



Q+A – RFP #804913

Question 1: In designing the new website, does the university anticipate incorporating advanced digital features such as AI-powered search tools that adapt and optimize based on user search behaviors and interactions?

Answer: **We do not anticipate the need for advanced, AI-powered search.**

Question 2: Is there a requirement for the site's architectural design to accommodate A/B testing capabilities to continuously refine and enhance the user experience?

Answer: **Accommodating A/B testing is not required in the website's design.**

Question 3: Considering the integration of the museum's collections databases as mentioned in the RFP, could you specify if the system is expected to handle dynamic, multi-dimensional querying capabilities? For instance, should the website support intricate filters for exploring collections based on multiple attributes simultaneously, such as era, artist, and medium, possibly integrated into a faceted search framework?

Answer: **Multi-dimensional querying capabilities are expected. Currently, our database is program running on Axiell's Mimsy, which is expected to be upgraded alongside the website. Our current database can be found at collections.broadmuseum.msu.edu.**

Question 4: Is there a requirement for real-time data syncing to reflect updates immediately, such as new acquisitions or changes in exhibition statuses? It would also be beneficial to understand if there are stringent performance benchmarks for these integrations, specifically around query response times and system uptime that are critical during high visitor traffic periods.

Answer: **Real-time data syncing is not a requirement but would be preferred. There are no stringent performance benchmarks for these integrations, but response time and UX will be considered.**

Question 5: For the CMS that will be implemented, is there an expectation to incorporate real-time collaboration tools that allow multiple users to edit content simultaneously and communicate via integrated chat functionalities? Are there specific scenarios or use cases at the museum that would benefit from these collaborative tools?

Answer: **No.**

Question 6: In connection with integrating Blackbaud's Altru for ticketing and registration, could the website's design include capabilities for managing complex transactions, such as split payments and the use of promotional codes?

Answer: **Payment processing would be done offsite through Blackbaud Payment Processing**

Question 7: Also, given the sensitive nature of transactional data, could you clarify if there are particular security protocols, like PCI DSS compliance, that this integration needs to meet to safeguard user information?

Answer: **No payment processing capabilities will be included in this site.**



Question 8: With the proposed integration of Mailchimp into the museum's website, is there an expectation for the system to utilize automated behavioral targeting tools that leverage user data, such as previous interactions with the site, to personalize marketing efforts?

Answer: **No.**

Question 9: Given the sensitivity of personal data usage, could you specify whether there are particular compliance standards, such as GDPR for European visitors or CCPA for Californian visitors, that we need to integrate into the system's design?

Answer: **The design must stay compliant with Michigan State University's privacy standards, found at msu.edu/privacy.**

Question 10: Considering the RFP's focus on enhancing SEO, are there particular local SEO tactics that the museum requires, aimed at increasing visibility within the Michigan State University community and the surrounding area? This could include optimizing for geographically specific keywords, local events, or collaborations that are particularly relevant to the local community.

Answer: **There are no specific SEO tactics required. SEO and visibility regarding Michigan State University, East Lansing, the greater Lansing community, arts and culture, and attractions will be considered. Experience and recommendations regarding SEO will be considered.**

Question 11: In regard to the proposed web-hosting solutions, would it be beneficial to include Content Delivery Network (CDN) services specifically designed to optimize the distribution of high-load multimedia elements? Such elements might include virtual tours and high-definition images of the museum's artworks.

Answer: **CDN services are not of high importance, but recommendations will be considered.**

Question 12: Can you clarify whether the scope of this hosting should extend to enhancing accessibility and reducing load times for international visitors as well?

Answer: **Improved accessibility and responsiveness are preferred.**

Question 13: In our continuous effort to deliver the most effective and forward-thinking learning solutions, we've identified several advanced features that could further enhance the learning experience, operational efficiency, and accessibility of the proposed **Website Redesign**. These features, driven by the latest AI and machine learning technologies, offer potential benefits well beyond the current scope outlined in the RFP. Would the University be interested in exploring these additional capabilities? If so, may we include them as additional options in our proposal?

Answer: **Any additional capabilities or proposed benefits can be included and considered.**

Question 14: Under Scope of Work, Heading 3: Scope of Work, one of the deliverables is: *An easy-to-use Content Management System (CMS) that allows users to create, manage, and publish various multimedia*. What is the site currently using, and is the choice of CMS up to the recommendation of the vendor?

Answer: **The site currently runs on WordPress. Continuation of WordPress is preferred, but recommendations of other CMS or other WordPress builders will be considered.**

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Question 15: Will you be accepting bids from firms outside of the US, specifically in Canada?

Answer: **International bids are accepted as long as the company or country is not on the federal debarred list. Storage of information must be located in the domestic US.**

Question 16: Is there a CMS you prefer to work with or are you open to hearing suggestions about both open source and proprietary solutions?

Answer: **WordPress is preferred, however other suggestions and recommendations will be considered.**

Question 17: Can you share a budget for this project?

Answer: **MSU is electing not to share a budget for the project at this time.**

Question 18: What is the budget range for the project? If there is a separate budget available for ongoing maintenance, what is that budget?

Answer: **See the answer to Question 17.**

Question 19: What is the budget or budget range that has been set aside for this project?

Answer: **See the answer to Question 17.**

Question 20: Does the university have a budget for this project?

Answer: **See the answer to Question 17.**

Question 21: Can you kindly share the approved or expected budget? I recognize that there is often reticence around providing a budget range. However, sadly, all too often, we invest considerable effort in developing a customized and thoughtful proposal only to find out that the budget allocated was a fraction of what we estimate would be required for a successful project. As a result, we no longer prepare proposals without some form of budget signal.

