



RFP # 25-0003

**Website Re-Design Services
Addendum 2**

Questions will be received until 3:00 PM, Monday, September 2, 2024

Proposals will be received until 10:00 AM, Wednesday, September 18, 2024

Proposals will be opened 10:05 AM, Wednesday, September 18, 2024

The below questions were asked by Zencon:

- 1. Are you open to using WordPress as the CMS, or are you looking for a different platform?**
Our current website is on the WordPress platform. Our expectation is for vendors to make a recommendation and if that includes switching platforms, the vendor proposing the switch would be able to justify the recommendation.
- 2. Do you have a specific budget allocated for this project?**
This question was answered in addendum 1.
- 3. Since this is a redesign project, are you expecting the new website to be built on top of the existing codebase, or are you open to a complete rebuild with a modern look and feel?**
We are open to a complete rebuild with a modern look and feel.
- 4. Do you have any preferences for hosting, backend, or frontend technologies, or can we propose the best-fit technologies based on the project requirements?**
We are open to proposals on hosting, along with any front-end or back-end best-fit technologies.
- 5. Regarding design, do you have any specific preferences, or are we free to create a modern UI that aligns with the project's goals?**
The winning vendor will be required to create a design consistent with our brand standards. Specifics will be shared with the winning vendor upon execution of the contract.
- 6. For social media integration, are you looking for simple links to your social media platforms, or do you require more in-depth integration?**
We don't currently see much of a need for in-depth social media integration. Simple links will likely suffice across the website.

The below questions were asked by Sandbox Studio:

- 1. Is there a budget our quote should not exceed?**
This question was answered in addendum 1 question 1.
- 2. Will the university consider other open-source CMS options such as Drupal?**
Yes, the university is open to using open-source CMS options, it is up to the winning vendor to justify the change and ensure that we are comfortable with the new solution. If we change the CMS, it is likely that additional training will be required to bring all content editors up to speed with the new system.
- 3. Are there any subdomains that currently exist on the site that you aim to preserve?**
We do not believe so.
- 4. During our Discovery process will we have access to on-campus representatives from offices, departments, units in order to perform our qualitative evaluation of campus needs?**
Yes, however, this will be limited. We do not intend to drag out the project with endless discovery. The winning vendor will have 18 months from the signing of the contract to get to substantial completion and

launch, after that time, a \$100 per week liquidated damages penalty will be in effect. There are no blackout dates currently at play.

5. What is the total number of pages currently?

We'll need the vendor to help assess this. Aside from our news releases which date back quite far and account for thousands of pages, expect 400-500 pages of imperative content to be migrated. The University hopes to pare the amount of pages down as much as possible during the redesign process.

6. What is the volume and type of content that needs to be migrated to the new site?

There are images, text, pdf, forms, and limited video that need to be migrated.

7. How are on-campus content creation roles structured?

There are 12-16 individuals who have been assigned as content editors. Additionally, there are 6-12 admins.

8. What content creation roles do you anticipate your comms team to take on in administering the site? What roles are distributed across campus?

The comms team is active in writing content for academic pages; however, content editors across campus share in this responsibility. See the answer to question 7 for further breakdown.

9. How many individual units will be responsible for the day-to-day content updates to the site?

This is to be determined, there are currently dozens of individuals who do content updates.

10. Does comms oversee the entire website?

Yes, but individual departments generally make their own updates with little oversight.

11. Will the role of editor and copywriter be performed by on-campus resources or should the vendor provide an estimate for this?

This will be handled by on-campus resources.

12. Do you have a video/photography repository on hand that the vendor can leverage for the new site design? Or should we submit pricing for establishing this?

Yes, we have our own repository of video/photography.

13. Are there multi-lingual content requirements? If yes, please list the languages in scope.

There are no multi-lingual content requirements.

14. Does your IT team wish to play a role in hosting or technology maintenance?

Not at this time.

15. Which systems/tools are currently in place that will require integration? Where possible indicate who the integration serves and how it's used.

