive SEO keyword strategy for each page of the current website? If not, would you like to see this included in the scope?
    a. No
    b. Yes
147. Would you like to see estimates for a new library of high-quality photos and/or videos?
    a. No
148. Is there interest in having advanced personalization tools to interact with prospects or does the university already have similar tools in place?
    a. This is a possibility
149. Will you need e-commerce (WooCommerce) on the new website, or will you continue to embed third-party services for collection of payments (e.g., embedded form on https://www.eou.edu/foundation/general-donation-form/)?
    a. No we will not need e-commerce on the new site
150. Would you prefer a custom theme using ACF, Toolset, etc. as you have now, or would you be open to having the new theme be driven by more administrator-friendly methods for content creation, page layouts, etc. (i.e, Blocks Editor, Elementor, etc.)?
    a. EOU would prefer a custom theme.
151. For ongoing support and maintenance, do you have a sense of how much monthly time you're likely to use, or would you like to see pricing options at different levels?
    a. We would like to see pricing options at different levels
152. How many pages are there on the current site? Approximately how many of those pages do you expect to carry forward to the new site?
    a. Approximately 5000
    b. We don't know at this time. We are currently performing an audit to determine this.
153. For the purposes of planning for content migration, can you tell us what CMS the current site is built on?
    a. Wordpress
154. If the current site is built on WordPress, is it utilizing the Classic Editor to manage content currently or the Blocks Editor (or a hybrid approach)? Trying to understand as this may impact the approach to content migration.
    a. We have updated to the current Gutenburg editor using blocks

155. How many content creators/editors do you expect to need access to the new site through an established review/approval workflow? How many different user levels do you anticipate?
    a. 71
    b. Three
156. The RFP references that the new site "must integrate with key lead generation technologies." Can you clarify if there are specific lead generation technologies you currently use or need the ability to use in the new site?
    a. We don't have specific lead generation technologies currently in use.
157. The RFP mentions integration with Single Sign On (SSO). Can you tell us who your provider for this service is?
    a. Okta
158. Are you open to conducting workshops/meetings virtually (via Zoom or other)?
    a. If workshops must take place in person, are there additional funds available for travel/accommodations, etc, or should that be itemized in the project budget?
        i. Yes we prefer virtual workshops
        ii. We don't anticipate the need for in person workshops
159. Is there a preference given for vendors located within the state of Oregon?
    a. Yes
160. Can you share any insight as to how you arrived at the number (4) of value propositions?
    a. This was determined by our executive leadership after a planning session and research.
161. What is your expectation for content development (as the need arises for new content and the revision of existing content)? Do you have staff who would contribute to writing, editing, etc?
    a. Our expectation for content development includes both the creation of new content and the revision of existing materials on an as-needed basis. While we don't have a dedicated staff for this purpose, we would rely on cross-departmental collaboration, with team members contributing to writing, editing, and reviewing content based on their expertise and availability. We anticipate the vendor would play a significant role in guiding and supporting these efforts to ensure quality and alignment with our objectives.
162. What are the tools you're currently using for some of your required integrations (below), and do you expect/desire to retain these in the new site?
    a. Academic catalog - currently only linked out to this tool.
163. Are the integrations listed on page 8 of the RFP (Slate, ERP, Giving, Catalog, etc) more involved than just linking or embedding? If so, please describe the details of the expected integration.
    a. As of right now there are no standing plans for integration beyond linking or embedding for ERP.
    b. EOU would like to explore the options available for integrating Modern Campu Catalog, Advancement and Giving portals, and Slate CRM buildouts into the eou.edu site experience.

        c.   SSO - OKTA SAML integration for user access management

164.   What single sign-on technology does your campus use?
        a.   Okta

165.   Who will be the university's main point of contact, and what is the size and composition of the internal team we will be working with week to week?
        a.   The website administrator
        b.   Two

166.   How many administrators/users do you anticipate for the new website? Will it be centrally managed, or is website management distributed across the institution?
        a.   10
        b.   Centrally managed

167.   What is the relationship to the athletics website? Do we need to incorporate any of that content?
        a.   No, sports.eou.edu is a standalone site managed by the Athletics department

