



November 20, 2025

ADDENDUM NO.: THREE

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:* For language translations and multimedia accessibility (captioning, transcripts, etc.) should vendors budget for those services, or will JMU coordinate that internally?

Answer: We have handled some of these in-house or with other vendors, as well as utilizing past website vendors for this work. The university is interested in learning what offerors' capabilities are.

2. *Question:* Are the "digital strategy, design, and engagement" services expected to include content production or video/multimedia development, or will the university handle content creation internally?

Answer: Content production and development is not included in the expectations of a website vendor and will be handled internally.

3. *Question:* Do you currently have educational courses or materials that would be the basis for digital versions of these modules or will the curricula need to be developed?

Answer: The curricula will need to be developed using tools and resources that currently exist on our website.

4. *Question:* What does "exceeding compliance standards" mean to you in terms of accessibility?

Answer: Basic compliance often leaves members of our audience out. I'm Determined wishes to be an example of what accessibility *can* be, especially when taking universal design principles into consideration, and the wide range of abilities represented in the disability community. It means that we don't stop at the minimum standards, but instead do what is reasonably within our ability to be sure that anyone wanting to access our content can.

5. *Question:* Are there any custom plugins/modules or themes we should be aware of?

Answer: Plugins are used on the site, and custom blocks within a Wordpress theme.

6. *Question:* Do you have documented information architecture (sitemaps, content models) for the current site, or would part of this engagement be to create/refresh that?

Answer: No.

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7. *Question:* What analytics tools are currently in use (Google Analytics, Tag Manager, Hotjar, etc)?
Answer: Google Analytics
8. *Question:* Do you already track conversions or key actions (downloads, video views, signups), or is defining those part of the new project?
Answer: We track basics that are included with Google Analytics.
9. *Question:* Has any accessibility or usability testing been done recently for the site?
Answer: Accessibility is reviewed for all new content developed for the site, however some legacy resources need accessibility updates.
10. *Question:* Are there specific requirements for implementing complex User Roles or Content Approval Workflows within WordPress?
Answer: No.
11. *Question:* Are there specific requirements for the number or type of custom page templates (beyond standard WordPress capabilities) that need to be developed or maintained?
Answer: No.
12. *Question:* Is there a requirement to integrate or maintain a Staff Directory or a Faculty Directory function within the website?
Answer: Yes, our team directory is part of the site and we would like this maintained.
13. *Question:* Are there requirements for specific content editing features or tools beyond the native WordPress editing environment?
Answer: No.
14. *Question:* Does the current or future scope of work require management or display functionality for center or campus Events? If so, what level of Calendar integration is necessary?
Answer: We currently display events as their own detail pages with no calendar integration.
15. *Question:* Is a specific feature set required to ensure optimal Printer Friendly Pages for resources or educational content?
Answer: No.
16. *Question:* Please confirm if responsive design (ensuring optimal viewing across all devices) is a mandatory requirement for all new design work and enhancements.
Answer: Yes, responsive design is necessary.
17. *Question:* Will the Offeror be responsible for creating or maintaining a user-facing sitemap and/or ensuring the optimization of XML sitemaps for search engines?
Answer: This is unknown.

18. *Question:* Does the Center require assistance or specifications regarding the integration and configuration of Google Analytics or other web analytics tools?

Answer: The university is open to recommendations.

19. *Question:* Are there specific form building tools or integration requirements (beyond standard WordPress plugins) for data collection and submission?

Answer: No.

20. *Question:* Is there a need for integration with a help desk or support Ticketing system?

Answer: No.

21. *Question:* Since security requirements for hosted applications are unknown, what is the required Service Level Agreement (SLA) uptime guarantee percentage for the proposed cloud hosted environment?

Answer: This is unknown.

22. *Question:* While Digital Strategy services are requested, are there explicit expectations or deliverables related to Search Engine Optimization (SEO) implementation or Search Engine Marketing (SEM)/Promotion strategy?

Answer: No.

Signify receipt of this addendum by initialing “*Addendum # 3*” on the signature page of your proposal.

Sincerely,



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