



Procurement and Contracting Services

Request for Proposals for Content Strategy Services

ADDENDUM #1

**Please mark all proposal submission
Envelopes with the following information**

**Sealed RFP # L192314
Due on January 19, 2023 no later than 2:00 PM, MST**

The following questions were received prior to the close of the Technical Question period on January 6, 2023 at 12:00 PM MST:

- 1. Does the company has to be registered as a Vendor? And if so, is there a website I could check if we have a current vendor account?**

Bidding vendors do not need to be a current vendor. Winning vendors will be set up as registered vendors during the RFP contracting process.

- 2. In regard to the format of our response, are we able to deliver a designed proposal with creative examples and visuals, or would a more traditional narrative proposal be preferred?**

As long as the questions from the Vendor Worksheet are answered, we are open to other formats. Please make note in the Vendor Worksheet where in the proposal each question is addressed.

- 3. Do we need to keep our answers in the Vendor Worksheet (in the excel document) or can the answers to these questions be addressed in the narrative response we provide?**

Questions can be addressed in the narrative response, but please make note in the Vendor Worksheet where in the narrative response each point has been addressed.

- 4. Do you have brand guidelines? If so, when was the last time they were updated?**

The University of Arizona's brand guidelines can be found at brand.arizona.edu. These guidelines evolve continually as needed, but were developed originally in 2014 and the last significant suite of updates occurred around 2019.

- 5. How many sites/platforms are potentially involved in this RFP?**

This is for an open relationship between the awarded vendors and individual departments at the university. There are many department websites, but the amount needing content strategy help for websites can vary from year to year.

- 6. Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?**

Some known project risks may include sudden department-level budget sweeps or reductions, failure of academic or administrative stakeholder buy-in, or accidental violations of University policy. The latter of these might be mitigated through regular communication with University Marketing & Communications about sub-department projects.

7. Has any user research been done to inform this RFP?

We ran a survey about resources and needs in late-2021 that informed the structure of the RFP.

8. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?

User research may occur either remotely or in-person depending on project needs and associated budget. Remote research may be preferable from a budget standpoint, but this will depend on individual University subclients.

9. Please provide a high-level breakdown of integrations utilized across the University of Arizona ecosystem, and categorize each integration appropriately:

API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.

- Request for Information forms - iFrames to our CRM(s).
- Courses - API integration
- News feeds - API integration
- Degrees - API integration
- Chat widgets - Javascript snippets
- Events - API Integration
- Digital Asset Library - API Integration

10. What is your current process for consulting/augmented engagements? How are you putting in tickets or showing you need content strategy or other Drupal assistance on a department site? How would you describe the relationship with your current vendors?

Individual departments are referred by central Marketing and Communications, or contacted directly by the individual departments.

There are monthly check-ins with our current vendor to stay apprised of all ongoing projects and engagements. These meetings are typically attended by representatives from both Marketing and Web Services.

11. Are there any immediate projects for your support partner? Do you have an ongoing backlog?

Content and copy projects tend to arise on an as-needed basis annually, but there is no known backlog at this time.

12. Has the University of Arizona had these services provided before in a previous IDIQ agreement? If so, what worked well and what could be improved? If not, what has led UofA to seek these services now? and what would success look like?

The previous Content Strategy RFP (released 2017) was structured in this manner to allow for the recommendation of specific approved vendors to decentralized departments for their unknown project needs over a period of time, while also providing University Marketing & Communications visibility into these decentralized projects. Success would involve consistent work across the University ecosystem with the guidance and involvement of University MarCom.

13. Would the University of Arizona be interested in an improved authoring experience installed into your current Drupal 9 instance?

We are constantly improving the authoring experience in our Drupal 9 distribution and are always interested in ways to improve. Actual development of an improved interface would not be within the scope of this RFP.

14. Can you clarify pricing as it applies to the RFP? Should pricing estimates from vendor be situational, hourly or based on completing the full list of deliverables for the main Marketing Hub?

