



Purchasing Services Office

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Letter of Addendum

TO: All Offerors

FROM: Kimela Miller, CPO

DATE: 7/23/2024

RE: RFP Number: RFP# 2507002C, Amendment No. 1
Commodity: Website Design

Please note:

This amendment is issued to incorporate into the RFP questions and their answers regarding the project.

- Q1) What is the expected budget for the project?
- A1) That is not information we are allowed to share.
- Q2) Are there specific guidelines or standards for accessibility to be followed?
- A2) Yes. Must be ADA compliant
- Q3) How many stakeholders will be involved in the review and approval processes?
- A3) All campus leaders. There also will be representation from IT, Marketing and Communication (M&C), Faculty, Students, Administration, and the President's office.
- Q4) What are the specific performance metrics or targets for the project?
- A4) There are no specific performance metrics defined. Usability and reliability should be key components. If it is too slow or too unreliable, then it will fail. If it is the best design but too slow then it will fail. If it is fast and reliable but a poor design it will fail.
- Q5) What are the roles of administrators post-launch in terms of content management?
- A5) One content manager and one backup content manager per unit. Marketing and Communication will be the point of contact/liason for content management. ITC will be the point of contact for backend issues.
- Q6) What level of security measures are required for the project?

- A6) The system must adhere to the latest best practices of Information Security. We need a reliable secure website. The site itself should use secure and maintained software. The CMS should be secure as well and have hierarchical security controls with MFA/SSO available.
- Q7) What are the specific objectives for applying AI and data analysis?
- A7) Initially, to help with admissions. There will be additional objectives over time.
- Q8) Will the website require multi-lingual support?
- A8) Yes, Spanish.
- Q9) Are there any specific requirements for mobile app development?
- A9) Not at this time. But if the technology lends itself to the a mobile platform, that may be considered helpful.
- Q10) What are the key objectives for SEO optimization?
- A10) Increase student queries, student applications, student enrollment, alumni and friends fundraising, alumni and friends engagement. Also, more generally, to be able to attract appropriate clients to our website and to make the website as useful as possible to the clients once there. Our clients are Students, Parents, Grant Awarding Institutions, Accreditation Organizations, Media and our own staff.
- Q11) Will there be any integration with external systems like CRM or financial software?
- A11) Yes. There may be links to such external systems, but the campus site will not manage those systems.
- Q12) Are there any specific design guidelines or branding requirements for the website?
- A12) Yes.
They're a work in progress.
That said: <https://www.nmt.edu/mac/logosandguidelines.php>
<https://www.nmt.edu/mac/nmt-2023-brand-board.pdf>
- Q13) Is there a need for continuous support and maintenance post-launch?
- A13) Yes. Any software leveraged by the site or by the CMS must be maintained over time. It will depend on the complexity of the product as to what type of post-launch support is necessary. It should be quoted as part of the RFP, but may or may not be purchased based on the needs of the University. And content will need to be added regularly, sometimes by NMT and sometimes by the vendor.
- Q14) How much content will need to be migrated from the old main site to the new CMS?
- A14) Most of it. Probably half up to 2/3. All active content, at least in the historical areas. In other areas, a lot of the active content will need to migrate in theory, but some pages and parts of pages likely will not need to be transferred.
- Q15) How much of the current content is to be rewritten vs moved over vs. new content created from scratch?

