



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

**AMENDMENT NO: 001**

**RFP NO.: B20-1161A**

**TITLE: WEB ASSESSMENT AND REDESIGN**

**ISSUE DATE: September 26, 2019**

**REQ NO.:**

**BUYER: Sandy Koetting**

**PHONE NO.: (573) 681-5073**

**E-MAIL: koetting@lincolnu.edu**

**RETURN PROPOSAL NO LATER THAN: October 3, 2019 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.

**RETURN PROPOSAL TO:** (courier service)  
**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 B20-1161A  
TITLE: WEB ASSESSMENT AND REDESIGN**

**RFP B20-1161A IS HEREBY AMENDED WITH THE FOLLOWING REVISIONS AND ADDITIONS:**

**ADDITIONAL Information**

Lincoln University bid number B20-1161A is open and available for all respondents to review and submit proposals. Respondents will be required to address all of the identified items outlined in the RFP including timeline. A committee will evaluate the approach and ability to meet specifications as outlined in the bid with final approval made by the Board of Curators.

**ADDITIONAL Information – Background information**

The University is currently utilizing a hosted system through Unified

**ADDITIONAL Information – Scope of Work**

Lincoln University issued B20-1161A as a revision to B19-1161 issued in November 2018. There are multiple modifications to the RFP so please review each section to ensure that you understand all of the specifications. One primary change is reflected in the Scope of Work. “Lincoln University is seeking an enterprise level, commercially available, proprietary Content Management System (CMS) that must be fully cloud hosted, SaaS, designed for decentralized web owners, editors, authors and teams, and vendor supported and maintained on an ongoing basis.”

The Scope of Work includes features, functionality, modules and tools that must be a part of the CMS. All items listed are expected to be delivered in the initial project implementation.

The CMS must integrate and/or be interoperable with all of the items listed on Page 6 of 21.

**ADDITIONAL Information**

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. User access will be dependent on the website assessment completed by the respondent.

Respondents are recommended on page 10 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.

**ADDITIONAL Information – Standards Required, page 7**

Respondents are responsible for providing all photos and videos used on the project. The volume of photos and videos will be dependent on Research and Discovery phase.

The University website and public web facing pages must be optimized for search capabilities. The selected provider will be expected to optimize content for all public facing pages and provide advice for best practices for increased search functionality.

Web optimization must be demonstrated during the project deliverable timeline as indicated on page 12. Respondent must be able to show examples of search optimization setup and results.

**ADDITIONAL Information – Provider Qualifications, page 9**

The University is seeking a provider that possesses strong higher education experience and must be able to provide at least three higher education references.

**ADDITIONAL Information – Research & Discovery, Content audit page 10**

During the Research and Discovery phase, the provider must review all representative organizational web pages (public web facing pages). The results of this phase will determine the look and feel of the website and guide the governance structure. The provider may be asked to write new, suggest revisions to the existing content, migrate existing content or remove existing content. The number of pages will be dependent on the audit completed by the provider. The audit will guide the decisions and outcomes of the web design and layout.

**ADDITIONAL Information – Training & Implementation, page 12**

Provider must provide written materials for all user training including best practices for writing and CMS training. The number of trainees and methodology is dependent on the audit assessment completed by the provider.

**ADDITIONAL Information - Proposal Requirements, item #5, pages 16-17**

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

Section f of the Proposal Requirements section states the following: “The submittal shall contain *proof of insurability* issued by a company authorized to do business in the State of Missouri and with an A.M. Best Company rating of at least B+ for the required insurance(s).” it is being revised as follows: “The submittal shall contain *proof of insurability* issued by a company authorized to do business in the State of Missouri.”

**ADDITIONAL Information – Pricing**

All pricing must be included solely on the pricing page. Respondents must include all costs on the pricing page. If additional lines are necessary to explain the costs, they must be identified as initial or on-going.

Costs for items outlined in Other Project Considerations should be identified as optional costs outlining whether they are one time or ongoing. Please attach an additional page if necessary. If these costs are included in the fixed price, please indicate as such.

**ADDITIONAL Information - clarifications**

Integration – ability to provide secure joins and link applications that move data through and with automated standards and API’s. The minimum expectation is that data will be pulled in and published as web content and also that we would be able to push from the recommended CMS to other systems.

Digital Marketing – digital marketing is considered a web strategy for existing and new web content

Internal searching – on-site search

Personalization and content targeting – the CMS must have this functionality; development of this will be determined by the Research and Discovery phase.

The faculty/staff/student directory is dependent on the content audit and strategy recommended by the respondent.

CMS export data is in a LAR format