There are a variety of widgets and tools (form builders) currently used on our website, but no fully integrated software that we are aware of. All third-party software is simply linked to.

The below questions were asked by Digitalwave:

- 1. In Appendix 5, Drug Free Workplace Conformance Affidavit, if we're understanding this correctly, the West Virginia statute says the disclosure applies to Public Improvement projects and construction (which this project is neither). We're unclear if this really applies and whether we'd be in compliance. We have a written drug free workplace policy, but we do not require testing upon hire or random testing of 10% of our workforce periodically. Does this comply with West Virginia Code 21-1D?**

If the vendor is doing any work on the campus of WLU, we expect the vendor to affirm through a sworn statement that is notarized to having a drug free workplace policy. Since this is not a public improvement project, you will not have to do random testing of 10% of your workforce periodically.
- 2. In Appendix 7, Vendor Preference Certificate, we'd like to confirm we fully understand this form. We are not a resident business of West Virginia. We are registered to do business in West Virginia, but we do not maintain a principal place of business there. Would option #4 apply to us?**

If you are only registered to do business, vendor preference does not apply, however, you are not required to be a WV Resident Vendor in order to compete in the bidding process.
- 3. Are you able to provide the specific objectives, potential outcomes, etc. that motivated the University to redesign its website?**

Foremost, we would like the website to function as a marketing/recruitment tool with streamlined navigation and improved UE. The current site is bloated with unnecessary information that is not pertinent to potential students.
- 4. Are you open to including stakeholder discovery and/or end user research in the project plan as a basis for improving the new structure and design?**

We are open to limited stakeholder discovery and/or end user research; the 18-month deadline for completion will remain in effect regardless of the amount of discovery.
- 5. Are you experiencing issues with WordPress that have you thinking that another solution might be a better fit? If so, what are they?**

There are aspects of the Wordpress CMS, particularly *Elementor*, that we find cumbersome. We feel there may be a more user-friendly CMS that is better suited for higher ed and a website of this size. We would like the vendor to evaluate and make possible recommendations.
- 6. When you say that the new site will "seamlessly connect to the university's social media channels," do you mean that you are wanting to ingest content from those social media channels for display on university website pages? Or are you simply wanting easy methods for linking off to social media channels?**

We want easy methods for linking off to social media channels.
- 7. When you say that the vendor will "provide a seamless handoff to the CMS vendor," could you clarify what role you are envisioning that a CMS vendor would have in this project? Is CMS implementation within the scope of this project?**

Depending on the CMS used, there should be some communication between the vendor and CMS company to ensure theme integration and compatibility.
- 8. Are you able to describe the nature of the integration with Target X?**

We believe that it is just linking to 3rd party software.

9. **For content the contractor recommends be created or redeveloped to improve the user experience of the redesigned website, will the University team be handling writing tasks and gathering of new/ revised multimedia content? Do you anticipate any needs for editing and/or writing in order to ensure timely completion of the project?**

WLU will be responsible for any content creation.

10. **“3.5 Vendor will provide access and documentation of links to WLU personnel for future updates after launch.” It is not clear what the university is requesting in this statement, can you please rephrase or elaborate?**

WLU expects the winning vendor to provide us with a complete and accurate sitemap including all links and appropriate logins/passwords to enable us to make changes in the future.

11. **Do you have a specific timeline or date within which you expect to launch the redeveloped site?**

The winning vendor will have 18 months from the signing of the contract to get to substantial completion and launch, after that time, a \$100 per week liquidated damages penalty will be in effect.

12. **What milestones or schedule drivers are dictating the desired timeline?**

The timeline is based on our experience with other projects as well as our need to continue to recruit students in future academic years.

13. **Can you share any information about anticipated budget allowances or ranges?**

This question was answered in addendum 1 question 1.

14. **Has a budget for this project already been approved/allocated? Or are you using this process to determine the budget needed?**

The intention of this RFP is to award a contract, not to determine the budget necessary for a project of this scope.