For pricing, we are requesting a rate card if such documentation is available (for a blended agency hourly rate or specific services), however we are very interested in ballpark pricing scenarios for our three example projects in the Pricing tab of the Vendor Worksheet. We understand that the project information described on this tab is limited and exact pricing would be impossible without detailed project planning and scoping, but we would like to understand the cost variables that would apply to each type of project, and a theoretical ballpark “best estimate” anticipated cost range for that type of project in its simplest form.

15. If invited, will the presentation phase be in person or virtual? Will it occur within the 90-day window of the evaluation period?

The presentation phase will be conducted virtually via Zoom during the Round 2 Evaluation period, for vendors moved through to the second round of the evaluation process.

16. The university's overall content strategy is mentioned in the RFP--are we able to receive and review that strategy?

The University's content strategy for incoming students primarily follows the enrollment cycle, which for example targets prospective students and their families for visit and application information July-Nov (resuming in February), however individual departments have their own audience and messaging goals, potentially targeting students, parents, faculty and staff, alumni, donors, general population, research grants, and more/other. Specific messaging, personas and other strategy documents can be provided to awarded partners to familiarize them with certain key audiences and/or on a project basis.

17. Is paid social media (or other paid media content creation) part of the expectations for strategy or content creation?

Yes, strategy and content creation for our paid social efforts could be commissioned through this relationship, however, it is not the focus of the RFP.

18. Are there any standard tools used or available to all stakeholders? For example: beside Drupal is there a standard analytics, email service provider, project management system, etc. being used?

The University is decentralized and software services and processes differ across divisions and departments, however all departments do have access to (and are expected to use) the University's Drupal-based web ecosystem. Salesforce Marketing Cloud is the enterprise wide mass emailing software but there are still some departments that use other systems including Mail Chimp, iContact, Constant Contact, MyEmma amongst others.

19. It is my understanding that the only required documentation that needs to be submitted is the vendor worksheet and a "Response" - could you please specify if you mean a slide deck (uploaded as a PDF)? If there anything in particular that needs to be included in the "Response" - I didn't see a lot of info in the RFP. My assumption is that we can populate examples and any additional information we feel is helpful but please advise.

The required documentation consists of the completed Vendor Worksheet, and a formal Response which consists of any certificates and forms requested/described at the end of the RFP document itself. Vendors are welcome to provide additional documents, presentations or information as long as the Vendor Worksheet and the formal Response are included.

20. On the “Landing Page” project on pricing tab → “Limited website development (with guidance and collaboration from central MarCom)”

- **What does “limited development” mean?**

The boundaries of development work are limited to work done inside the administrative UI of the CMS. This will exclude writing code, and will place limitations on many administrative UI development tasks such as creating content types and views.

This will primarily refer to building out content pages within a site, rather than developing the site itself.

21. Please confirm what CMS is being used (Drupal)?

We use a custom distribution of Drupal called Arizona Quickstart. This is currently using Drupal 9.4, with an expected upgrade to Drupal 10 in the next six months.

See <https://quickstart.arizona.edu/> for more detail.

22. Are there any special considerations/constraints that Design would need to take into account based on the current University web environment?

Yes, any design commissioned by external parties would need to follow brand guidelines. In some cases, this may include following style guides and design structures established for both print and web.

It is expected that the majority of the design elements that are used in projects would already be present in our Arizona Quickstart distribution.

The Arizona Quickstart distribution that we use for our websites supplies the majority of brand elements that most departments will need, but is designed to be extensible so that specific requirements can be added for specific departments.

If design elements are considered to be needed more broadly, they can be incorporated into the distribution by the Marketing and Web Services teams, and made available.

23. By default, Braffon designs for a responsive desktop website. Will the University require the mobile view of those responsive designs since it would be developed by their internal web development team?

Yes, we require and utilize desktop and mobile view designs even if design is responsive. This is to provide clarity to our development teams on what the expected mobile experience is intended to be, and also helps us develop prototypes that can be user-tested prior to full development.

