



U N I V E R S I T Y O F
SOUTH CAROLINA

AMENDMENT NO. 2 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SUBJECT: SOLICITATION NUMBER: USC-RFP-2072-CJ
THE SCHOOL OF MUSIC AT THE UNIVERSITY OF SOUTH CAROLINA SEEKS WEB
DEVELOPMENT SERVICES FOR THE NEW SCHOOL OF MUSIC WEBSITE

DATE: October 26, 2011

This Amendment **No.2** modifies the Request for Proposals only in the manner and to the extent as stated herein.

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 2** 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 WAS RECEIVED FROM VENDOR A:

QUESTION #1: The RFP states that "The new School of Music website must be visually appealing and adhere to brand standards **including web templates set forth by the School of Music and the University of South Carolina.**" Could you please provide more information about these web templates? We would like to have a clearer understanding of the amount of creative design flexibility the Awardee will have when working with the School of Music to design the look and feel of the site.

ANSWER: There will be room for creative design, but we are expecting design elements to be taken from the USC provided templates to ensure that all School of Music webpages accurately represent the School of Music as part of the larger University of South Carolina system.

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR B:

QUESTION #1: We are required to redevelop only www.music.sc.edu. Please clarify.

ANSWER: The entire website associated with www.music.sc.edu is being redesigned. If the URL includes "music.sc.edu", it is included in the redesign.

QUESTION #2: There several online audiences including prospective students, current students, faculty and staff, alumni, donors, the arts interested community, and friends. What kind of functionality would you like to provide them? would there be different types of logins and access control for different types of visitors/audiences? Or every visitor can access all types of available content.

ANSWER: Some web pages will need access control (course webpages, faculty information, etc). The majority of the site will be public. The design elements and intended information will need to appeal to demographic groups within the various audiences. We are looking for creative ideas from the vendor to address the content for each group. For example, web pages designed for prospective students should advertise the school, web pages for alumni and donors should highlight successes and needs, while web pages for faculty and staff should be thoroughly informative, easy to read, and easy to update with current relative information.

QUESTION #3: We have seen forum component on existing website. Do we require forum in proposed new website as this feature is not mentioned in RFP Scope?

ANSWER: The solicitation states that content development includes "complete content migration from the previous School of Music website" (Page 15 of the solicitation)

QUESTION #4: Please explain the Online Ticket Purchase functionary. Who can purchase tickets? Would visitor be required to register for Online Ticket Purchase?

ANSWER: This will be a Purchasing Card system (VISA, Mastercard, etc) for buying tickets to performance events, registering for camps and workshops, or buying products such as T-Shirts or Music CDs. This feature should work for any visitor. Registration to purchase should be optional for the visitor.

QUESTION #5: As per scope of work, you require event listing. Would it require booking feature? Or it would be just event listing which would be managed by the admin of the website

ANSWER: Event listing serves the purpose of displaying all upcoming events, allowing faculty, staff, students, and member of the community to be aware of School of Music performances. This website feature will not need a booking feature. The list of events should be easily managed by an administrative assistant, not necessarily a member of the IT staff.

QUESTION #6: Do we require to migrate current website content? If yes, please specify the number of pages?

ANSWER: Yes, complete migration of existing content is required. The migration does not need to be a one-to-one migration of existing pages to new pages. It is important that all existing information is migrated in some fashion to the new website. We are expecting, however, that data migration will reveal information that needs to be re-organized, edited, or simply removed. The existing site has 46,000 files, but this includes many old image files that are no longer in use. It is unknown exactly how many pages will be migrated. The vendor should focus on providing a quality Content Management System to ensure that School of Music web administration staff can participate if needed with migrating portions of the existing content.

QUESTION #7: Do you require onsite training or web conference based training?

ANSWER: Proposals may contain any combination of training options.

QUESTION #8: Is there any integration required with the proposed new website? If Yes, please provide information for each integration

ANSWER: It is preferred that portions of the site that require backend database usage will remain compatible with FileMaker Pro as the backend database. There are no further specific integration requirements.

THE FOLLOWING QUESTION WAS RECEIVED FROM VENDOR C:

QUESTION #1: Will the School of Music continue to contract with Capitol Tickets to process sales outside the School of Music website? Will any purchases made outside of the Capitol Tickets system require credit card transactions? If the site requires credit card transactions, is a link to a third-party provider a reasonable solution?

ANSWER: The School of Music website does require credit card transactions. The solution should be flexible in order that the School of Music can process payments for a variety of events and products. This is independent of any existing sales that are processed through Capitol Tickets. A link to a third-party provider is a reasonable solution, so long as the School of Music has the ability to easily add new webpages for events and products that require online credit card processing as they occur.

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR D:

QUESTION #1: Compatibility for operating systems(Mac, Windows) was clarified but not web browser compatibility. Are you looking for Internet Explorer, Mozilla, Safari and if so, what versions? Also, in the mobile section you mention Android and iOS operating systems but are you looking for iPad compatibility as well?

ANSWER: The School of Music desires for all developed web content to be available to any visitor using any current web browsing device. All web content should be developed for compatibility with all current browsers for both Mac and Windows platforms. This includes, but is not limited to, Internet Explorer, Mozilla, and Safari. Content should also be compatible with all current mobile device platforms, including iOS 4 and 5 running on all compatible Apple devices (iPhone, iPod, iPad).

QUESTION #2: How many users/administrators will interface with the CMS?

ANSWER: Up to 30.

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR E:

QUESTION #1: How many pages/different types of pages does the site currently have?

ANSWER: This answer has been provided in response to another vendor's question (Answer to Vendor B's Question No. 6).

QUESTION #2: Do you already have an online payment system in place for ticket sales or would the vendor be required to provide that service as well?