15. **What level of accessibility compliance do you want/need to meet with the redeveloped site?**

We will need to follow ADA and WCAG Compliance guidelines. The vendor should be familiar with these guidelines up-front and develop the site accordingly.

16. **Can you tell us more about the team we'll work with on your side to complete this project (roles and responsibilities as they pertain to this project)?**

Dr. Tim Borchers – University President

Dr. Cathy Monteroso – VP Academic Affairs/Provost

Katie Cooper – VP of Student Affairs and Enrollment Management

Joe Rodella – Chief Information Officer/Chief Operations Officer

Becky McCullough – IT Manager

Russell Brown – Marketing and Communications Coordinator

TBD - Web Developer

The below questions were asked by VisionPoint Marketing:

- 1. Do you have a strong preference to remain with your current cms? Do you prefer to move away? Do you have criteria you would use to evaluate the needed platform?**
We don't have a strong preference, but do experience drawbacks with our current CMS. Ease of use, support, flexibility, creativity and cost are all criteria that should be considered when evaluating a CMS.
- 2. Do you have an idea of how many pages or which priority page types would like analyzed for SEO optimization?**
150 pages for SEO optimization is a rough estimate. This would include academic program (landing) pages, admissions pages, financial aid pages, homepage and other mics. pages.
- 3. Is the one year of support for web strategy or CMS platform support?**
CMS support. Aside from fixing post-launch glitches and bugs, we don't expect a need for further web strategy. Strategy should be addressed in the planning and development phases.

The below questions were asked by Modern Tribe:

- 1. What main issues are you facing with the current WordPress platform?**
The WP *Elementor* editor is a bit cumbersome, restrictive and lacks responsiveness in some instances. Caching and style sheet issues are an ongoing problem as well.
- 2. Beyond improving navigation and efficiency, what are the key outcomes you're aiming for with the redesign?**
Streamlined user experience that drives enrollment. The website needs to function more as a marketing/recruitment tool as opposed to a repository for information that is not pertinent to potential students.
- 3. What's the scope of content migration needed, and any particular focus areas?**
We'll need the vendor to help assess this. Aside from our news releases which date back quite far and account for thousands of pages, expect 400-500 pages of imperative content to be migrated. The University hopes to pare the amount of pages down as much as possible during the redesign process.
- 4. Can you elaborate on the integrations needed, especially with platforms like Target X? Anything else we need to take into account with the integration scope?**
We believe there isn't an extensive integration of TargetX on the current site, simply links that direct visitors to TargetX's own system pages.
- 5. What are your hosting and security requirements?**
Security and adequate hosting space/bandwidth are a top priority. Designated hosting will be the preference, but we would like the vendor to evaluate and make recommendations.
- 6. What does your ideal post-launch support look like, including training needs?**
The vendor should expect some post launch support for up to a year. While we'll try to mitigate potential glitches and such through careful planning and development, it is our experience that issues will be discovered post launch. Training needs will vary depending on the CMS used. The vendor should expect to assist on some training of key members of the WLU staff.

7. How does the academic calendar impact the project timeline?

February is the ideal month to launch a new site.

8. Lastly, any budget considerations or constraints we should be aware of? This will help us (1) make sure we're in line with your expectations and (2) allow us to shape our proposal to your required budget.

This question was answered in addendum 1.

The below questions were asked by Cake & Arrow:

1. Is there a budget for the project?

This question was answered in addendum 1 question 1.

2. Is there an expected launch timeline, including any deadlines or blackout dates that must be worked around?

The winning vendor will have 18 months from the signing of the contract to get to substantial completion and launch, after that time, a \$100 per week liquidated damages penalty will be in effect. There are no blackout dates currently at play.

3. What are the expected maintenance responsibilities in the year following launch?

It is fair to expect a maintenance agreement for up to a year after the new site is launched.

4. Is the expectation that the vendor is responsible for wireframes, production-ready page design, development, testing and launch of the website?