Answer: **See the answer to Question 17.**

Question 22: What is the budget allocated to the project?

Answer: **See the answer to Question 17.**

Question 23: Does the project have a specific budget or ballpark budget?

Answer: **See the answer to Question 17.**

Question 24: Do you have a set budget or budget range in mind for this project?

Answer: **See the answer to Question 17.**

Question 25: Do you have not-to-exceed budget expectations?

Answer: **See the answer to Question 17.**

Question 26: Do you have a budget range set aside for this project that you'd like us to work within?



Answer: **See the answer to Question 17.**

Question 27: Are you open to a Canadian agency completing this work? Do you have a local preference?

Answer: **International bids are accepted as long as the company or country is not on the federal debarred list. Storage of information must be located in the domestic US.**

Question 28: Do you require any on-site work/meetings?

Answer: **Not required but optional.**

Question 29: What Content Management System is the website currently on?

Answer: **WordPress.**

Question 30: Do you have a CMS platform preference? E.g. Open-Source, proprietary

Answer: **Proprietary is preferred, notably WordPress, but other recommendations will be considered.**

Question 31: What is the driving force behind the redesign?

Answer: **The redesign is being driven by larger museum branding and communications updates, current limitations with our build, and improved accessibility.**

Question 32: Does MSU have a target timeline/launch date for the website?

Answer: **Anticipated launch by January 2025.**

Question 33: What is the current hosting environment?

Answer: **Hosted locally by MSU IT.**

Question 34: For hosting services, what is the anticipated uptime guarantee, page views per month, and visits per month?

Answer: **99.9% uptime, 20,000 views per month, 11,050 sessions.**

Question 35: Does the university have a timeline for this project?

Answer: **Anticipated launch by Jan. 2025.**

Question 36: Should it be assumed that the current website should serve as a template for the new sitemap? Are there any other sections that should be explicitly included?

Answer: **The current sitemap will be a good template for new updates. Some pages may be consolidated and we do not anticipate any major additions.**

Question 37: The RFP states that the new website's objective is to "[align] with the museum's updated communication, branding, and engagement goals and objectives." Are you able to provide further insight into these updated objectives (even a high-level summary)?



Answer: **The website redesign will match updated visual branding and messaging to further connect with Michigan State University, specifically students. The redesign will also improve ease of use and integrate other museum functions to further these branding efforts.**

Question 38: The RFP states: "Additionally, guidelines and procedures for maintaining the website will be provided." Can you please clarify if this means guidelines should be provided by the winning bidder, or that the MSU Broad Art Museum will provide these guidelines and procedures to the winning bidder?

Answer: **MSU Broad Art Museum specific communication guidelines will be provided by the museum, and more technical guidelines to assure usability and functionality will be recommended by the bidder.**

Question 39: The Scope of Work includes the "Integration of the museum's collections database." We believe this is a reference to <https://collections.broadmuseum.msu.edu/> which is currently a separate website that is skinned to somewhat match the primary website. Is that the extent of the desired integration, or does data from the collections database need to appear on the primary website somehow?

Answer: **The goal is for the collections database to exist within the primary website, depending upon the functionality of our updated database provider.**

Question 40: The Scope of Work includes the "Integration of online ticketing and registration systems through Blackbaud's Altru to provide a seamless user experience." Currently, the website links to a Blackbaud page (example: <https://50807.blackbaudhosting.com/50807/Hybrid-Membership>) where this functionality exists. Is this how the new website should function as well?

Answer: **The goal is for the development of forms to integrate our Blackbaud ticketing system within the primary website.**

Question 41: The Scope of Work includes the "Integration of marketing tools, such as Mailchimp." Are there any other marketing tools that should be integrated?

Answer: **Mailchimp, and ensuring the website is functional with Google Analytics 4.**

Question 42: Regarding the desired features and functionality, will the new website include all of the features and functionality that are seen on the current/live website? If not, what will be added and what will be removed?

Answer: **No other features aside from integration of collections database, ticketing system, and marketing tools into the primary website.**

Question 43: What are the current website's data storage requirements?

Answer: **The website currently uses 9.26gb, noting storage is necessary as the website serves to document all past exhibitions.**

Question 44: Is there an incumbent agency that will be participating in this RFP process?

Answer: **Yes.**



Question 45: What is the museum's desired timeline to launch the new website?

Answer: **Anticipated launch by January 2025.**

Question 46: Would you be willing to share all of the Q&As relating to this RFP?

Answer: **This document is a comprehensive list of all questions we received regarding this RFP.**

Question 47: Do you have an anticipated timeline for project completion? Are there any internal drivers that may impact that date?

Answer: **Anticipated launch by January 2025, finalization of strategic planning may impact the date.**

Question 48: What internal team resources are being devoted to this project? What will they be responsible for as a part of this engagement?

Answer: **The chosen bidder will work closely with the communications team as we will provide graphic elements, brand guidelines, web content, and other necessary components.**

Question 49: How do you currently measure the success of your website in attracting and informing your audience? What types of success metrics are important to you?

Answer: **Important metrics include an increase of new and established users, as well as bounce rate.**

Question 50: Who currently manages the web presence? Is this an internal team or external resource?

Answer: **Internal team.**

Question 51: Should content and asset migration be part of the vendor's response? How much of the current site is expected to migrate?