24. Is there a specific level of ADA certification the University is expected to align to (e.g., WCAG 2.0 A-AAA)

At the moment - The University prefers compliance with WCAG 2.1, Level AA guidelines, but will continue to accept the Revised Section 508 Standards and WCAG 2.0, Level AA guidelines.

25. Can you please explain how you define a “conversion”? - “Please provide an example of successful written web content that led to conversions (with clear connection drawn between the content and the site performance).”

The definition of a conversion will depend on the project itself, the goal of the project and how it is built or measured. For example, organic web content, where the goal is to increase applications, would be measured with application clicks and app starts as a conversion. In paid campaigns, such as our yield campaign for Admissions (<https://go.arizona.edu/commit/>), a conversion would be if the student paid their enrollment fee. In a campaign more at the top of our funnel, such as our branded campaign (<https://wonder.arizona.edu/>) an RFP submission would be considered a conversion.

26. Why are you issuing the RFP at this time?

The previous Content Strategy RFP was released in 2017 and is expiring in February 2023. This RFP will replace those expiring contracts.

27. Is there an incumbent?

28. Who is currently performing/supporting the work outlined in the solicitation?

Yes, the previous RFP was awarded to the following vendors:

- Casual Astronaut

- Converge
- Televerde
- Vertical Measures
- Educational Marketing Group

29. Do you have existing audience/user research?

Since each project focuses on a unique audience, we do not have one blanket set of audience/user research. We do have personas built for certain audiences and have done previous research for individual projects, but typically new projects warrant some level of new user research.

30. What is your current process for content management and/or governance?

For a project with set deliverables and timing:

1. Kickoff - review objective, key insights and strategy, assign roles and outline tasks and timing (which go into Workfront)
2. Content creation
3. Feedback loop: appropriate parties meet to check in or review content online and provide feedback
4. Content editing
5. Feedback loop: appropriate parties meet to check in or review content online and provide feedback/approval
6. Launch
7. Review performance/analytics at a set date in the future

If the project will be ongoing, there just needs to be a regular cadence established for each new draft/review/approval.

31. Which digital communications tools do you currently use?

Included among the University's digital communications tools are Salesforce Marketing Cloud, Salesforce Sales Cloud, Sprout Social (and owned social accounts such as Facebook, Instagram, Snapchat, Twitter, TikTok, LinkedIn and YouTube), owned websites, Google search and display ads.

32. Since your site has several subdomains, are they tracked with one or multiple Google Tag Manager containers and Google Analytics properties?

We have an institution-wide Google Analytics account with associated Google Tag Manager containers. We encourage all of our departments and colleges (who own most of our subdomains) to be part of this account, but we do not encompass all subdomains on campus in that singular account. Any campus

partners who manage subdomains outside of our centralized account should/can be encouraged to join.

33. Have you implemented GA4 across your digital estate?

Yes, for all sites using our comprehensive analytics accounts.

34. Are you currently combining your digital performance with your CRM data to view the applicant journey from start to end? If not, are you looking for a vendor who can do so?

Yes, we are currently doing this.

35. What third-party platforms do you currently use for the following activities?:

a. CRM

Salesforce
Slate for Admissions specific

b. Design system documentation (if any is hosted outside of

<https://quickstart.arizona.edu/>

We don't currently have a true design system, but Arizona Bootstrap (<https://digital.arizona.edu/arizona-bootstrap/>) provides all of the Arizona brand assets.

c. User interview and/or testing platforms

Userlytics

d. Heatmapping/session recording/user survey tools

Userlytics
Lucky Orange
Qualtrics
Hotjar

e. A/B testing tools

Userlytics
Google Optimize

f. Off-site landing page development (if applicable)

N/A

- g. **Email service provider (if separate from CRM. If separate, please indicate whether your email data integrates with your analytics and CRM data)**

Most use our CRMs (Slate and Salesforce) but some departments and colleges use platforms like Mailchimp and Constant Contact.

- h. **Are there any key tools or integrations not mentioned above that we should be aware of?**

Moz Pro, Zapier

End of addendum, all else remains the same.