Yes.

5. What is the CMS Vendor's role in this initiative (w/r/t "Provide a seamless handoff to the CMS vendor")?

Depending on the CMS used, there should be some communication between the vendor and CMS company to ensure theme integration & compatibility.

6. Please confirm that the requirement is to link to the separate Target X, Athletics, WLU Foundation, and Topperstation sites (events and courses). In other words, the scope is not to integrate, manage or migrate content from these sites.

Correct. These are separate entities with their own URL, hosting, etc. TargetX is third-party software.

7. Please confirm that the only user accounts included in this scope would be admin users of the site (e.g. those with access to admin panel for site maintenance, and not students, professors or other stakeholders).

There should be an expectation for some editor accounts which would include professors and other staff members.

8. Please confirm that functions such as booking calls, course calendars, applying, transcript requests (e.g. you can book me, <https://westliberty.my.site.com/>), etc. that are currently fulfilled by third-party apps would continue to be supported in this way. There is no expectation of new development for these functions; however, recommendations into alternatives is welcome.

Correct.

- 9. Is there a sitemap of current content that would need to be migrated? // How many pages are on the current site?**

There is not a current sitemap that we are aware of. We'll need the vendor to help assess page count. Aside from our news releases, which date back quite far and account for thousands of pages, expect 400-500 pages of imperative content to be migrated. The University hopes to pare the number of pages down as much as possible during the redesign process.

- 10. Is there a preferred style or method of staff training? (e.g. documentation, video, live virtual)**

Video & live/virtual.

- 11. Is a vendor expected to have registered with the WV Purchasing Division prior to RFP submission or prior to being awarded a contract?**

The winning bidder will have to register with the WV Purchasing Division prior to execution of the contract and issuance of a purchase order.

- 12. Please confirm use of existing brand/identity guidelines (with necessary adaptations to digital) — not develop new branding within this scope**

Correct. There is no brand development associated with this project, just following current brand guidelines.

- 13. Please confirm there is no expectation of original content creation (assume in scope site copy to support navigational/UI, consolidation, removal, remapping of existing content, recommendations for content creation)**

Correct.

- 14. What are your top 3 KPIs for this initiative?**

- ❖ For the website to serve as a marketing and recruitment tool that drives enrollment.
- ❖ Streamlined navigability & functionality.
- ❖ Improved UE.

- 15. Beyond the general need to update to a more contemporary design, has anything in particular triggered this initiative (user feedback, competitive pressure, technical limitations, etc)?**

All of the above.

The below questions were asked by GJH Inc:

- 1. Is there any specific list or procedure of hosting providers and architecture or open for suggestions? Please confirm.**

We are open to suggestions.

- 2. As the current website is in WordPress itself (<https://westliberty.edu/>), is it okay to use the same environment or do we need to use totally new environment?**

It is fine to use the same environment, however, we expect the vendor to evaluate and make a recommendation.

- 3. Also, is it possible to provide the existing website modules /themes and plugins list to understand better?**

No.

- 4. Is there any sub-domains to be integrated in the site in westliberty.edu ? From site, the other domains are Athletics (<https://hilltoppersports.com/>), TopperStation (<https://topperstation.com/>) and WLU Foundation (<https://wlufoundation.org/>) only.**
There are no sub-domains we are aware of.
- 5. From the scope, it is mentioned that the above other domains need to be integrated with Target X and link them. Please confirm whether we need to only link to the other domains or do we need to re-develop the other 3 domains as-well?**
You will just need to link the other sites.
- 6. As per the site, we can see only English language in the site. Is there any other language content to maintain multi-lingual? Please confirm.**
There is no other language content to maintain at this time.
- 7. Is there any portal for professors or students to view their history or marks details as such? If yes, please provide the details.**
Yes, they are all links to different 3rd party software solutions.
- 8. Can we consider existing SEO keywords and meta details or any expectations on the SEO improvisation from vendor side? Please confirm.**
Yes, however SEO is being continuously optimized both internally and by a third-party. The potential developer should expect some SEO.
- 9. Is there any payment related modules in the website?**
No.
- 10. Is there any API integrations with external database in the site?**
We don't think so but aren't 100% sure.
- 11. Who will be the or type of users of the website? Is there any regional restrictions to the website?**
We primarily have two types of users, internal users that use the site as an intranet/portal to other systems, and external users. We want the focus to be on these external users as the site is our main marketing tool. There are no regional restrictions to the website.
- 12. What are all the accessibility features to be considered in the site?**
We'll need to follow ADA & WCAG Compliance guidelines. The vendor should be familiar with these guidelines up-front and develop the site accordingly.
- 13. Is there any specific list of compliance and other security features to be considered apart from usual list of security implementations?**
We expect this will be evaluated and recommended to us by the winning vendor.
- 14. Is the 24/7 support is till the deployment or post that also? Please confirm.**
The support is until deployment.

