



November 13, 2025

ADDENDUM NO.: TWO

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. *Question:* Reference Page 2, Section IV Statement of Needs “A solution such as a separate landing page or website for the organization of IMD’s media, including film, educational material, podcasting, and lectures.” Would the vendor need to leverage Cascade as the content management system, or would we be free to propose additional technologies to achieve this goal?

Answer: The vendor would leverage features and plugins available in Wordpress. I’m Determined’s website is not part of JMU’s Cascade system.

2. *Question:* Reference Page 1, Section II Background “guided user journeys, educational modules, and better curated resources”. Can you elaborate on whether these should be custom-built solutions, third-party integrations, or if JMU has a preferred technology stack?

Answer: Preference would be given to utilize Wordpress features and possibly some third-party integrations. We are not looking for custom-built solutions at this time.

3. *Question:* Reference Page 3, Section IV Statement of Needs, Item C, Number 10 “Describe the documentation offered for University projects.” Are there minimum requirements for documentation quality/format, or does JMU have preferences?

Answer: JMU does not have a preference or requirement at this time but is interested to learn what documentation would be available from vendors to support university projects.

4. *Question:* Throughout the RFP, the term “applications” is reference in relation to updates, creation, and support needs. Can you confirm whether “applications” in this context refers specifically to the main website and its associated features, or if it also includes other standalone applications, portals, or custom software?

Answer: Yes, this refers to the main website and associated features.

5. *Question:* Reference Page 22, Section X Pricing Schedule. Regarding pricing, since there aren't pre-determined initiatives under the digital strategy, design, and engagement umbrella, can we simply provide you with our labor categories and rates vs pricing out the project?

Answer: Yes, vendors should provide pricing with labor categories and rates as indicated in the RFP. Pricing out the project is not required.

6. *Question:* What was the catalyst for this solicitation?

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Answer: We are seeking to replace the current contract that has a final expiration date of April 30, 2026.

7. *Question:* Do you have any key metrics/KPI's you are looking to hit? What does success look like?

Answer: It is our hope that our audiences will be able to successfully utilize the tools and resources on the website in order to increase opportunities for practicing self-determination skills.

8. *Question:* What is the relationship between JMU and this program?

Answer: The I'm Determined Center is headquartered at JMU.

9. *Question:* What are the most common accessibility issues currently encountered?

Answer: Currently there are minimal accessibility issues, but the standards are being raised which may have an impact on some of the tools and resources that are currently available on the site.

10. *Question:* Are there specific user personas or audience segments you want to prioritize in the guided journeys and modules?

Answer: Our three primary audiences are Youth with disabilities, their Families, and the Educators who support them. Guided journeys and modules will be instrumental in helping any of these audiences get more out of our site and resources.

11. *Question:* What is the expected frequency and format for educator training sessions?

Answer: We are hoping to have asynchronous educator training opportunities, guided journeys, and/or modules available when the educator needs them. As educators gain knowledge and begin practicing self-determination skills in their classrooms, they can request our team's services for training and technical assistance. Because it is request-based, there is no set frequency.

12. *Question:* Are there specific security certifications or standards required for hosted applications?

Answer: This is unknown.

13. *Question:* Is there a preference for on-premises vs. cloud hosting?

Answer: Preference would be cloud hosting, as the Center is not equipped to house hosting servers.

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

Sincerely,



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