Answer: **Content and asset migration will be on the part of the vendor. Almost all current content should be expected to migrate, the new website will be mostly functionality and visual branding.**

Question 52: Could you provide examples of websites that you aim to emulate in terms of design or functionality?

Answer: umma.umich.edu and artmuseumgr.org.

Question 53: How do you envision your content strategy changing (if at all) with the new website? Are there any target audiences you feel you are currently not reaching or would like to expand?

Answer: **Content will be updated to highlight more experiences within the museum, showcasing all types of visitors rather than our current focus purely on art and galleries. Specific focus will be on the Michigan State University student audience that is not currently reached.**

Question 54: Are there brand guidelines or an existing design system that the selected vendor needs to work within?

Answer: **The selected vendor will work with MSU Broad Art Museum team who will finish updated brand guidelines alongside design of website.**

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Question 55: The site is currently hosted on WordPress. Could you please explain any challenges authors experience with using this CMS?

Answer: **The current build is limiting in what elements are editable and exhibits bugs when adding/editing content, but not necessarily issues with WordPress as a CMS.**

Question 56: How many internal users are there, and what are their roles in creating and updating content on the site?

Answer: **No more than five users, there is primarily one user who creates and uploads all of the website content.**

Question 57: What is your current content publishing workflow?(e.g. Is content approved in draft state before publishing to the site, etc)

Answer: **Content is drafted and approved outside of the CMS before being added to the site.**

Question 58: Is there a requirement for a Digital Asset Management system (DAM)?

Answer: **Not a requirement but any recommendations will be considered.**

Question 59: Is it anticipated that the vendor will handle the hosting expenses, or will the vendor make a recommendation that Michigan State University will use to procure hosting and file storage solutions as part of this project?

Answer: **We anticipate a vendor recommendation that the MSU Broad Art Museum will handle hosting expenses.**

Question 60: Does Michigan State University have preferred hosting vendors and partners that should be utilized?

Answer: **No preference and open to recommendations.**

Question 61: Could you clarify if the current e-commerce operations still rely on redirecting to an external platform? If not, could you share your desired user experience for ticketing in the new platform?

Answer: **Currently, ticketing operations rely an external platform of Blackbaud's Altru. Our desired user experience is the development of forms on our primary site to integrate ticket registration without redirection.**

Question 62: Could you provide a list of current and future integrations that the vendor may be responsible for integrating into the site?

Answer: **Blackbaud's Altru, MailChimp, and a future updated website database.**

Question 63: Could you elaborate on how the museum's existing collection database interfaces with the platform? Does it currently exist within the CMS, utilize an API, or display art through an iFrame?



Answer: The current collection database exists within its own separate CMS, but an updated database software will be changed along with the new site.

Question 64: Where has your current site underperformed and prevented you in accomplishing your organizational objectives?

Answer: The current website has limitations in visual design and user experience. Internal authors have limits in design and functionality when adding content. Functionality and visual issues on mobile are prevalent.

Question 65: What key objectives and goals are you looking to achieve through this project?

Answer: Visual design to match updated branding standards. Website goals will be improved accessibility and user experience, allowing for more freedom in design and creativity to match exhibitions and programming. Mobile-responsive design must be considered.

Question 66: How would you define success (qualitative and quantitative/KPIs) for this project?

Answer: Important metrics include an increase of new and established users, as well as bounce rate. Other factors include improved user experience and accessibility.

Question 67: We see that your current site is built on WordPress. Are you wishing to stay on WordPress? Do you have a preference for a specific CMS? If so, which one?

Answer: WordPress is preferred but open to other recommendations.

Question 68: What modules are currently installed on your WordPress site that you would like to carry over to the new website?

Answer: Modules are necessary for events and exhibitions; we are open to recommendations on specific modules.

Question 69: What types of information will the site display (events, exhibitions, art objects)? Exhibitions and events appear to be the main content on the current site. We also noticed that collections link out to different URL

(<https://collections.broadmuseum.msu.edu/mwebcgi/mweb.exe?request=home>). Do you wish this site to remain “as is” and considered out of scope? .

Answer: Events, exhibitions, visitor information, and our collection will be major aspects of the site. We hope for the collections website, through a new database software, to integrate with the primary site.

Question 70: What does the content editing workflow look like at the museum? What content types do you edit as opposed to importing from an external system?

Answer: Editing is almost entirely outside of the CMS and then added directly to the site. We anticipate the future museum collection database to import from an external system.

Question 71: What tasks will public visitors perform on the site (purchase ticket, purchase merchandise)?



Answer: **E-commerce and payment is rarely utilized, but the site will be mainly used for visitor information, housing exhibition information, events, and registration for free events.**

Question 72: What level of integration is needed with Blackbaud? Will it support tasks performed by public users, such as purchasing tickets directly on the website (as opposed to redirecting the user to Blackbaud, which seems to be the way it currently works)?

Answer: **The goal for integration is for event registration to occur directly on the website without redirection. Credit card processing will be redirected to blackbaud merchant services.**

Question 73: What platform does the museum use for the collections database? The collections.broadmuseum.msu.edu seems to be using a system called MWeb based on the URL patterns, which is a system that has been long abandoned.

Answer: **The database is currently using Mimsy, which has been abandoned and will be switched over alongside the website redesign.**

Question 74: What level of integration is needed with the collections database?

Answer: **The goal for integration is for our collections database to exist within the primary website.**

Question 75: There seems to be a donation platform utilized by the site (<https://givingto.msu.edu/>). Does this need to be integrated in any way into the new website?