15. Can we use same color codes or is there a plan to change overall color codes and design? Any other branding guidelines to be considered?

The winning vendor will be required to create a design consistent with our brand standards. Specifics will be shared with the winning vendor upon execution of the contract.

16. Please share us the environment details of deployment of site in the production.

We do not understand what is being asked in this question and cannot answer it.

The below questions were asked by Radiant Digital:

1. Are there any budgetary constraints or limitations on resources that should be considered in the proposal?

This question was answered in addendum 1 question 1.

2. Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort and value of the contract.

There is no incumbent for this contract.

3. Will the incumbent be eligible to bid on this project?

There is no incumbent for this contract.

4. Is there any existing user research in place with the University?

No.

5. Is there any scope for new content development?

Any content development will be done in-house by WLU.

6. Approximately how large is each microsite (pages, files, etc.)?

It varies greatly between departments.

7. Are there any pain points with the existing CMS?

There are aspects of the Wordpress CMS, particularly *Elementor*, that we find cumbersome. We feel there may be a more user-friendly CMS that is better suited for higher ed and a website of this size. We would like the vendor to evaluate and make possible recommendations.

8. Can the work be performed remotely?

Yes, we will permit remote work.

9. If remote work is allowed, can a part of the work be done from outside the US such as in India?

While we will permit remote work including work done outside of the US, the expectation is that the work will be done within the normal Monday – Friday 8:00 to 4:00 (16:00) Eastern Time Zone that the university operates. Vendors must accept these hours as a condition of the contract. WLU personnel will not be required to meet or answer questions outside of these working hours. It is the vendor's sole responsibility to ensure that their remote employees adhere to this schedule. Should the project be sent outside of the US, it is the sole responsibility of the vendor to ensure that their employees are conforming to any local regulations regarding remote work.

- 10. Are Athletics, WLU Foundation, and Topper station sites currently integrated with the current WordPress site? If yes, how? Other than these, are any other third-party or external site integrations required?**
These sites are not integrated to the main WLU website, they are all linked.
- 11. How many users are required to be trained? Can it be online/remote?**
We currently expect 12-15 users will need to be trained, however, this can change depending on the vendor's choice of platform.
- 12. Can you share the website traffic statistics?**
This fluctuates by time of year, but we average 3,870 visits per day.
- 13. What social media channel does the site use?**
WLU currently has a presence on Facebook, X (Twitter), Instagram. We may use other channels in the future.
- 14. Where is the current site hosted? Can you provide those details?**
We are currently hosted in WP Engine.
- 15. Are you ok to continue to there or open to a new hosting platform altogether?**
We are open to a new hosting platform; we expect the winning vendor to make recommendations.
- 16. How frequently does the site content change?**
There are daily content changes. Some pages are relatively static whereas others have regular updates.
- 17. Do you have any user groups and roles in the current system?**
Yes.
- 18. Please clarify if the entire RFP file needs to be included in the response with the Vendor's name.**
We do not understand what is being asked in this question and cannot answer it.

