



November 10, 2025

ADDENDUM NO.: ONE

TO ALL OFFERORS:

REFERENCE: Request for Proposal No: **RFP# SLD-1244**
Dated: **October 28, 2025**
Commodity: **Digital Strategy, Design, and Engagement Services**
RFP Closing On: **December 3, 2025 at 2:00 p.m. (Eastern)**

Please note the clarifications and/or changes made on this proposal program:

1. James Madison University will be closed November 24th through November 28th. For the avoidance of doubt, the last day to submit questions for this RFP will be November 19th, by end of day.

2. *Question:* What is the anticipated budget or budget range for this RFP?

Answer: There is no set budget outlined for this solicitation.

3. *Question:* Who is the current vendor providing these services?

Answer: The University awarded a contract to Forum One Communications Corporation in 2019.

4. *Question:* What was the budget for the last two years' expenditures on www.imdetermined.org?

Answer: The university is not required to provide budget information, however historical spend can be determined at <https://eva.virginia.gov/>.

5. *Question:* How frequently will JMU issue project requests or purchase orders under the resulting contract?

Answer: This is unknown.

6. *Question:* Is this contract intended specifically for the I'm Determined Center and its digital properties, or will it serve as an on-call agreement available to other JMU departments?

Answer: Any resulting contract(s) will be made available to other JMU departments for use.

7. *Question:* Is the incumbent vendor eligible to bid on this RFP?

Answer: Yes.

8. *Question:* Reference Page 22, Section X, Pricing Schedule. Is there a pricing schedule template to use for the submission? If not, would JMU prefer that the offeror provide their own?

MSC 5720
752 Ott Street, Room 1042
Wine Price Building
Harrisonburg, VA 22807
Office of 540.568.3145 Phone
PROCUREMENT SERVICES 540.568.7935 Fax

Answer: The university does not have a pricing template for this RFP. Offerors are responsible for determining the format of their proposal submission, provided it complies with all stated requirements.

9. *Question:* Reference Page 22, Section X, Pricing Schedule, “The resulting contract will be cooperative and pricing shall be inclusive for the attached Zone Map, of JMU falls within Zone 2.” Will other departments at JMU have access to this contracted price list to procure additional products and services outside of the scope of IMD’s requirements?

Answer: Yes, other departments at JMU will have access to any resulting contracts and their price lists to procure additional products and services outside of the scope of IMD’s requirements.

10. *Question:* Reference Page 2, Section IV, Statement of Needs. For translation services, which languages are prioritized or most requested by your users?

Answer: This will partly be decided by future focus groups and polling to see what translations would be most desired, but at this moment, we anticipate these languages as possibilities: Spanish, Arabic, Kurdish, Korean, Urdu, Vietnamese.

11. *Question:* Reference Page 1, Section II, Background. Confirm that www.imdetermined.org is hosted on Pantheon and uses the WordPress Content Management System, version 6.8.

Answer: Yes, this is correct.

12. *Question:* Reference Page 1, Section II, Background. Are there existing user personas, journey maps, or UX research findings we can review?

Answer: This information is not available.

13. *Question:* Reference Page 2, Section IV, Statement of Needs, Item C, Question 22. Can JMU provide the monthly traffic analytics for users, downloads and pageviews for www.imdetermined.org to assist with hosting estimates?

Answer: Below are the analytics for the past three (3) months.

August - Unique Users: 7,792 | Views: 29,431 | Downloads: 6,224

September - Unique Users: 8,323 | Views: 27,554 | Downloads: 7,266

October - Unique Users: 9,092 | Views: 27,132 | Downloads: 6,442

14. *Question:* Reference Attachment E. Please confirm Attachment E “SWaM Standard Reporting Template” is to be used after award of a contract and is not part of our proposal submission.

Answer: Correct, this template is to be used following any resulting contract awards.

15. *Question:* What content management system and hosting platform currently power www.imdetermined.org and will the selected vendor manage ongoing maintenance/hosting, or focus solely on design and engagement updates?

Answer: www.imdetermined.org uses Pantheon for hosting and WordPress for Content Management. The selected vendor will manage ongoing maintenance/hosting, also focusing on design and engagement updates.

16. *Question:* Is JMU open to evolving or modernizing the I'm Determined brand and its current "space theme", or should updates remain within the existing visual identity?

Answer: I'm Determined is not open to evolving the brand but rather looking for new ways to utilize the brand. I'm Determined would prefer to stay true to the current brand as much as possible for the current work and updates should remain within existing visual identity.

17. *Question:* Approximately how many pages, videos, and resources currently exist across the site to be audited for accessibility or translation?

Answer: ADA Title II requires all content to be accessible. Part of this process will be going through all existing content and deciding what is not accessible and the level of effort required for each resource. This will allow us to decide what to keep, what to increase accessibility, and what is already meeting the standards. Because this work needs to be completed, it is difficult to approximate quantities needed.

18. *Question:* For new functionality such as interactive showcases, guided learning modules, and utilization maps, does JMU prefer fully web-based modules embedded within the existing site, or modular applications integrated via APIs?

Answer: Current web solutions are web-based - Wordpress custom blocks and add-ons. We are open to solutions that are most effective, simple to maintain, and user-friendly, whether they are web-based or modular applications.

19. *Question:* For the guided learning modules, should they support quizzes, progress tracking, or SCORM-compliant content compatible with LMS platforms?

Answer: Quizzes and progress tracking are desired, but SCORM compliance is not necessary at this time.

20. *Question:* For the networking solutions, please confirm this refers to web-based collaboration tools (forums, shared calendars, resource sharing) rather than campus IT infrastructure, and indicate whether integration with Canvas, MyMadison, or SSO is expected.

Answer: Yes, this refers to web-based solutions. The website is not connected to campus IT infrastructure.

21. *Question:* Beyond WCAG 2.2 AA compliance, does JMU require accessibility validation reports or third-party testing documentation as part of final deliverables?

Answer: This is not required but is acceptable to include.

22. *Question:* The RFP mentions potential AI-driven features. Could JMU clarify what use-cases are envisioned (e.g., accessibility enhancement, content personalization, analytics) and any related data-handling restrictions?

Answer: This is something that we are not extremely familiar with and were hoping to hear ideas from potential vendors. One possible solution could be something that helps website visitors find what they are looking for by asking questions using natural language instead of a typical search and filter solution. In any case, personal data should not be saved.

23. *Question:* Does JMU expect the selected vendor to assist with long-term content strategy and information architecture (taxonomy, tagging, content governance) as part of the engagement?

Answer: Yes.

24. *Question:* Should vendors include options for secure managed hosting and maintenance, or will all hosting remain within JMU's IT infrastructure? If vendor-managed, are there data-sovereignty or backup requirements?

Answer: Hosting does not reside on JMU's IT infrastructure, so vendors will be responsible for ensuring a reliable solution.

25. *Question:* How does JMU plan to measure engagement success or learning outcomes, and should vendors include analytics implementation or performance dashboards?

Answer: Measuring engagement success/learning outcomes will be discussed with the awarded vendor. Potential vendors should include recommendations for analyzing data to drive decision-making.

Signify receipt of this addendum by initialing "Addendum # 1" on the signature page of your proposal.

Sincerely,



Shanna Devers, CUPO
Lead Commodity Contract Officer
Email: deverssl@jmu.edu
Phone: (540-568-3131)