

**Grand Valley State University RFP #220-26 Philanthropy Website Redesign  
ADDENDUM #1: Responses to Questions 12-16-19**

**1. Would you use companies outside the United States? Can the tasks (related to RFP) be performed outside the United States?**

Our preference is to use a US company and all things being equal, we would favor a US company. Where the work is done is not an issue.

**2. Are you looking for custom designs or to leverage a new WordPress theme?**

We think it would be very reasonable to use an existing WordPress theme, but would expect the firm to bring us suggestions of what themes they think would work for us. We're open to a custom design but don't think it's imperative.

**3. Can you share any plug-ins you are currently leveraging?**

We're using about 30 different plug-ins at this point, and many of them were adopted in order to make up for gaps in our existing theme. Therefore, probably not relevant to share this list at this point.

**4. What are your biggest pain points in managing content in WordPress today?**

Mostly the limitations of our current theme. We definitely would like the search function on our site to improve – our audience does have trouble finding what they need on our current site.

**5. Can you share any more details around your MailChimp integration?**

**What happens when someone signs up for the newsletter?**

**Does their email then get sent to MailChimp for future emails?**

**Any other functionality we should be aware of?**

We use a MailChimp sign-up form explicitly, so all the information is automatically dumped into MailChimp. We don't have any "Welcome Emails" set up yet, but it would be ideal to have that sort of functionality automated in to the process.

**6. How does your Contact Form currently function today?**

**What happens when someone fills out the form? Where does that data live?**

The Contact Form uses the Ninja Forms plug-in. Those forms are set up to send to different staff inboxes depending on the type of inquiry, and all form information continues to live on our WordPress site through the plug-in.

**7. Is proximity to your selected partner a factor in your selection process?**

Not really. We will favor US firms, but within the US we can be flexible.

**8. Do you have any documented brand guidelines that can be leveraged for the design of the new website?**

Yes, but we are also open to suggestions for changes in that. So not totally relevant to share at this point.

**9. Do you anticipate any ongoing support once the website launches?**

We will certainly need some ongoing support, or access to ongoing support within the first 6 months to a year. We could discuss the details of that arrangement much later in the process when we know how the build is going.

**10. Is there anything driving the launch date of October 1, 2020?**

No. The average for these projects seems to be 6-12 months, but we are not aiming for any particular event or other roll-out deadline.

**11. Has your market scan with top stakeholders been completed?**

No. Likely finished by end of January.

**12. Will the selected vendor also have access to any other data, reporting, analytics, etc as it relates to SEO and Google Analytics?**

Yes.

**13. Are you interested in hosting services?**

No, we do not need hosting services.

**14. Who currently provides you with ongoing support services?**

We have an external support provider, but are not interested in continuing with them.

**15. Describe your technical / IT staff. How many members do you have and what is their level of experience?**

We have an in-house web developer, database manager, and graphic designer who do most of the maintenance on our side.

**16. Who will be responsible for maintaining and updating the server?**

Probably a team effort between us and the firm.

**17. Do you plan to audit and reduce the amount of content on the site? Will you require content editing/managing services?**

Both.

**18. Will you provide access to your current Google Analytics for the purposes of visitor flow and SEO analysis?**

Yes.

**19. Will you provide the selected Contractor with the content for the website? OR Will you require support for content writing for this new site?**

Both.

**20. How often does your team require to add new webpages i.e., then how many pages will your team need to add on daily or monthly basis?**

Weekly blog posts. New pages added as new content/research/tools are available. We would want to way to consolidate and streamline how these are published so we aren't just creating a bunch of new pages indiscriminately.

**21. How many users visit your website on a monthly basis?**

About 10,000 pageviews per month.

**22. As you continue to update the content, are you looking for an ongoing SEO maintenance contract to review that to ensure it is in line with content and keywords on the page?**

Open to suggestion at this time.

**23. Can you tell me more about the business drivers behind the project?**

Our main goal for the site it to drive organizations to call us to inquire about research, eval, and consulting projects.

3. Have you identified any project success metrics or KPIs?

- a. Event Registrations
- b. Requests for Custom Training/ Research / Evaluation Projects
- c. User Satisfaction retrieving information on services offered

We can have a more thorough conversation with the chosen firm, but we run open workshops; customs trainings; and custom research, evaluation, and consulting. The research, eval, and consulting service is our primary revenue source, but our workshops tend to be significant lead generators.

**24. Can you tell me more about the Market Scan you are currently undertaking?  
Have you started it?**

Yes, it is started and will be completed by the time we start this project. The chosen firm will have access to results.

**25. Is multilingual a requirement?**

No.

**26. Do you have any security requirements for hosting? Do you plan on staying with GoDaddy?**

We have about 30 domain names on GoDaddy, so it probably makes the most sense. But we'd be open to other options if prudent.

**27. What size is the current marketing team and what levels of training would you require – in person, online, train the trainer, etc?**

Two people – probably in person or online. One is the Comms Director, the other works within the WordPress frame of our site on a daily basis.

**28. Can you share the digital marketing activities which will be undertaken to support the Microsite leading up to go live / while the campaign is live / post campaign**

Not really planned out at this stage.

**29. Are there plans for a presentation stage after the proposal stage?**

Not really. May request if there are questions.