168.   Will the MyEOU student portal be retained as part of the new website? Any special considerations or integrations you're looking for in that regard?
        a.   Yes
        b.   No

169.   Do you expect to incorporate any posts from [The Voice of EOU blog](#)?
        a.   No

170.   We have not been able to locate "Exhibit A" the "EOU's Bidder/Proposer Tax Laws and Non-discrimination Certification Form" referenced on page 3 of the RFP under "Proposal Requirements." Can you please tell us where to find that form?
        a.   [EXHIBIT A - BIDDER/PROPOSOR TAX LAWS AND NON-DISCRIMINATION CERTIFICATION](#)

171.   Can you elaborate on the SSO requirements? Is this for admins and users (students) with an Okta account, and what website functionality do they gain access to once logged in?
        a.   Admins are required to sign into the wordpress site through SSO. They gain access to the content editor on their site.

172.   Is this scope limited to the primary domain, excluding any subdomains or alternate domains?
        a.   The scope is limited to the eou.edu domain

173.   Please confirm if the content syndication request refers to specific areas where that content lives on the website itself or external channels as well.
        a.   Only on specific areas of eou.edu

174.   Which ERP needs to be integrated, and what are the requirements for that integration? Specifically, what data is involved?
        a.   Ellucian Banner
        b.   This will be discussed with the selected vendor and out IT department

175.   Are any of the current integrations managed via an integration tool such as an iPaaS, and if not, is that a consideration?

a. No

b. No

176. Do the requirements for integrating with Slate extend beyond what's currently in place?

    a. Possibly

177. Has there been any conversion rate optimization (CRO) or test-and-learn strategies used in the past that can be leveraged to help inform decisions for the new website?

    a. No

178. **State License Requirements:** We are an SBA 8(a) certified, minority-owned business currently registered in Virginia. Could you please confirm if we can submit our Virginia State License as part of our proposal, or if a separate business registration from the Oregon Secretary of State Corporation Division is required to bid on this project? If the Oregon registration is necessary, is it possible for us to complete the registration before the contract is awarded and provide the documentation at that time?

    a. If Contractor is not domiciled or registered to do business in the State of Oregon, Contractor will promptly provide to the Oregon Department of Revenue and the Secretary of State, Corporation Division, all information required by those agencies relative to this Contract. Contractor will demonstrate its legal capacity to perform these services in the State of Oregon prior to entering into this Contract.

179. **Experience in Higher Education:** While our company has extensive experience in designing and developing websites for educational programs supported by multilateral and international development organizations, we do not have direct experience in the higher education sector. Would this be a disqualifying factor for our participation in the bid, or would our previous experience in similar fields still be considered relevant?

    a. This will not be a disqualifying factor.

    b. We use a matrix to rank vendors. While a vendor may rank lower in one area, they may offset this in another area.

180. We'd love to have the opportunity to talk through the project with you prior to submitting a proposal. Would that be possible?

    a. No

181. Are you able to share how many firms you specifically shared this RFP with?

    a. No

182. Would you please consider extending the proposal due date by at least one week to allow sufficient time to develop a detailed proposal based on the RFP and the upcoming release of Q&A's?

    a. No

183. Will you provide a consolidated list of Q&A's that will be distributed to all vendors?

    a. The list of Q&As will be posted to the RFP sites

184. Apologies if we missed this in the RFP but do you intend to meet with a small group of finalists before making a final decision?

