



SHEPHERD UNIVERSITY

Addendum #1 to RFP SU26-03
Content Management System
November 11, 2025

- Q1. Are virtual presentations acceptable on Dec 3–4, and what duration/format and audience should we plan for?
- A1. Yes, virtual presentations will be acceptable. A group of people from divisions across campus, including IT, University Communications, Student Affairs, and Academic Affairs. Please include examples of your work and information about the process for developing Shepherd's site. The duration of the presentation will be an hour to an hour and thirty minutes with the presentations performed along with time for questions to be addressed during this time period.
- Q2. Beyond the sealed hard-copy requirement, is any electronic submission (e.g., secure portal upload) allowed, or is it strictly hard copy only?
- A2. Hard copy submissions along with a thumb drive must be provided for the submission.
- Q3. Please confirm any mandatory forms or acknowledgements that must be included in the packet (e.g., addenda acknowledgement, vendor registration proof), and whether a specific cover sheet is required.
- A3. All of the documents that need to be provided in the submission are identified in Section 2.2-RFP Response Outline.
- Q4. Are there insurance requirements (types/limits) and/or bonding requirements (bid/performance/payment) we should include in our proposal?
- A4. There are not any insurance or bonding requirements for the submission, but a Certificate of Liability will be requested from the successful proposer upon award.
- Q5. What CMS and hosting are you on today (platform/version; on-prem vs cloud), and are there systems you intend to retain (e.g., Modern Campus catalog) or replace?
- A5. Shepherd University currently uses WordPress version 6.5.3. Modern Campus Catalog will be maintained.

Q6. Which integrations are in scope (SSO method, calendar systems, CRM/marketing automation, on-site search, analytics, payment gateways), and are there data-residency or security constraints for hosting?

A6. All should be considered potentially in scope, depending on specifics of features and cost. Data-residency constraint is U.S. only. Please describe hosting options and security, backup policies, disaster recovery, off-hours support, etc. SSO will be Azure.

Q7. Do you require bi-directional calendar sync (e.g., Outlook/Google) and a master source of truth for events?

A7. Preferred

Q8. What are the top Year-1 success metrics (e.g., organic search uplift, RFI/app conversions, mobile task completion, time-to-publish, accessibility conformance)?

A8. This question is not quite clear. The goal is to create a new design and launch the Shepherd University website that is the first mobile and fully ADA compliant.

Q9. Should we include vendor-run content audit and rewrite support? If so, at what depth and for which priority sections?

A9. It is worth being aware of those options.

Q10. Do you want annual third-party accessibility audits and defined remediation SLAs included in ongoing support?

A10. Yes

Q11. For governance, how many current editors/roles exist, and what is the target model for training of the new CMS. If so, how many role types do you require in your CMS and how many groups or people would be trained?

A11. Shepherd University has an unknown number of users currently with relatively unrestricted levels of access. Part of this process is to help determine a realistic governance model based on industry best practices.

Q12. Do you have an existing Taxonomy today that can be leveraged for dynamic content discovery?

A12. Shepherd University does not currently have a structured system for organizing content. Dynamic content discovery is something that will be considered.

Q13. How will migration of existing content be managed? Should the vendor propose a migration plan and staff to support migration?

A13. Yes

Q14. If new content is required, will this be developed under the optional Content Writing services, or will you handle this?

A14. It may be a hybrid but Shepherd University would like to see all of the options available that the proposer can offer.

Q15. Please confirm preferred SSO (SAML, OIDC, Azure AD) and any MFA/role-mapping.

A15. Azure AD but SAML is also acceptable. MFA is to be enforced for all roles.

Q16. What API use cases (push/pull, frequency, volumes) should we design for? Any required data feeds we should plan to ingest or expose?

A16. It would be useful to discuss options in the proposal submission.

Q17. Should on-site search be confined to website content only, or do you want federated search across catalog, news, events, and documents with faceting/synonyms?

A17. Federated search.

Q18. Should pricing be separated into Implementation, Licenses/Subscriptions, Managed Hosting, and Ongoing Support, with multi-year pricing for Years 1–5 and indicative Years 6–10 for renewals?

A18. Yes, the pricing should be provided in this manner with each area being separated.

Q19. Are annual-in-advance payments acceptable for software/subscriptions, with other services billed in arrears?

A19. Yes, annual-in-advance payments for software/subscriptions is acceptable in the State of West Virginia.

Q20. Do you want service-level targets (uptime, incident response, content-publish turnaround, accessibility remediation) and service credits included in the agreement.

A20. Yes, that information needs to be included in the agreement.

Q21. Will an enterprise-hardened WordPress implementation be accepted if it meets all CMS requirements?

