



**LINCOLN UNIVERSITY
PURCHASING DEPARTMENT
REQUEST FOR PROPOSAL (RFP)**

AMENDMENT NO: 001

RFP NO.: B19-1161

TITLE: WEB ASSESSMENT AND REDESIGN

ISSUE DATE: December 6, 2018

REQ NO.:

BUYER: Debra Kidwell

PHONE NO.: (573) 681-5415

E-MAIL: kidwelld@lincolnu.edu

RETURN PROPOSAL NO LATER THAN: December 13, 2018 AT 2 P.M. CENTRAL TIME

MAILING INSTRUCTIONS: Print or type **RFP Number** and **Return Due Date** on the lower left hand corner of the envelope or package. Delivered sealed proposals must be in the Lincoln University Purchasing Department (1002 Chestnut St, Room 101) by the return date and time.

(courier service)
**RETURN PROPOSAL TO: LINCOLN UNIVERSITY
1002 CHESTNUT ST
SHIPPING & RECEIVING BLDG
JEFFERSON CITY MO 65101**

The offeror hereby declares understanding, agreement and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all requirements and specifications contained herein and the Terms and Conditions Request for Proposal (Revised 04/23/2010). The offeror further agrees that the language of this RFP shall govern in the event of a conflict with his/her proposal. The offeror further agrees that upon receipt of an authorized purchase order from Lincoln University or when this RFP is countersigned by an authorized official of Lincoln University, a binding contract shall exist between the offeror and Lincoln University.

SIGNATURE REQUIRED

AUTHORIZED SIGNATURE		DATE	
PRINTED NAME		TITLE	
DOING BUSINESS AS (DBA) NAME		LEGAL NAME OF ENTITY/INDIVIDUAL FILED WITH IRS FOR THIS TAX ID #	
MAILING ADDRESS		IRS FORM 1099 MAILING ADDRESS	
CITY, STATE, ZIP CODE		CITY, STATE, ZIP CODE	
VENDOR NO. (IF KNOWN)	TAXPAYER ID NUMBER (TIN)	TAXPAYER ID (TIN) TYPE (CHECK ONE) <input type="checkbox"/> FEIN or <input type="checkbox"/> SSN	
VENDOR TAX FILING TYPE WITH IRS (CHECK ONE) <input type="checkbox"/> Corporation <input type="checkbox"/> Individual <input type="checkbox"/> State/Local Government <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Other			
CONTACT PERSON		E-MAIL ADDRESS	
PHONE NUM BER.		FAX NUMBER	

NOTICE OF AWARD (LINCOLN UNIVERSITY ONLY)

ACCEPTED BY LINCOLN UNIVERSITY AS FOLLOWS:		
CONTRACT NO.		CONTRACT PERIOD
BUYER	DATE	PURCHASING DIRECTOR

AMENDMENT NO: 001 TO RFP B19-1161
TITLE: WEB ASSESSMENT AND REDESIGN

RFP B19-1161 IS HEREBY AMENDED WITH THE FOLLOWING REVISIONS AND ADDITIONS:

CLARIFICATION on Signature Page:

There are two addresses on the signature page (a) University Purchasing Department (1002 Chestnut St, Room 101) and (b) Shipping and Receiving Bldg (1002 Chestnut St). Both are correct, but for submission of the proposals via courier it is best to use the address in CAPS (b).

ADDITIONAL Summary Information:

The new website will be a vital tool in increasing enrollment through recruitment and retention. In addition, it is our goal to create a more positive and informative user experience for all visitors. The launch date specified in this RFP coincides with the beginning of the next academic year; however the University would appreciate any offers that can provide a feasible earlier launch date.

Respondents are recommended on pages 6-11 under “Project Approach, Schedule, Timeline and Scope of Work” to **research and discover** what is needed, then to **recommend what is needed based on their expertise and findings** to Lincoln University (LU) leadership and then to train and implement the LU leadership approved recommendations achieving or exceeding the outlined schedule and timeline.

For the purpose of this RFP, new marketing and content strategy refers to the website. Traditional, broadcast, social and emerging media will be handled separately. The content strategy is on the how, the what and the who – LU will manage the writing in house.

ADDITIONAL Background & Current Situation Information:

Lincoln University (LU) currently utilizes Unified as its internet and intranet Content Management System (CMS) and provider. Unified is hosted and managed as a cloud service by them (Unified). The current support structure is a community-based system with the communities and community contents maintained, organized and managed by designated/named LU FTE within the communities. LU currently has roughly 150 communities with 500 designated/named community content owners, creators, editors, publishers and administrators. The LU communities typically are a representation of LUs organizational structures, divisions, departments, special groups and entities. Communities and community content are maintained, organized and managed by the designated/named community content owners, creators, editors, publishers and administrators. Branding, style guidance, governance and oversight for the communities and CMS is managed by the LU Office of Communications and Marketing. Technical support and services for the communities and CMS are managed by Unified with local integration and some limited support services provided by LU Information Technology Services. **Please note that this information is NOT to be assumed to be the desired solution, structure and/or architecture for the implementation of the new website.**

ADDITIONAL Key Objectives Information:

The “This is Lincoln” style guide may be considered the ‘primer’ for whatever design attributes created for the website. The new web content style guide that is to be created should be consistent with the “This is Lincoln” style guide, and all created designs must adhere to these guides.

ADDITION, pg 6, Standards Required, #6:

Photography and Videography: The provider will be responsible for any photography or videography (shooting/editing) needed for project. LU has an extensive photo and video archive, but the content is not suitable for marketing purposes. LU would also welcome suggestions for newer audio and visual tools.

CHANGE, pg 6, Standards Required, #7:

Required Features: The new website must include robust event/calendar tools, a news feed (both internet and intranet), media and directory management capabilities (departments/staff).

ADDITION, pg 6, Standards Required, #8:

Digital Content Management System: The new website must have the capability for users to submit, store and create photo galleries and carousels. Only content editors should submit and create photo albums.

ADDITIONAL Project Costs and Budget Information:

Media buys are not included in the stated budget. The stated budget covers the anticipated costs through the launch date, including any initial fees required. For those elements that will have on-going costs, such as hosting fees, the proposal should identify those anticipated costs through a minimum of 5 years so that the University can plan for those expenses.

ADDITIONAL Miscellaneous Information:

- Content-writing training courses are not required.
- The awarded contractor will be given read access to Google Analytics and other systems.
- The vendor should conduct SEO optimization on new content/pages.

ADDITIONAL information, pg 13, Proposal Requirements, #4:

- The referenced documents may be downloaded from <https://www.lincolnu.edu/web/purchasing/vendor-forms>
- A W-8BEN-E may be submitted in lieu of a W-9, if appropriate.

ADDITIONAL information, pg 13-14, Proposal Requirements, #5:

The University will NOT accepted digital/electronic documents other than as specified, including emailed submissions.

ADDITIONAL information, pg 13-14, Proposal Requirements:

Joint proposals: Respondents may submit joint proposals on behalf of multiple firm, or may submit multiple proposals that when combined meet the requirements of the RFP. Whichever approach is chosen, it is the responsibility of the respondent(s) to ensure that any response to the RFP fully meets the stated requirements, and to consider how their approach will impact this project and address same.

DELETION: General Contractual Requirements, pg 17, #1

Delete this section in its entirety.