UNIVERSITY OF
SOUTH CAROLINA

AMENDMENT NO. 1 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: **SOLICITATION NUMBER: USC-RFP-1620-CJ**
RESEARCH AND DEVELOPMENT OF WEB SITES FOR
UNIVERSITY OF SOUTH CAROLINA UNDERGRADUATE
ADMISSIONS, STUDENT FINANCIAL AID AND
SCHOLARSHIPS, AND VISITOR CENTER

DATE: February 9, 2010

This Amendment No. 1 modifies the Request For Proposals only in the manner and to the extent as stated herein.

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO. 1 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

_____   _____
Authorized Signature   **Name of Offeror**

_____
Date

THE FOLLOWING QUESTIONS REGARDING THE SOLICITATION WERE RECEIVED FROM VENDORS:

- Page 13
  - Accessible and optimized for mobile devices:
    - Question: When you say optimized, are you referring to utilizing a server side method of detecting mobile devices and redirect the users to that site, or are you wanting a common mobile CSS file to be used by smart devices with the capability of self identifying as a mobile device.

ANSWER: Because this is a solutions based RFP in which offerors are expected to submit proposals based on their best solutions available to the University's problem stated in the RFP, the University has not listed many specifications in the RFP as it doesn't want to limit the creativity of the offerors in the solutions they propose. The University feels that what you are asking for in your question should be part of the solution you propose to the University's problem.

  - Major Browsers
    - Question: Can you provide versions of the "major browsers" you have listed such as IE 6-8, Firefox 3.5 etc.

ANSWER: IE 6-9, Firefox 3-3.5, Google Chrome, Safari 3.0 .

    - Question: When defining a "major browsers" we usually set the threshold at a 5% or greater user base. Would you be able to provide analytics data access to determine what major browsers to utilize in our detailed testing?

ANSWER: Yes, we can provide some google analytics.

  - General Questions
    - What CMS is being utilized?

ANSWER: None.

    - Will CMS programming be the school's responsibility or the selected vendor?

ANSWER: The University does not have a CMS and is not looking to purchase one for this project.

    - What are your current Key Performance Indicators? How will project success be measured?

ANSWER: Increase in visitors and time on site.

- Page 14
  - The contractor will provide the final programming code for the site:
    - Question: Will the programming code to be delivered include Frontend (such as JavaScript, XHTML, etc.) and Backend such as (ASP.NET or PHP) and which database systems will be utilized (Microsoft SQL Server, or MySQL for example)?

ANSWER: This depends on the solution proposed. If databases are utilized, they will be expected to deliver the code.

- Will Stamats have access to the servers directly for programming and testing in the event that backend programming is required?

ANSWER: Yes.

o The University will provide similar data on its current Undergraduate Admissions web site:
  - Question: What research data will be provided and at what time will we be able to see this research?

ANSWER: Information from surveys with high school seniors and juniors, focus groups with same, focus groups and surveys with guidance counselors. Research will be made available after the RFP process concludes (i.e. contract is awarded from the solicitation).

o The Undergraduate Admissions web site will be the first to be completed, with an initial version operations by no later than July 15, 2010
  - Are there certain key features that you would need to have in the "initial version" with additional features to be added at a later date, or are all features listed in this RFP constitute the "initial version"?

ANSWER: All features constitute initial version. Should other features not listed (for example a photo viewbook) be part of the solution, they could be launched at a later date.

  - What is the driving force/requirement behind the initial launch date?

ANSWER: To have the site completed before fall recruitment travel.

QUESTION: The RFP states that after the first stage evaluation, select firms will be invited back to perform demonstrations of their proposed Web design, development design methodologies and competencies, and research techniques. By 'proposed Web design' does this mean the revised SC admission site as we are recommending or samples of other designs we have done?

ANSWER: Yes, by 'proposed Web design', we mean the revised SC admissions site that the offeror is recommending in its proposal.

QUESTION: What is the anticipated start date for the project? If The Undergraduate Admissions web site will be completed by July 15, 2010, will the project start on March 1, 2010?

ANSWER: Project is tentatively scheduled to start in March, as soon as the RFP process comes to an end.

QUESTION: Does the University of South Carolina currently have an agency of record that handles its current web presence?

ANSWER: The Undergraduate Admissions office, Student Financial Aid and Scholarships office, and the Visitors Center do not have an agency of record.

QUESTION: Will there be a preference given to vendors located in the state of South Carolina?

ANSWER: No.

QUESTION: Can the University clarify samples of workmanship? Is the vendor required to submit creative specific to the University? Or will screenshots of other websites suffice?

ANSWER: Screenshots of other websites, particularly those from higher education, are welcome.

QUESTION: Does the University currently have a CMS in place? If not, are you looking for recommendations for a CMS?

ANSWER: The University does not have a CMS and is not looking to purchase one for this project.

QUESTION: If the University is looking for a CMS; are there any technical considerations the vendor should be aware of?

