

Questions & Answers

Drupal Website Design, Development and Maintenance

1. How many agencies did you invite?

SDSTA does not share this information

2. Is there an incumbent vendor being invited to respond, or expected to respond?

No

3. What did you spend to design/develop the current website?

SDSTA does not share this information

4. Having temporary, read-only access to the Google Analytics data for the sites allows us to prepare a more informed, relevant response to the RFP. We are happy to put an NDA in place, on our paper or yours. Would it be possible to get temporary read-only access to GA?

At this time, we cannot release that information at this time.

5. Are you using any analytics tools other than Google Analytics and Google Tag Manager today?

No.

6. Do you need any support with digital marketing efforts (social, SEO, SEM, email)?

Other than integration with our current social media, any marketing efforts would be outside the scope of this RFP.

7. Do you have an in-house team who handles content strategy and copywriting, or would you be looking for support in those areas?

We have an in-house communications team that is capable in this area. There are other departments that contribute to content creation as well.

8. How will you define success for the project?

*We define success when the scope of the project has been met, the site meets the needs of our visitors, and our content editors can use the site as expected and without work-arounds. We have a departmental level goal **that SURF is a recognized brand synonymous with underground science.** Long-term success will be measured against this goal.*

9. What are you looking for in a partner?

We are looking for a partner that keeps the site updated with any core and contributed module releases. The ideal vendor would have experience building Drupal sites for government, education and non-profit. The vendor would be a stable partner to help us grow the site into the future. Experience working with scientific topics and research is a plus. We want a partner that can offer creative solutions to issues encountered.

10. Are there brand guidelines available, and if so, may we have access to them?

Yes, the branding and style guide will be posted to the RFP webpage.

11. Is there documentation on your target audience groups that you can share?

Yes, we will post a list of target audiences.

12. Do you need to integrate with an accounting platform for the SURF Foundation donations?

Yes, the SURF Foundation uses a CRM called Bloomerang.

13. Are there CMS challenges or frustrations that the marketing team has working with the production Drupal 7 site?

The current site was built using Drupal 8 and has been upgraded to Drupal 9. Since the build of current site, we have created the SURF Foundation and our E&O team would like to be able to convert and deliver curriculum kits virtually and interactively. We would like more flexibility in layout options. We would like to better define permissions for content creators, editors, and general users.

14. When it comes time to begin the manual content entry, do you have team members available to assist? Or will you need TAG to provide estimates for content entry?

We have team members that can assist, however, if your team would like to provide this service as an option, please note it in your proposal. It will likely need to be a combined effort.

15. Is there a goal launch date?

Within one year of starting.

16. What is driving the timeline for this project?

The need for a better SURF Foundation website and the need for E&O to make their content available online.

17. Do you have any estimated budget range for the project? We cannot provide this information.

18. 2. Are you willing to work with a global team?

Yes, however we will need to be able to work with the vendor during regular local business hours. 7:00 a.m.-4:00 p.m. Mountain Time

19. 3. What is the expected timeline for the completion of the project?

One year or less from start.

20. 4. What mode of training you would prefer? Would you like to opt for onshore or offshore training?

1-2 core staff members should receive in-person technical training. Content creators can receive training virtually.

21. Do you have any SEO goals?

We want to be able to reach our target audiences and have well defined keywords that drive people looking for underground science resources and education to our site. We want to maintain a low average bounce rate.

22. How many templates / components are you currently using in Drupal?

2 Themes, 26 content types, 13 paragraph types, 39 modules excluding core.

23. Do each of the subsites need their own look and feel?

They should have a similar look and feel but a user should know when they are on a different site.

24. How is Sanford Lab staffed to maintain the site?

Our staff is mainly geared toward content creation and site building. We are comfortable changing configuration We do not have a developer on site.

25. How many content editors do you have?

23 active user accounts with some level of editor's permission.