Answer: **This is not a requirement but any recommendations for integration will be considered.**

Question 76: What marketing tools does the museum use exactly, and for what specific tasks?

Answer: **Primarily utilizing MailChimp for email campaign registration.**

Question 77: Is migration of the data from the current site to the new site needed? If so, what is the approximate amount of data (number of exhibitions, events, users)?

Answer: **The website currently stores a little over 9gb of data, almost all data including all previous exhibitions and any upcoming events will need to be migrated.**

Question 78: Would you like the selected vendor to handle all of the content migration process? Are you planning to add new content that is not currently on your site? Are you planning to remove any content that no longer meets your goals? Please explain.

Answer: **We anticipate the selected vendor to facilitate the migration process. There will not be any major new content aside from the integration of third-party platforms and updates to some body text and images. The website does store many unnecessary, buggy links, created by adding news articles or staff, that will not need to be migrated.**

Question 79: What is your current hosting situation? Are you wishing to stay with your current host or are you open to other hosting options? Are any special security precautions warranted?

Answer: **We currently host locally through Michigan State University IT, but have run into a need of further storage solutions. We are open to recommendations of other storage solutions and do not**



anticipate need for exceptional security precautions,

Question 80: Are you currently working with another website agency partner? If yes, is the incumbent responding to the RFP? What are any key pain points or areas for improvement with your existing relationship?

Answer: **Michigan State University elects not to answer this question at this time.**

Question 81: What other, if any, additional services are you interested in outside services listed within the RFP (e.g. Usability Evaluation, User Experience Research, SEO, Copy-Writing)?

Answer: **Additional services anticipated will be SEO and usability evaluation.**

Question 82: What is your ideal timeline for this project: For project kick off? For project launch?

Answer: **We anticipate kicking off the project once a vendor is selected with the goal of launching on or by Jan. 2025.**

Question 83: Who within your company will be ultimately making the decision to move forward with the project and be responsible for signatures? Who else is involved in the decision making process?

Answer: **Our decision-making process involves several stakeholders, including MSU Procurement. While we cannot disclose specific names, the entire team follows a structured review process involving relevant departments, including MSU Procurement. A consortium will provide a final approval and MSU Procurement will be responsible for signing the final agreement with SOW.**

Question 84: Does anyone at the organization have preference about the technology used to build the website? If so, whom?

Answer: **The two common website authors prefer WordPress CMS but are open to other recommendations.**

Question 85: Would you be willing to share Q&A's from other vendors?

Answer: **See question 39.**

Question 86: What else is important for us to know about your project since you release your RFP?

Answer: **All relevant information should be available within the RFP and answered questions.**

Question 87: Has the RFP changed since its release on 11 April?

Answer: **No, the RFP has not been changed since its release.**

Question 88: The RFP requires submission of an editable document in the original native format. We're curious as to the purpose of this request. Do submitted proposals get re-edited during the process?

Answer: **This will allow MSU the ability to copy necessary information correctly we need to compare and contrast competitive information.**

Question 89: Is there a specific place where proposals must be uploaded in lieu of email?



Answer: **No, please submit your proposal via email to Autumn Costello and Keith Duckworth.**

Question 90: Can you define the Museum's "updated communication, branding, and engagement goals and objectives" and how they may affect the build of the new website (particularly scope and potential costs of the project) at this time?

Answer: **The updated museum communications and branding will be reflected visually in the website design, targeting Michigan State University students, as well as focusing on accessibility and UX.**

Question 91: What future museum functions do you anticipate the new website will need to support which will not be needed at launch or are not currently present? In other words, what future needs to be planned and scoped for?

Answer: **We anticipate museum functions to be ready upon launch, with the potential of the museum's collection database integration to be complete after launch. The build should allow for visual customization to reflect future branding of upcoming exhibitions.**

Question 92: For clarification, is the request for the new website to also directly include the catalog of the entire permanent collection, in addition to the current website's archive of news, events, and past exhibitions?

Answer: **The website will catalog the current website news, events, and past exhibitions. We anticipate the collections database to be housed in third-party software to integrate with the CMS and not be stored within the primary website.**

Question 93: The RFP mentions "updated brand guidelines", is there a plan to update the Broad Art Museum's overall brand look and feel? Will this happen during or prior to the new website's launch?

Answer: **Yes, this is a part of updates to the museum's visual branding and communications efforts. This will be occurring alongside the website's development, with some print materials and other updated branding to be distributed prior to the websites launch.**

Question 94: The RFP states an "easy-to-use CMS". Does the Museum staff have a content management system preference in mind?

Answer: **WordPress is preferred but open to other recommendations.**

Question 95: Does the RFP's question regarding "facilitating web-hosting solutions for file storage" envision something like Dropbox or Google Drive as a built-in feature? Something for internal file sharing?

Answer: **Web hosting solutions refer to products such as AWS.**

Question 96: In regards to #6, if the answer is yes, how many users and how much data storage would be needed?

Answer: **Currently the website uses just under 10gb of storage and no more than five users.**

Question 97: Is the intention to integrate Blackbaud's forms directly into the new website and share data between the two systems databases? Or is this embedding Blackbaud's materials in the site page?

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Answer: **Open to recommendations depending on user experience and feasibility.**

Question 98: Is there Mailchimp functionality beyond collecting user emails that is specifically being requested?

Answer: **Not at this time.**

Question 99: Approximately how much file storage will be needed as part of the hosting package?