A21. Yes. Shepherd University would like to have the specifics and how WordPress plugins fit into this model. Please address this information if WordPress is the solution being proposed.

Q22. Do you maintain an approved hosting vendor list and minimum security/DR requirements (uptime, backups, WAF, DDoS, RPO/RTO)?

A22. Shepherd University does not maintain such a list or document. However, Shepherd University does want to review specifics of these topics as part of the evaluation process. Therefore, provide this information as part of the proposal submission.

Q23. Do you require dev/stage/prod with CI/CD? Any preferred tooling?

A23. Shepherd University would like to explore having a test site available. Please note that Shepherd University does not have the staff available to do development.

Q24. Are there specific security standards (ISO 27001/SOC 2/NIST) and pen-test/vulnerability expectations pre-launch and annually?

A24. Shepherd University will ask to see security documentation, but any of these are acceptable. Please describe what an annual pen-test would consist of and ongoing costs. SOC 2 is required.

Q25. What is your identity platform for SSO (e.g., Azure AD/Entra, Okta, on-premise AD, etc.), and is MFA required?

A25. Azure AD. Yes, MFA is required and will be implemented.

Q26. Beyond FERPA/GLBA, are there additional data-privacy policies we should follow (retention, breach windows, logging)?

A26. Please describe logging and retention options and cost. If you have a guaranteed breach window as part of your SLA, please describe that as well. GDPR needs to be addressed as well.

Q27. Are there specific recovery time or data-loss targets we're required to meet in the event of a system outage or data loss?

A27. Please describe options and costs

Q28. Is Modern Campus Acalog your authoritative catalog?

A28. Yes.

Q29. Are there any existing automated calendar sources/feeds that will need to be integrated with the CMS calendar?

A29. Only Outlook and Google at this time

Q30. Site search: Does the site search need to be native to the CMS solution, or are third-party enhanced engines (i.e., Algolia) acceptable?

A30. Third party enhanced engines will provide a better experience for users.

Q31. Admissions/CRM: Which systems manage RFI/apply/visit, and are there required integrations?

A31. Shepherd University currently uses TargetX but will be transitioning to Slate. Shepherd University is not aware of any required integrations.

Q32. Analytics: Is GA4/Search Console active, and can read-only access be provided during discovery?

A32. Read only access during discovery is reasonable.

Q33. Please confirm target standard **WCAG 2.2 AA**. Third-party audit required pre-launch and annually, or internal review acceptable?

A33. The WCAG 2.2 AA standard is a minimum, preferring WCAG 2.2 AAA. Internal review is acceptable.

Q34. Any mandated assistive-tech/browsers for QA?

A34. Meeting the WCAG 2.2AA Standard is sufficient.

Q35. Which languages are required? Is machine translation with editor review acceptable, or must translations be human-provided?

A35. English and Spanish at a minimum. Machine translation with edit is acceptable.

Q36. What is the approximate number of URLs/assets for migration? Are there any content repositories we can access?

A36. This will be part of the larger conversation, but Shepherd University has over 3,000 pages currently, but not all will be migrated to the new website.

Q37. Is there an estimated number of editors to role-train, and are there any existing workflow/approval models that should be mirrored?

A37. Fewer than 20 with no current workflow models.

- Q38. Any additional priority audiences beyond prospective students to weigh in IA?
- A38. Students are the primary target, followed by their parents and family members, and finally the larger community (alumni, local businesses, residents).
- Q39. For “implementing a re-brand,” should we plan a full identity system or a refresh aligned to a new marketing campaign? Are there any existing brand standards to retain/retire?
- A39. Shepherd University adopted a new brand in 2024. Shepherd University continues to enhance branding across our platforms. Shepherd University anticipates having a new marketing campaign that will align to the new site launch.
- Q40. Do you have an existing licensed photo/video library, or should we propose new shoots?
- A40. Shepherd University has curated photos and welcome quotes and suggestions for new photos and video content.
- Q41. Which funnel KPIs matter most (RFI, campus visits, apply starts/completions)? Any baseline targets?
- A41. Applications, followed by campus visits and RFI. No targets currently but links to be able to apply, complete an RFI form, and visit campus should be prominent and easily accessible on each page of the site.
- Q42. Preferred evidence format for SEO improvements (GA4/GSC time-series, CWV, keyword movement, conversion lifts)?
- A42. GA4/GSC should be able to provide all SEO needed.
- Q43. Are there any required schema.org types beyond Organization, Course, Event, FAQ, and Breadcrumb?
- A43. Shepherd University would also like to include Person, Article, News, WebPage, Image Object, Video Object, Vendor, Business, and GA4 and GSC Google Web Tracking Tools for search engine optimization.