a. Yes
185. Could you please provide an overview of the EOU team that will lead and support this project? (roles, expertise, etc. would all be very helpful)
    a. Vice President for University Advancement
    b. Director of Marketing and Communications
    c. Website Administrator
    d. Director of Information Technology
186. Is there any existing market research or audience/website user research available that might contribute to the success of this project?
    a. If so, could you please share a brief overview of what type of research was conducted, which audiences were included, deliverables, and when it was conducted?
    b. This information will be shared with the selected vendor
187. The RFP states that the "value propositions" your partner will help EOU develop "will align with our broader brand messaging".
    a. Could you please share your current brand guidelines and messaging strategy?
        i. We've only been able to find this document from 2017 so far: https://www.eou.edu/ua/files/2012/07/guide_standards_web.pdf
            1. Here is a pdf of the current creative guidelines
    b. Other than the development of "value propositions" do you plan any significant evolution to your current brand guidelines or strategy?
        i. No
    c. Could you please share when your current brand guidelines were developed?
        i. 2018
    d. Has EOU gone through any recent re-branding initiatives?
        i. No
    e. How has the EOU brand evolved in the last 5 years or so?
        i. Over the past five years, Eastern Oregon University (EOU) has undertaken several initiatives to evolve and strengthen its brand identity, focusing on strategic marketing, community engagement, and academic excellence.
            1. Strategic marketing initiatives
            2. Emphasis on our rural identity
            3. Increase leveraging of academic recognition and rankings
            4. Concentration on maintaining a consistent visual identity
            5. Increased concentration on leveraging community engagement and cultural initiatives
    f. Can you please expand on what aspects of the existing brand messaging guidelines you would like to align with?
        i. Affordability
        ii. Rural designation
        iii. Proximity to nature
        iv. Hands on learning
188. For the development of the value propositions, do you already have any data, survey results, or any information available which can serve as a starting point for the development of the new value propositions?

a. We have the Oregon legislature's designation as Oregon's official Rural University
b. We will need to collect more data for the other three propsitions

189. Could you please share the specific third-party platforms that Eastern Oregon University is currently using for the following integrations that are listed in the RFP?
    a. Enterprise resource planning (ERP)
        i. Ellucian Banner
    b. Advancement/giving portal
        i. Raiser's Edge
    c. Academic catalog
        i. Modern Campus Catalog
    d. Virtual campus visit
        i. No platform
    e. Single sign on (SSO)
        i. Okta

190. Could you please expand on how EOU currently uses Slate and how you would like it to be integrated with your future site? (e.g., link out, embed, etc.)
    a. Current Use of Slate at EOU:
        i. Eastern Oregon University uses Slate as a CRM to manage prospective student engagement, streamline admissions processes, and support enrollment goals. Key functions include application management, event registration, personalized email campaigns, and data reporting for strategic insights.
    b. Future Integration with the Website:
        i. To enhance user experience and enrollment outcomes, I envision a seamless integration of Slate with EOU's website through:
        ii. Embedded Forms: Directly embedding application and registration forms to reduce user friction.
        iii. Dynamic Content Personalization: Tailoring site content based on user data from Slate to enhance engagement.
        iv. Streamlined User Flow: Integrating branded Slate portals for easy access to applications and updates.
        v. Lead Capture Enhancements: Using pop-up or inline forms powered by Slate to gather inquiries during browsing.
        vi. Data-Driven Optimization: Linking Slate analytics to refine site content and navigation in real time.
        vii. Is this different from how it is currently integrated with your website?

191. Do you need assistance styling/branding your Slate pages?
    a. No

192. How many Slate forms or pages do you currently have embedded on your website?
    a. We do not currently have any forms or pages embedded, they are exclusively linked.

193. Could you please share the current level of integration (e.g., API, link out, embed, etc.) for other (besides Slate) third-party platforms used on the website?

a. The primary integration is link out or embed.
194. Is your desire for future integrations on the new site to remain the same level of complexity as they currently are?
    a. EOU would like to explore integrating the Modern Campus Catalog, Ad Astra Calendar, Google Maps Social (Facebook/X/Instagram) into eou.edu.
195. Are there any system integrations needed beyond those mentioned? (for example a faculty profile database, or events)
    a. Not at this point
196. The scope of work includes "Recommendations regarding an events calendar (built in, or third-party) and campus map."
    a. Would the costs for new third party platforms like an events calendar or campus map need to be included in the not to exceed $300k budget.
        i. No
    b. Does the integration of third party events calendars and/or a campus map need to be included in the not to exceed $300k budget?
        i. No
197. Could you please share whether or not the first year of ongoing maintenance of the site after launch needs to be included in the "not to exceed" budget of $300k?
    a. Yes
    b. Or can we provide an estimate for an annual maintenance and support agreement that is in addition to the $300k budget for the project described in the RFP?
        i. No
198. Does Eastern Oregon University intend the vendor to perform all migration of content, both automated and manual, or does Eastern Oregon University plan to use internal resources to perform any manual migration of content that may be needed?
    a. Content migration will be done through a combination of internal and external efforts
199. "Content development and writing" is listed in the Scope of Work
    a. Could you please elaborate on how much copywriting and editing you might expect from your partner?
        i. We are conducting an audit currently to determine this.
    b. Does the EOU team have copywriting on staff to assist with this work?
        i. No
    c. Does "content development" also include photography and video or will that be provided by the EOU team?
        i. EOU will provide these assets
    d. Does EOU have existing photography and video available for use on the new web presence?
        i. Yes
200. A "Creative Brief" is listed in the scope of work. Creative Briefs can take a variety of formats, could you please share more detail on what you would expect to see in the Creative Brief?
    a. the Creative Brief should include the following key components:
        i. Background/Project Overview