Answer: **No more than 20gb at this time.**

Question 100: When was the website last designed/refreshed? Who was the responsible vendor for the current website?

Answer: **Website was last refreshed in 2022.**

Question 101: Is the website currently in maintenance mode? If yes, can we have the name of the current vendor? Are there possibilities of an incumbent?

Answer: **Not currently in maintenance mode.**

Question 102: Are there any particular challenges that the authority is facing with its current website?

Answer: **Customization for events and exhibitions, limited in authors ability for visual updates. Authors are unable to make any mobile-specific edits and leaves the mobile experience very difficult for users.**

Question 103: Is there any predefined timeline for the completion of the website redesign? If yes, can you please provide us with the preferred launch date?

Answer: **Goal to launch Jan. 2025.**

Question 104: Are there any new/specific functionalities, or integrations that the authority wants to include as a part of the new website?

Answer: **Blackbaud event registration, mailchimp marketing tools, and eventual collection database integration.**

Question 105: How many monthly hours are currently spent on the maintenance of the website?

Answer: **Michigan State University elects not to answer this question at this time.**

Question 106: What is the current spend on your maintenance and hosting?

Answer: **Michigan State University elects not to answer this question at this time.**

Question 107: How much of the current content needs to be archived? Will new content creation be a part of the current project?

Answer: **Most web content, all past exhibitions, and any upcoming events will need to be migrated. New content creation will be done through MSU Broad Art Museum.**



Question 108: What kind of website traffic does the website receive every month?

Answer: **Around 20,000 page views per month.**

Question 109: Does the hosting service also include selection of a new hosting solution? Or, shall we continue maintaining the website in its current environment?

Answer: **Looking for recommendations of new hosting solutions.**

Question 110: What are the technical skill proficiency levels of the authority's current web management team? This will help us determine the kind of training that needs to be provided to the team.

Answer: **Not experts in the field, but familiar with content creation, basic HTML and CSS, and more. We do not anticipate extensive training will be necessary.**

Question 111: The current website is on WordPress, and the authority has asked for a CMS in the RFP.

Shall we consider that the authority wants to move away from WordPress to a new CMS? If yes, are there any CMS preferences?

Answer: **Prefer to stay on WordPress but open to other recommendations.**

Question 112: Are there any specific SLAs or performance metrics that the chosen vendor will be expected to meet?

Answer: **Specific SLAs will be determined with chosen vendor.**

Question 113: What criteria will be used to evaluate vendor qualifications and expertise?

Answer: **Prior experience in arts and higher education, and provided previous work examples.**

Question 114: What percentage of preference will be given to DBE participants? Are there also special considerations for local, small, or minority businesses?

Answer: **The university supports providing business opportunities to a diverse base of suppliers following a fair and transparent RFX evaluation process. Pursuant to the Michigan constitution, unless a specific preference requirement applies to the project based on federal funding, the university may not discriminate nor grant preferential treatment on the basis of race, sex, color, ethnicity, or national origin. Here, no such federal requirement exists. Consequently, based on the constitutional limitations imposed on the university, protected status (e.g., women-owned, minority, etc.) will not be given preferential treatment when selecting a supplier for this award. That being said, the university encourages all qualified suppliers to participate in this RFP, including any DBE suppliers.**

Question 115: Is the authority open to cloud hosting solutions? Are there any specific preferences for the hosting environment (on-prem/cloud)?

Answer: **Open to recommendations, provider for storage of information must be located within domestic US.**

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Question 116: Can we have the link to the Employee Portal? What tech stack is currently being used? What CMS is it on?

Answer: **Our staff page exists natively on the site's CMS and is not connected to the wider Michigan State University employee portal. broadmuseum.msu.edu/about/staff/**

Question 117: Does the current website experience sudden/regular traffic surges?

Answer: **No.**

Question 118: What procedures are currently in place for handling emergencies, such as system outages or security breaches? Has the current website faced any security breaches in the past?

Answer: **We have not experienced security breaches in the past and procedures are established by Michigan State University IT.**

Question 119: Are there any specific examples of successful IT projects or implementations that you would like to highlight?

Answer: **No particular highlights within the MSU Broad Art Museum, other successful museum sites to reflect on: umma.umich.edu and artmuseumgr.org.**

Question 120: What is the timeline or hoped-for timeline for the project?

Answer: **Anticipated launch January 2025.**

Question 121: Are you looking for the custom creation of a content management system, customization of an off-the-shelf solution, or open to either?

Answer: **Preference given to WordPress but open to other recommendations.**

Question 122: What is the software used by the existing website?

Answer: **WordPress.**

Question 123: Should content be imported from the existing website to the new website? If so, what type of content and approximately how many pages?

Answer: **Almost all content will be imported, meaning ~200 pages counting archive of all past exhibitions.**

Question 124: Approximately how many sections, and how many pages per section, are you expecting the finished website to have?

Answer: **4-6 sections with 4-6 pages per section, with the exception of all past exhibitions.**

Question 125: "The design must provide space for a robust archive for the museum, allowing for a variety of media to catalog the museum's collection and past exhibitions." - can you expand on this? Are you looking for the development of a database for the museum's collection, or looking to integrate an existing database?



Answer: **Past exhibitions will migrate from current site to the new build, and the collection will be integrated with a new database program.**

Question 126: “Integration of the museum’s collections databases to highlight collections throughout website” - what is the current technology used for the collections database? Can you provide further details on the types of integrations you’re looking for?