- A15) Some of it. Probably up to half.
- Q16) Is New Mexico Tech open to selecting a CMS platform during planning vs. just a direct recommendation during the RFP process? (This would allow New Mexico Tech to review more than one platform through both demos and trial accounts to ensure fit, along with clear visibility into each platform's total cost of ownership.)
- A16) Both. NMT is open to it, but if the platform is above a certain price, we may have to RFP the product to adhere to state purchasing regulations. We would prefer to have all aspects of this RFP resolved at the time of the RFP closing.
- Q17) Is there any organizational predisposition to a specific CMS platform or technology stack, i.e. .NET or PHP?
- A17) NMT would prefer a fast, reliable and secure stack. NMT has more personnel that can debug .php style vs .NET style stacks currently, but that could change if necessary.
- Q18) What type of vendor are you looking for to partner with? Do they need to be local? Be industry-specific? What does your "dream" vendor look like?
- A18) One vendor who can handle everything, provide timely customer support, offer ideas, give guidance, solve problems that NMT can't. The dream vendor would be professional, reliable, available, creative yet realistic in design, supportive, a good communicator (to NMT and our Customers), and, of course, reasonably priced.
- Q19) Are there any websites (in or out of your sector) that you like and appreciate the design – can you please provide example ?
- A19) <https://www.knox.edu/>
<https://www.knox.edu/>
<https://www.utexas.edu/>
<https://www.pitt.edu/>
<https://carroll.edu/>
<https://www.loyola.edu/>
<https://www.flagler.edu/>
<https://uiowa.edu/>
<https://howard.edu/>
- Q22) Can we review any user feedback or data as part of the UX/UI design process?
- A20) Slow, poorly designed, old content, can't find what I'm looking for, and it looks dated. Not organized intuitively or made reader-friendly. Not enough photos. Almost no videos. Pages not conceived or designed with audience in mind. Best practices in college/university websites almost entirely not followed.
- Q21) According to the RFP (page 15, §15.1), proposals offerors may submit proposals for all three

projects (website redesign, CMS, and hosting). Will an offeror be penalized for submitting a proposal for only one of these projects?

A21) No, we are open to issuing multiple purchase orders in order to meet our needs.

Q22) According to the RFP (page 15, §15.3.1.a), New Mexico Tech is looking to modernize the University's branding identity and web presence. Is the institution looking for a rebrand and refresh of its identity or does this only pertain to its web presence?

A22) Yes to all: rebrand, refreshing extant brand in the meantime, and redoing website.

Q23) Are you able to share existing brand guidelines?

A23) They're a work in progress.

That said: <https://www.nmt.edu/mac/logosandguidelines.php>

<https://www.nmt.edu/mac/nmt-2023-brand-board.pdf>

Q24) How is the existing website being maintained currently? What groups are responsible for the everyday content updates and technology updates to the site? Who oversees the entire website?

A24) Marketing and Communication oversees the entire website in consultation with a vendor. Marketing and Communication oversees the homepage and other key webpages. Each unit oversees its own webpages, in consultation with Marketing and Communication. ITC and vendor handle technology updates.

Q25) What CMS does New Mexico Tech currently use? Aside from desiring a decoupled CMS solution, what pain points are you currently experiencing with respect to the CMS?

A25) Current CMS is Modern Campus/Omni.

Q26) Generally speaking, what are the top pain points New Mexico Tech is experiencing with respect to its website?

A26) Outdated. Doesn't follow best practices. Homepages don't keep given audience in mind. Not enough photos. Too many repeated photos. Not enough videos. Not enough content. Website not intuitively organized/reader-friendly. Outdated webpages and outdated hyperlinks.

Q27) Have there been preliminary strategy sessions to gather feedback and thoughts about the current website? If so, what has been the scope and character of these sessions?

A27) See A26

Q28) Does New Mexico Tech have staff that will migrate content from the legacy to the new website? In addition, is there allocation in the budget for content creation (e.g. new images/videos/copy) if it is needed?

- A28) Vendor will migrate legacy content to new website. There are very limited funds for new content creation: writing can be done in-house, some photography can be done in-house, a bit of money might be available for a freelancer or vendor to take photos and make videos.
- Q29) In reference to Page 16 §15.3.1.m: Can we assume that the scope of the project does not include the redesign of these integrated areas (e.g. ERP, bookstore, etc.) as these are separate systems? For instance, it looks like admissions is being captured through Slate and donations are being captured through Blackbaud.
- A29) These are separate systems. The folks that maintain the systems do their best to match the current website's style and colour schemes. This project does not include the redesign of external systems, but the style guide, colour schemes, CSS, etc. needs to be defined so the folks that maintain those systems can make updates as not to clash with the new NMT website.
- Q30) Is there an expected project deadline or critical date(s) that we should be aware of?
- A30) As soon as possible.
- Q31) Is there an estimated budgeted for the project?
- A31) At this time, the budget is not shared information.
- Q32) Will the project be led by an individual or a group from New Mexico Tech? If a group, what will be the composition of the group?
- A32) Both. Mostly led by Marketing Communications (the director plus the web designer). Also input from all campus leaders.

This RFP is still due to open on August 13, 2024.