   ii. Purpose: A concise summary of the project or campaign's purpose.

   iii. Context: Explanation of the problem, opportunity, or market insight that drives the need for this project.

  b. Objectives

   i. Primary Goals: Specific, measurable objectives (e.g., increase awareness by 20%, generate 500 leads, achieve X engagement on social media).

   ii. Desired Outcome: What success looks like for the project.

   iii. Target Audience

   iv. Demographics: Age, gender, location, income, education level, etc.

   v. Psychographics: Interests, values, motivations, and pain points.

   vi. Behavioral Insights: Purchasing habits, digital consumption, or other relevant behaviors.

  c. Key Message

   i. Core Message: What should the audience take away from this campaign? (e.g., a unique selling proposition, emotional appeal).

   ii. Tone and Voice: Should it be professional, playful, empathetic, inspiring, etc.?

  d. Timeline

   i. Key Milestones: Draft deadlines, review periods, and final delivery dates.

   ii. Project Launch Date: When the final deliverables will go live.

  e. Budget Parameters

   i. A breakdown or range for production costs, media buying, or execution to align creativity with financial constraints.

  f. Creative Inspiration

   i. References: Examples of designs, campaigns, or brands that align with the desired aesthetic or tone.

   ii. Do's and Don'ts: Clear guidelines on what to avoid or incorporate creatively.

  g. Strategic Insights

   i. Research: Relevant data, audience insights, or previous campaign results.

   ii. Competitive Landscape: How the creative should differentiate the project from competitors.

  h. Constraints/Considerations

   i. Legal or Brand Guidelines: Requirements for logos, colors, disclaimers, or other brand standards.

   ii. Medium-Specific Limitations: Platform-specific creative restrictions or opportunities.

201. The RFP states that the new web presence should be in "alignment in style and content with online.eou.edu." Could you please provide background on the Online site:

  a. When did it launch?

   i. 2018

b. Did the redesign and development of the Online site follow a similar process to what is outlined in Phases 1 - 5 of this RFP? (Phase 1: Planning and Discovery, Phase 2: Design, etc.)
    i. No - the design and development was conducted by our OPM Wiley which is now Risepoint
c. Was there any discovery and research done associated with that project that might help inform the redesign of https://www.eou.edu/?
    i. No
d. Could you please elaborate on how closely you expect the design and content to align with https://www.eou.edu/?
    i. This is an incorrect assumption. The current eou.edu website should align more closely with online.eou.edu. The online.eou.edu website will not be redesigned.
e. Do you expect the new https://www.eou.edu/ site to use a similar navigation structure with regards to functionality and presentation?
    i. Yes
f. Was a component library or design system created in a framework like Storybook or Pattern Lab created for the Online site?
    i. Yes
g. Do you anticipate any of these components being reusable on the main https://www.eou.edu/ site?
    i. No
h. Was the Online website developed in partnership with an external vendor or was it an internal initiative?
    i. Yes - Wiley Learning House which is now Risepoint
i. If it was developed in partnership with an external vendor, could you please share the name of the vendor?
    i. Risepoint
j. Could you please share whether or not that vendor has already been in discussions with EOU staff about the redesign of the https://www.eou.edu/ site?
    i. No
202. It appears that the Online site is hosted on Pantheon. Would you prefer to use Pantheon for the new https://www.eou.edu/ site?
    a. No
203. Do hosting costs need to be included in our proposal?
    a. Yes
204. The RFP includes the following language: "Project discovery and research including onsite client workshops, stakeholder group sessions, as well as open sessions for the campus community."
    a. How many days onsite do you anticipate these sessions and workshops will require?
        i. Three
    b. Do you anticipate one onsite visit or multiple visits across the duration of the project?