Answer: **We hope to connect the primary site with a new collection database program, similar examples found on artmuseumgr.org and umma.umich.edu.**

Question 127: Can you provide any further details on how you would like to handle events on the website?

Answer: **Events on the website will expand upon the current use. Ideally, our events calendar can be populated with our various events, and the build will allow for greater customization for our events to match specific branding. Along with this, integration of the Blackbaud registration software to allow for a seamless UX.**

Question 128: Can you provide any further details on how you would like to handle exhibitions on the website?

Answer: **Exhibitions will expand upon the current use, allowing for greater customization to match specific exhibition branding. Along with this, integration of the collections database will allow for highlights of specific works shown in collections.**

Question 129: Can you provide any additional details on the types of integrations you would like with the Blackbaud Altru ticketing system?

Answer: **Integration within the primary site to allow for event registration on our events pages, without redirection.**

Question 130: Can you provide any additional details on the types of integrations you would like with MailChimp, and any other marketing tools you would like to integrate with the site?

Answer: **Focus will be on MailChimp, allowing for seamless registration on the primary site without redirection.**

Question 131: Web hosting for file storage: what types of files do you expect to want to store? What’s the approximate size/number of files? Do you need to have data (e.g. name, date, etc) associated with these files?

Answer: **Currently, the website uses just under 10gb of storage with the majority being archival images of past exhibitions, all with data associated.**

Question 132: The RFP indicates that a new brand is rolling out. Is this ready to be released/are there brand standards to follow?

Answer: **Brand standards will be finalized alongside the design of the site.**



Question 133: In a few words, what do you like and dislike about the current website?

Answer: **The website accomplishes the basic tasks of the museum of providing information to visitors about events and exhibitions. Visually, the website strays from updated branding efforts and the build leaves MSU Broad Art Museum authors with limited versatility in design. The visual build also has frequent UX and accessibility issues.**

Question 134: Are there any peer sites you currently admire?

Answer: umma.umich.edu and artmuseumgr.org are two local examples that are admirable.

Question 135: We understand that the CORE collection is currently on the website. But is it housed externally in a system such as Collective Access? If housed externally, does the system have an available API with documentation?

Answer: **The current collection database is in Axiell's Mimsy, which is losing functionality and will be changed alongside the website updates. It will continue to be housed externally, and any vendor's prior experience with database integration such as Collective Access will be considered.**

Question 136: What does the site login functionality do for the user? Can anyone create an account? What functionality would be ideal here?

Answer: **No login functionality is currently available, there is potential functionality regarding event registration, but it is not a requirement and recommendations will be considered.**

Question 137: Is the event registration through a third party system currently? Are there ever monetary transactions (or could there be in the future)?

Answer: **Event registration is through Blackbaud's Altru. All credit card transactions must take place on Blackbaud Merchant Services off site.**

Question 138: Do you have a targeted launch date in mind?

Answer: **Jan 2025.**

Question 139: Could you please provide more details about the specific aesthetic preferences or branding guidelines for the website design, to ensure alignment with the museum's identity?

Answer: **The branding will incorporate new brand colors beyond the current black, white, and chartreuse to "soften our harsh edges". The use of angles in the current design has proven to be challenging to work around and the new branding efforts, especially on web, will work to alleviate this. A more mobile responsive design will also be needed to help functionality.**

Question 140: Regarding the Content Management System (CMS), do you have any preferences or requirements regarding the platform to be used? Are there any specific features or functionalities that you prioritize for managing multimedia content?

Answer: **WordPress is preferred but open to other recommendations.**



Question 141: Could you provide access or information about the museum's collections databases to facilitate seamless integration into the website? Are there any particular databases or systems that we need to interface with?

Answer: **The current collections database will be switching to a new software alongside the new website.**

Question 142: For the integration of online ticketing and registration systems through Blackbaud's Altru, are there any existing configurations or customizations that need to be considered?

Answer: **No configurations or customizations are currently existing.**

Question 143: Regarding the integration of marketing tools such as Mailchimp, do you have any specific preferences or requirements for how email campaigns and communications should be managed and integrated with the website?

Answer: **Email campaign registration is preferred to be native on the primary site without a redirection.**

Question 144: Could you please provide insights into the target audience demographics and user behavior patterns to help optimize the mobile-responsive design for various devices?

Answer: **The website redesign will further align and resonate with the Michigan State University community, especially undergraduate students.**

Question 145: Regarding web-hosting solutions for file storage, are there any specific technical requirements or security considerations that need to be addressed?

Answer: **We do not foresee any special security measures required.**

Question 146: Are there any specific keywords or phrases related to the museum's collections, exhibitions, and events that should be prioritized for search engine optimization (SEO)?

Answer: **Yes, each exhibition and event series will be optimized differently.**

Question 147: Regarding accessibility compliance with WCAG 2.2, are there any specific accessibility features or guidelines that should be emphasized during the development process?

Answer: **Proper use of headings and alt text. Buttons must be accessible. Ensure that screen reader experience is functional and user-friendly.**

Question 148: What are the anticipated timelines for the project, including key milestones and deliverables, to ensure timely completion and launch of the new website?

Answer: **Launch goal of Jan. 2025, details of timeline will be determined with chosen bidder.**

Question 149: What is the main purpose of the website redesign?

Answer: **To align with updated museum branding, improve accessibility and visitor ux, and alleviate backend issues of authors.**



Question 150: What main challenges or problems are you looking to resolve with this redesign?