The below questions were asked by Allerin

- 1. Could you specify whether the integration between the new CMS and Target X, along with other sites such as Athletics, WLU Foundation, and Topperstation, requires real-time data synchronization or if periodic batch updates are sufficient? Moreover, does the system need to support conditional content displays based on varying data inputs from different university departments during specific events or campaigns?**
We do not foresee extensive integration between our current CMS and TargetX. TargetX is third-party software that is simply linked to. WLU Athletics, WLU Foundation, Topper Station and WLU Trumpet (school newspaper) are standalone URLs with their own hosting. These domains are linked to throughout the current site and won't require any real-time synchronization. We do not foresee the site needing to support conditional content displays from various departments.
- 2. Could West Liberty University provide details on the specific content types and their estimated sizes in gigabytes that are slated for migration to the new CMS? For instance, how much of this content comprises high-resolution images, video files, or archived PDF documents? Are there specific formats such as legacy multimedia or embedded content that require specialized handling during the migration?**

We will need the vendor to help fully assess this, but our current host is showing 203Gb of storage used with 233Gb of bandwidth. We cannot provide an exact breakdown at this time.

- 3. Could West Liberty University identify any sections or content types within the existing website that are prioritized for early migration and optimization in the new CMS? For instance, are academic department profiles, student portals, or research publications slated for priority updates due to their frequent access rates or critical nature to university operations?**

TBD in the planning phase.
- 4. Could West Liberty University specify the functionalities required for integrating social media channels into the new CMS? Are there expectations for features such as live feeds from social platforms, direct content sharing capabilities, or embedded social media analytics within the CMS dashboard?**

There is no expectation for extensive social media integration/embedding including live feeds. The University has dozens of social media channels across various departments that are simply linked to.
- 5. Could West Liberty University elaborate on the expected roles and responsibilities of the Marketing and Communications Department in managing content post-launch? Specifically, is the department tasked with routine content updates, strategic content planning, or perhaps overseeing user engagement analytics directly through the CMS?**

The marketing and communications department is tasked with managing content; however, there are more than a dozen faculty and staff who serve as *content editors* across campus. Strategy, tracking user engagement, and analytics are all functions of the marketing and communications department.
- 6. Could West Liberty University detail the extent to which the new design will be implemented within the website's architecture? Are there specific layers or tiers of the site, such as tertiary pages or deeper, that require particular focus or customization in the redesign process?**

This will be provided upon choosing a vendor.
- 7. Could West Liberty University outline the specific brand elements or identity guidelines that must be incorporated into the new style guide for the CMS? Are there particular color schemes, typography, logo usages, or thematic elements that are essential to maintain across all platforms and pages?**

The vendor is expected to have a knowledge of accessibility guidelines and responsive frameworks and lead this process. Branding consistency will need to be followed across all platforms.
- 8. Could West Liberty University specify the standards or frameworks that the new templates in the CMS are expected to align with? For instance, are there specific accessibility guidelines, responsive design frameworks, or branding consistency requirements that need to be adhered to across all device platforms?**

The winning vendor will be required to create a design consistent with our brand standards. Specifics will be shared with the winning vendor upon execution of the contract.
- 9. Could West Liberty University specify the key functionalities it aims to enhance through the integration of CMS plugins and additional software? Are there particular areas such as user interaction, content personalization, or data analytics where the university seeks significant improvements?**

User interaction and content personalization.

- 10. Could West Liberty University describe the metrics or key performance indicators used to measure and define SEO success and user engagement, especially concerning GenZ audiences? Are there specific engagement patterns or behaviors, such as mobile usage or social media interaction, that the university prioritizes in its SEO strategy?**

The vendor should be familiar with SEO in the higher ed industry and given audiences and lead this process.

- 11. Could West Liberty University provide specifics on the expected improvements in user experience for the redesigned website, with a particular focus on navigability and accessibility? For instance, what enhancements are anticipated to facilitate easier navigation for users with disabilities or to streamline the user journey for prospective students exploring academic programs?**

To be recommended by the vendor in the research and development phase of the project while aligning with the vision of the University's administration.

