To:	Prospective Supplier
From:	Karen Ruedinger, Assistant Dean, Seidman College of Business 616.331.7433, ruedingk@gvsu.edu
Date:	November 5, 2018
Subject:	Request for Proposal: Seidman Graduate Programs Digital Media Strategy and Website Re-design

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Addendum #1: Follow Up Questions and GVSU Responses

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1. *What is the current CMS?*
    As you learned at the mandatory CMS briefing, the GVSU content management system is a home grown tool that is built using ColdFusion. We are currently up to release 4.2 of the CMS.

2. *You had indicated that your team was going to do the actual implementation; if that is the case, what is the final deliverable format you are looking for?*
    Likely we will refine the deliverable format with the selected supplier. However, we are not looking for coded HTML. Wireframes would be helpful but will lack important information such as which images to use (and/or identify new images needed) and copy for the site.

3. *What is the deadline for these deliverables, considering a March 22 project deadline? In other words, how long does your team need for the implementation, QA testing, and launch portion of this?*
    The graduate programs website is one of several deliverables outlined in the RFP not all of which need to be completed by March 22nd. For example, usability testing of the site once built is a listed deliverable in the RFP. That can happen after March 22nd. We expect to collaborate on finalizing key dates for the work with the selected supplier. Within that work plan, we will sequence the deliverables as makes sense to inform the website design. March 22nd is a target completion date based on the fact that a new recruitment cycle is initiated with the next MBA cohort during the first week of April. How long it takes to build out the website design will depend in part on how significant the changes are.

4. *Do you have any photography or video assets available?*
    Yes. We do have photography and some video assets available. It is likely we will need to supplement with additional visuals as are called for in the design. We can utilize University photographers to fill in additional visuals needed. Video assets are more limited and may have to be developed over time but the design should identify what is needed even if it will take time to create some of these assets.

5. *What is the frequency of/need for regular Events, News and Blogs?*
    Our social media sites are updated daily. Events vary in terms of frequency.