ANSWER: The University does not have a CMS and is not looking to purchase one for this project.

QUESTION: What are the minimum operating requirements for accessibility of the mobile site?

ANSWER: Because this is a solutions based RFP in which offerors are expected to submit proposals based on their best solutions available to the University's problem stated in the RFP, the University has not listed many specifications in the RFP as it doesn't want to limit the creativity of the offerors in the solutions they propose. The University feels that what you are asking for in your question should be part of the solution you propose to the University's problem. As such, we have no operating requirements. Merely that the site (or some form of the site) be accessible.

QUESTION: For the modules that the RFP mentions such as online information request, event registration, visit scheduling, calendar of events, etc; Where is the information stored? What is done with the information once it is collected? Are the features of the modules or components part of a single system? If so, what is the system or version?

ANSWER: These are elements of various home grown systems. The information is collected in various database formats and then loaded into our CRM system for follow up with students. We are not looking to have these elements reprogrammed.

QUESTION: What role would the vendor play in integrating the modules on the new site? Is the vendor simply required to re-skin these modules?

ANSWER: Re-skinning of modules will be required.

QUESTION: Please identify any 3rd party applications, components, or sites integrated with the current website or administrative tools. Please also describe the platforms these applications use, and if you intend to keep them or replace them in this project.

ANSWER: The items referenced above are the components.

QUESTION: Is there any data that you wish to maintain and have the new website access this data directly, or do you wish to have all data migrated to a new system?

ANSWER: The selected contractor will not be utilizing any University databases for this project.

QUESTION: What are the University's minimum requirements for conducting research with prospective students, parents, and guidance counselors? What are the minimum requirements to test site usability?

ANSWER: Surveys and focus groups are expected. However, because this is a solutions based RFP in which offerors are expected to submit proposals based on their best solutions available to the University's problem stated in the RFP, the University has not listed many specifications in the RFP as it doesn't want to limit the creativity of the offerors in the solutions they propose. The University feels that what you are asking for in your question should be part of the solution you propose to the University's problem.

QUESTION: Will the vendor be conducting usability testing for all three sites?

ANSWER: Yes.

QUESTION: Who will be responsible for migrating the content from the existing to the new site?

ANSWER: The contractor working with admission staff.

QUESTION: How many pages or levels are the sites?

ANSWER: This depends on the solution the offeror proposes.

QUESTION: What will be the purpose of the microsite? i.e. Is it to display information? To collect information? Is there any database function associated with the microsite?

ANSWER: To display information to alumni volunteering with the admissions office.

QUESTION: What are some of the pain points that you currently experience with the current sites?

ANSWER: We don't really have a way to answer this question. Because this is a solutions based RFP in which offerors are expected to submit proposals based on their best solutions available to the University's problem stated in the RFP, the University has not listed many specifications in the RFP as it doesn't want to limit the creativity of the offerors in the solutions they propose. The University feels that what you propose should be the best solution available to the University's problem as described in the RFP.

QUESTION: What type of web server / operating system hosts the website?

ANSWER: Linux-based server.

QUESTION: Is there a budget set for the project? If so, what is the budget?

ANSWER: The University has decided not to disclose its budget for this project. Because this is a solutions based RFP in which offerors are expected to submit proposals based on their best solutions available to the University's problem stated in the RFP, the University does not want to disclose its budget for this project as it doesn't want to limit the creativity of the offerors in the solutions they propose.

THE DEMONSTRATIONS OF QUALIFIED OFFERORS' PROPOSED SOLUTION TO EVALUATION COMMITTEE IN SECTION VI. AWARD CRITERIA OF THE SOLICITATION HAS BEEN REVISED / MODIFIED AND NOW READS AS FOLLOWS:

DEMONSTRATIONS OF QUALIFIED OFFERORS' PROPOSED SOLUTIONS TO EVALUATION COMMITTEE

At the completion of the First Stage evaluation, all offerors whose proposals receive cumulative scores of eighty-five percent (85%) or greater of the total points available from the evaluation committee will be invited to come to the University at their **own** expense to perform demonstrations of their proposed Web design, development design methodologies and competencies, and research techniques to the evaluation committee during the week of **March 8-12, 2010**. Qualifying offerors from the first stage evaluation will be notified by the Procurement Officer via e-mail of the date and time and location scheduled for the demonstrations to the evaluation committee, the logistics for the demonstrations, and scripts to follow in providing demonstrations to the evaluation committee. Qualified Offerors must demonstrate their proposed Web design, development design methodologies and competencies, and research techniques to the Evaluation Committee at the time, date, and location scheduled by the Procurement Officer for the demonstrations; no cancellations / rescheduling / alterations of scheduled time, date and location for demonstrations by qualified offerors will be permitted. Failure of qualified offeror to perform demonstration of its proposed Web design development design methodologies and competencies, and research techniques to the evaluation committee on the time and date and at the location scheduled by the Procurement Officer for the demonstration will result in offeror's proposal being removed from further consideration by the evaluation committee.