    i. We anticipate three onsite sessions, but the selected vendor will conduct these virtually.

  c. Do travel expenses need to be included w/i the not to exceed $300k budget?

    i. No - travel expenses will be paid by the vendor

  d. We would love to come onsite but would you be open to remote workshops and sessions if onsite(s) are cost prohibitive?

    i. Yes

205. When you mention "develop and write content" it appears you want us to focus on strategic content and provide a cost per page to let you decide the amount of content you might ask us to contribute. Is that accurate?

  a. Yes, this is accurate

206. How many pages/content elements are we migrating? All under the same domain?

  a. The EOU sites network currently has 172 Public sites, with roughly 2600 pages and 2000 posts. A great deal of this content will not be migrated to the new site.

  b. Some content will be moved to the EOU intranet, some to Canvas, and some to the new eou.edu site.

207. Is there a membership element in this project? Besides SSO login for admins/editors, are we building any log-in protected areas for students, faculty, or (no web) staff?

  a. No

208. Page 5: the agency is expected to create "graphic elements"— is this referring to the UX elements we would create in Figma or net new brand elements?

  a. These would be the UX elements

209. Page 6: Academic program finder can be as simple as a faceted search, or as complex as an integrated web app. Is there already some form of program finder? What's the expectation here?

  a. There is already a program finder in place

210. COPE requirement page 8: Are they envisioning a multisite architecture? Any multichannel expectations for this syndicated content?

  a. eou.edu is currently running on a multisite architecture and syndicates some content across multiple sites in the network. This is a proven solution, but does present some issues and challenges with site search functionality. EOU is interested in exploring other options as recommended by the winning bidder.

211. Page 8: The first four integrations could be a lot of work. Could we get a description of how these four services are used and how they're expected to integrate with the new website? Is it one-way or two-way? etc. Are they links to and or embeds from these platforms?

  a. These services are currently accessible via linkouts from the eou.edu website. EOU would like to explore the possibility of seamlessly integrating Slate CRM portals and pages, Advancement and Giving portals and Academic Catalog exploration into the user experience.

212. Regarding redirect strategy, we typically prioritize the top 100 to 200 pages traffic wise as there are diminishing returns for some of the lower level pages. Any objections to that approach as a cost saving measure?

  a. We will need to review this strategy in the context of the top visited pages

213. When was the last time the University updated its brand platform? We are aiming to understand if your current brand platform feels relevant and will inform the value proposition and associated messaging, or if we should plan to work primarily from our research and discovery.
   a. 2018
214. Related, how do you feel about the visual aspects of your brand? Should we expect to work within established guidelines for colors and fonts?
   a. Yes, you will work within established guidelines and fonts
215. Can you provide more context about the desired tie between the main site and the online site? Is the online site managed by your team or is there a third-party involved? Do you expect the new main university site design to be the driver, and then applied to the Online site?
   a. The online.eou.edu website is managed by Risepoint on behalf of Eastern Oregon University (EOU). While EOU retains responsibility for curriculum, teaching, admissions, tuition, financial aid, accreditation, and all other academic and instruction-related functions and decisions, Risepoint maintains the online site.

   Given this collaboration, it's essential to ensure that the design and branding of both the main university site (eou.edu) and the online site (online.eou.edu) are cohesive and reflect EOU's identity consistently.

   This approach ensures a unified digital presence, reinforcing EOU's brand across all platforms and providing a seamless experience for users transitioning between the main and online sites.

216. We have a robust and comprehensive approach to personas but we fear it may be overkill or outsized for your situation. Have you conducted any audience research in research years? And/or, might you have keen insights into the hearts and minds of your various prospective student segments as they weigh their decision to attend a four-year university?
   a. We have not conducted audience research since 2018
   b. Yes - we have good insight into our prospective student segments. This information will be shared with the selected vendor.
217. What languages are most important for multilingual content?
   a. Spanish