Answer: **Hoping to resolve restrictive visual components of website, make website more accessible and user friendly with visual improvements and third-party integrations, and alleviate backend issues of website authors.**

Question 151: Can you describe the current disconnect between the museum and MSU community and students that you would like to address with the new redesign?

Answer: **We find that the museum does not resonate as a part of campus and seems disjointed from the rest of MSU. Part of that disconnect comes architecturally, as the building is juxtaposed in an older, historic part of campus. Goals of our updated visual branding will both appeal to the MSU undergraduate students, connect with MSU, all while staying distinct.**

Question 152: What new features would you like to see with the new website?

Answer: **Integrations of third-party features. More versatility in visual design to match branding efforts, notably in events and exhibitions.**

Question 153: Do you intend to keep the current content structure and content (texts / images / other assets) as they are? Or do you seek help with content updates as well?

Answer: **Updates in content and structure will be completed primarily by the MSU Broad Art Museum.**

Question 154: Are you open to stick with the Wordpress platform?

Answer: **WordPress is preferred.**

Question 155: Do you seek multi-language translations of the new website?

Answer: **Yes, open to insight and recommendations.**

Question 156: Is there updated brand guidelines for MSU Broad museum and are you able to share them for preview?

Answer: **The brand guidelines will be finalized and shared alongside the design of the website.**

Question 157: Do you have a specific deadline when you would like to have a new website up?

Answer: **January 2025.**

Question 158: Do you have expectations for the in-person meetings / presentations? Or will digital meetings will be sufficient?

Answer: **In-person preferred but digital will suffice.**

Question 159: What is the desired launch date of the new website?

Answer: **January 2025.**

Question 160: The current website is in WordPress, are you open to using another CMS or do you prefer to stay within WordPress?



Answer: **Preference of WordPress but open to other recommendations.**

Question 161: Regarding the your requirement of “Integration for the Online-Ticketing System and Blackbaud”, we see they have an API, which should be helpful. Can you please explain more about how you would like to integrate the ticketing system and registration?

Answer: **We hope to allow for event registration on the primary site without redirection. The Altru system proves to be a more difficult user experience and feels disjointed from museum branding.**

Question 162: Would registration on the website make a Blackbaud account or are you looking to have a form on the website that submits to the BlackBaud system for registration?

Answer: **Looking to have a form that would submit, pending on feasibility and open to other recommendations.**

Question 163: Are the website and BlackBaud system accounts connected in any way?

Answer: **Currently there are no connections between the two.**

Question 164: The scope outlines, “Facilitating web-hosting solutions for file storage”, can you clarify whether we would be facilitating in helping provide or set up such systems? Or providing the solution itself?

Answer: **Looking for recommendations for MSU Broad Art Museum to carry out.**

Question 165: Is WCAG 2.2 is preferred over the legal standard?

Answer: **Michigan State University requires ADA compliance of websites, WCAG is preferred to ensure accessibility.**

Question 166: In what way do you want Mailchimp integrated?

Answer: **Allow for email campaign registration on the primary site without redirection.**

Question 167: Do you have a target start and/or launch date for the project?

Answer: **Jan. 2025.**

Question 168: Can you provide detail on the nature of brand identity materials and brand guidelines documentation currently available for the museum?

Answer: **Updated brand guidelines will be provided upon choosing a vendor and completed alongside the redesign.**

Question 169: Do you have any research or audience definition work for your primary and secondary audiences including: contextual inquiry, surveys, focus groups, persona development, or audience interviews or should we plan on providing all new audience and stakeholder research in our proposed scope?

Answer: **Audience research is not a requirement of the RFP but any provided research will be considered.**



Question 170: Are there currently internal or external IT/technical staff who provide ongoing technical support and website maintenance?

Answer: **Our current vendor and MSU IT have provided support and maintenance.**

Question 171: Do you have a preferred CMS in mind for this project?

Answer: **WordPress.**

Question 172: What can you tell us about your current CMS? Will you have capacity on staff to assist with both mechanical (copy-and-paste, if needed) and editorial (review of all migrated content prior to launch) content migration?

Answer: **Currently running WordPress CMS. Staff assistance and review will be provided.**

Question 173: Will MSU be responsible for new copywriting (if needed) or will vendor need to provide copywriting support?

Answer: **Any new copy will be provided by MSU Broad Art Museum.**

Question 174: Will MSU be responsible for content migration or will vendor need to provide manual content migration support if needed?

Answer: **Vendor will facilitate content migration with support of MSU Broad Art Museum.**

Question 175: What are you using for your collections database currently?

Answer: **Axiell's Mimsy which will be replaced alongside the website update.**

Question 176: Are there other system integrations beyond Altru and Mailchimp that would be required?

Answer: **Collections database integration.**

Question 177: Could you describe any multilingual needs the site may have?

Answer: **No specific needs required at this time, any recommendations will be considered.**

Question 178: Are you looking for a firm fixed-price bid or are you open to a time-and-materials estimate?

Answer: **Open to a time and materials estimate.**

Question 179: You are providing a project manager, but what more can you tell us about your stakeholder landscape, both those who will provide inputs into the site's structure, content, technology, and design, as well as those responsible for review and approval of all deliverables?

Answer: **The communications department will be managing the project, with input and approval provided by other museum leadership totaling less than 10 individuals.**

Question 180: Do you require any in-person or on-site meetings? If travel is required, should we include those costs in our estimate?



Answer: **On site meetings are not required but preferred.**

Question 181: Do the brand guidelines referenced in the RFP include positioning, personality and messaging as well as all the elements of the visual identity?