- 12. Could West Liberty University detail the strategies or protocols in place for the archival or deletion of outdated or unnecessary content within the new CMS? Are there specific criteria or processes that determine how content is assessed for relevance and retention, particularly for compliance or historical preservation purposes?**

The vendor will work with the marketing and communications department to help determine this. Expect a section-by-section evaluation process to take place.

- 13. Could West Liberty University specify the management plan for metadata during the CMS transition to ensure continuity and optimization of SEO efforts? What measures are in place to preserve metadata integrity, such as descriptions, keywords, and tagging structures, during content migration?**

We have a third-party who is experienced with SEO/metadata transfer but expect the chosen vendor to have experience as well. The vendor should be prepared to plan for and lead this.

- 14. Could West Liberty University identify specific content management functionalities or features from the current WordPress system that are essential to retain in the new CMS? For instance, are there particular content editing tools, user permission settings, or workflow automation features that must be preserved to maintain operational continuity?**

Permission levels and basic editor access.

- 15. Could West Liberty University specify which dynamic content features are prioritized to enhance user engagement and content relevancy on the redesigned website? Are there particular functionalities such as real-time event updates, personalized content feeds, or interactive media that are deemed critical for engaging current students and prospective applicants?**

The University is focused on language used on pages and ease of navigability to create an optimal UE that drives enrollment. Aside from an events calendar feature, we do not expect a need for interactive media features/content feeds.

- 16. Could West Liberty University elaborate on any additional accessibility features or standards that are planned for implementation in the new website design, beyond basic ADA compliance? Such as, does the university intend to incorporate advanced accessibility tools such as screen reader optimizations, keyboard navigation enhancements, or customizable visual options to accommodate a wider range of disabilities?**

We'll need to follow ADA & WCAG Compliance guidelines. The vendor should be familiar with these guidelines up-front and develop the site accordingly.

- 17. Could West Liberty University provide details on the anticipated architecture for user roles and permissions within the new CMS? Specifically, how granular are the permission levels expected to be for various content managers and administrators? Are there specific roles that require unique access privileges to sensitive content areas or administrative functionalities?**
Expect several levels of permissions ranging from super admins to content editors & publishers.
- 18. Could West Liberty University outline its strategy for managing large multimedia content types, such as videos and high-resolution images, within the new CMS? What specific performance optimizations are expected to ensure these media types load efficiently and maintain quality across different user devices? Are there plans for using technologies like adaptive streaming or responsive image solutions?**
To be determined and recommended by the vendor
- 19. Could West Liberty University specify the enhancements and functionalities expected to improve the search capabilities of the new website? Are there particular features such as predictive search, filters by content type, or integration with academic databases that are considered essential for creating a robust and user-friendly search experience?**
To be determined and recommended by the vendor.
- 20. Could West Liberty University detail whether the new website will require support for multiple languages or other localization features to better serve international students and faculty? What specific languages or cultural adaptations are considered essential for inclusion in the new CMS to enhance accessibility and usability for a diverse global audience?**
English is the primary language of the region where the University is located; however, the website should be developed with third-party translation in mind.
- 21. Could West Liberty University clarify if there are specific requirements for integrating real-time data feeds or live event streaming capabilities into the new website? For instance, does the university anticipate the need for real-time updates during sports events or academic announcements that must be dynamically displayed on the site?**
There are no requirements for real-time data feeds or live event streaming capabilities.
- 22. Could West Liberty University provide insights into how the customization and extensibility features of the CMS will be utilized? Are there specific third-party integrations, such as academic tools, library databases, or other educational technologies, that you anticipate needing to integrate into the CMS? AMoreover, are there any custom-developed features or plugins that the university foresees as necessary for its operations?**
Expect a handful of basic, third-party plugins like form builders, SEO optimizers and image optimizers to be integrated. Educational technologies/tools are mostly third-party software.