ANSWER: The offerors will be required to produce a solution for online purchasing. The ideal solution would be installed onto University owned equipment, but a 3rd party provider could also be an acceptable solution. We will entertain all reasonable solutions that do not require prohibitive ongoing expense, but also provide flexibility for the School of Music to add new webpages for online sales as new events and products are available.

QUESTION #3: Regarding budget, Section D.1 does not appear to include copywriting costs. In our experience, copywriting can be variable based on page type and number. Can we provide an a la carte pricing model for you in response to sections D.3 or D.4 in order to give you the most accurate picture of the estimated costs?

ANSWER: Yes, this is acceptable.

QUESTION #4: Is there an existing CMS that the university uses? If not, are you open to an Open-Source CMS solution?

ANSWER: Yes, we are open to an Open-Source CMS solution.

QUESTION #5: Regarding Content Compatibility, should this compatibility also include IE6?

ANSWER: Please refer to the answer given to Vendor F, Question 5.

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR F:

QUESTION #1: Section B. Scope.

Under design, the RFP indicates “the new site must offer a variety of eye-catching content and features which must include areas of rotating photos, videos and sound files.” Will the School of Music provide necessary photography, video, and sound files or would it be the responsibility of the vendor to provide this material? Also, how does the School of Music intend to use sound and video files on its website?

ANSWER: There is an existing library of photo, video and sound files. The School of Music also has the ability to produce additional photo, video, and sound file content, and will encourage the awarded vendor (i.e. contractor) to make specific suggestions on the type of content to produce. If the vendor has the ability to also produce new photo, video, and sound file content, the School of Music would be interested to view proposals that include such design work. We do not have specific suggestions at this time on how we intend to use sound and video files, rather, we desire to see how vendors will use such content in their creative process.

QUESTION #2: Under News and Events, the RFP states “the preferred database platform is FileMaker Pro.” How will the website interact/integrate with FileMaker Pro? What specifically will FileMaker Pro be used for? Instead of using FileMaker Pro, would the School of Music be open to using a Content Management System (CMS) that can support (promote and store) news and events?

ANSWER: Content that integrates with FileMaker Pro should be written in PHP. The School of Music has the ability to produce portions, if not all, of the necessary PHP content. We are interested if vendors can also produce this content themselves, and therefore hope to see some inclusion of FileMaker/PHP development in their proposals. We are, however, open to proposals where the CMS supports the News and Events feature instead of using FileMaker Pro.

QUESTION #3: Under Online Ticket Purchases, the RFP states “A manageable and secure online purchasing system must be developed to provide functionality for current online transaction needs, and also to allow School of Music website administrators to add online transaction processing for future programs.” Can you expand on what you mean by future programs, as this might influence the online purchasing system we provide? In addition, some payment gateways charge transaction fees (flat and/or % of purchase). Is the School of Music willing to work with a third-party payment gateway that charges a fee?

ANSWER: "Future programs" could mean camps and workshops that require registration fees or possibly just newly schedule performances. We desire a transaction system that would allow School of Music website administrators to produce new content pages advertising products or events, then add the appropriate fee schedule for such events. Transaction fees (flat or % of purchase) should be clearly communicated in offerors' proposals, but should not be included as fees paid during the website redesign process. The School of Music would simply need to know how much a particular vendor's solution would cost as new events and products are added. The School of Music is willing to consider third-party payment gateways that charge a fee.

QUESTION #4: Under Form Manager, the RFP states the form manager must “remain compatible with FileMaker Pro.” Please explain how the form would interact with FileMaker Pro. What benefit does compatibility with FileMaker Pro provide? Would form entries be stored in FileMaker Pro? If the chosen Content Management System supports forms, would the School of Music be open to using the form builder in the CMS instead of one that is compatible with FileMaker Pro.

ANSWER: The School of Music uses FileMaker Pro as the preferred in-house custom database solution. When new data is generated from forms that exist on the School's website, such data could likely be used in existing databases, or in a new database created specifically to allow employee interaction with the data. Currently, all online forms are written in PHP, and the backend data is stored in FileMaker Pro databases. If the CMS support forms, it would be best if the data could somehow land inside appropriate FileMaker Pro databases. Vendors can expect School of Music support in finalizing the best solution and integration with their custom databases. If needed, School of Music employees will continue to create PHP content to drive these portions of the website. However, the School of Music desires to learn how vendors will solve the issue of needing easy-to-create forms, and therefore is open to alternate methods of data storage.

QUESTION #5: Under Content Compatibility, the RFP states the “contractor will need to demonstrate that all content on the new School of Music website is 100% compatible when viewing from devices running Windows 2000 and later, Mac OS X 10.4 and later, iOS 4.2.x and later, and Droid 2.x or later.” Windows 2000 does not support IE7 or higher. Further, Microsoft no longer supports Windows 2000. Requiring the website to be 100% compatible with this outdated product will make the website more expensive to build. Is the School of Music open to changing its requirement that the website is compatible with Windows 2000? For example, the website could be built so that it is usable in IE6 in that it would degrade properly, but it might not be 100% compatible.

ANSWER: Vendor expertise in website content compatibility may alter the school's view on specific web browser compatibility, and therefore alter the exact final list of browsers that may be used to view the created content. Vendors are encouraged to express their views on how content can be created to insure as wide a compatibility as possible with computer and mobile operating systems and their respective browsers. Vendors should understand, however, that the School of Music desires for all website INFORMATION to remain widely compatible with the large majority of technology used by the visitors of the site, and this will include some outdated operating systems and browsers. A site which degrades properly, and therefore ensures that all information is available to visitors utilizing outdated products, but where such visitors may not be able to view 100% of all website design features, WILL be considered acceptable.