Answer: **Yes.**

Question 182: For the integrations - email, ticketing, collections, etc. - required as part of the scope, should we consider the integration of those systems only? Or will there be required work within the systems individually in addition to the website design and development?

Answer: **Limited work within the systems that will be facilitated by the MSU Broad Art Museum.**

Question 183: Are there any technology mandates for the stack the site should be built on?

Answer: **No specific or special stack requirements.**

Question 184: We assume that copywriting (reflective of the brand guidelines) for the website should be included in the scope - is that correct?

Answer: **Copywriting will be largely provided by the MSU Broad Art Museum.**

Question 185: What is the makeup of the MSU internal team that will be managing the project?

Answer: **The communications department managing the project with insight of museum leadership.**

Question 186: Is there a desired date for completion of the project and go-live of the new site?

Answer: **January 2025.**

Question 187: Will non-local (Michigan) agencies be considered equally with local agencies (outside of Michigan)?

Answer: **Proposals will be evaluated per instructions within Section 8 of the RFP, Michigan statute allows the preference of Michigan based vendors.**

Question 188: Could you provide more information about the format and required level of integration with the site for the museum's collection databases?

Answer: **Examples of proper integration can be seen at umma.umich.edu and artmuseumgr.org.**

Question 189: What key calls-to-action or interactions will users take on the website?

Answer: **Registration for events, further learning and research on exhibitions and collection.**

Question 190: Do you have a preference for a CMS platform? (such as WordPress, Drupal, etc.)

Answer: **WordPress preferred.**

Question 191: Will content migration be part of the scope of this project for the chosen vendor? If so, can you provide an estimate of the number of website pages, posts, and/or documents that will need to be migrated?



Answer: **Yes, with MailChimp marketing integrations throughout the website, collections database integration on it's own page and throughout the CORE and current exhibition pages, and registration integration on all upcoming events.**

Question 192: What qualities have worked well or made a project successful with past vendor partners?

Answer: **Clear and open communication, understanding of museum needs, diligence and thoroughness of work.**

Question 193: Is there an incumbent bidder on this project?

Answer: **Yes.**

Question 194: Is there a preference for local vendors?

Answer: **Preference given to infrequent, in-person meetings but remote work is allowed.**

Question 195: What is the ideal timeline for the completion of this project?

Answer: **Goal completion Jan. 2025.**

Question 196: Understanding the Audience and Goals - The RFP emphasizes the need for the new website to showcase the museum's collection, exhibitions, events, and research and learning programs. Could you elaborate on the specific audiences you aim to engage with these features? (i.e. students, alumni, volunteers, donors, etc.) What are the key actions you hope these audiences will take when visiting the site?

Answer: **Exhibitions will be utilized widely by all visitors, and the setup for events will allow versatility depending on each audience. The collection database will be used by students, educators, and researchers for academic purposes, and learning programs will be used in a similar fashion.**

Key actions are to explore the art on view and register for upcoming events. The redesign will add personality to the website and allow for our various visitors to see themselves reflected in the space.

Question 197: Metrics for Success - You mention in your RFP that you want the website to be 'user-friendly, accessible, dynamic, and engaging.' What are the key performance indicators and metrics that you will use to evaluate the success of the new website? How do these align with the broader strategic goals of the MSU Broad Art Museum?"

Answer: **Important metrics include an increase of new and established users, as well as bounce rate. Improving event registrants will determine the success of our integration, as the current process proves to be a difficult user experience.**

Question 198: Future-Proofing and Scalability - The RFP requires a design that allows the website to be responsive to change and adaptable for various museum functions into the future. Looking beyond the immediate redesign, how do you see the website evolving over the next 5 to 10 years? What are your expectations or ideas for scalability and adaptability to future technology or shifts in digital engagement?



Answer: **As the museum develops more active engagements with our art and collection, we hope to see the foundation to incorporate our collection throughout the site in different ways. Along with this, improved accessibility and allowing for digital experiences of our art is also a goal as the technology advances.**

Question 199: Functionality and Features - The RFP specifies essential functionalities like an easy-to-use CMS, integration with the collections databases, and mobile-responsive design. Are there other specific functionalities or features you find essential? What are your challenges with the existing website that these functionalities should address?

Answer: **Integration with Altru event registration and MailChimp.**

Question 200: How many average monthly unique visits (sessions in Google Analytics) does each site in scope receive? What level of uptime SLA will each website require?

Answer: **11,050 average monthly sessions. 99.99% uptime.**

Question 201: Will each site require the same uptime 99.99% SLA, or will this differ? (If so, please specify) Do you have any special requirements as it relates to HTTPS certificates?

Answer: **Yes, no special requirements.**

Question 202: If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?

Answer: **Existing through Michigan State University IT.**

Question 203: Will you be connecting your CMS(s) to any internal systems behind firewalls?

Answer: **Not anticipating to connect CMS behind firewall.**

Question 204: Please list out internal/external integrations and how they are implemented. Will a dedicated set of IP addresses be needed for allowlisting?

Answer: **No current integrations exist on the site, unsure of dedicated IPs.**

Question 205: Will you need to leverage CDN Geo Location data in your CMS application?

Answer: **No.**

Question 206: What measures have you put in place to enforce security on your current site?

Answer: **Michigan State University IT manages security.**

Question 207: Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?

Answer: **No.**

Question 208: Are you using a Web Application Firewall (WAF)? If “yes”, please provide the name. If “no”, will a WAF be desired to protect your websites?

Answer: **Yes, managed through Michigan State University IT.**