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ADDENDUM NO: 2

IFB/RFP No: RFP NKU-15-2022

Project /Commodity: College of Arts & Sciences  
Website

Date: 12/03/2021

Due Date: **12/10/2021 @ 2PM ET**

**BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID/RFP**

**See questions and answers below**

1. Timing - Based on our experience and the holiday season coming up the March deadline is not achievable. Is there flexibility with this timing?

**Yes. Realizing this is starting over the holidays, the expectation for completion is now Mid-May, 2022.**

2. Can you confirm expected delivery formats of the RFP: "Submit one (1) copy on an electronic storage device (CD or USB) and one (1) printed original copy clearly marked with the proposal number and name, firm name and what is included in a single package" and that "proposals received via fax or e-mail are not acceptable."

**Please refer to section 3.6 Proposal Submission and Deadline of the RFP.**

3. We notice that some of the content on COAS links to pages on [inside.nku.edu](http://inside.nku.edu). Will NKU be providing guidance on what content should be on the prospective student/public site and what lives on [inside.nku.edu](http://inside.nku.edu)? How are they related or different?

**Yes. We will be working with the agency selected, as well as the COAS, to determine the appropriate structure to the new Department layout. The [inside.nku.edu](http://inside.nku.edu) is part of a larger discussion for us to handle as well, but not necessarily tied to this project.**

4. Can we clarify some details around the following deliverables:

1. Usage statistics - is this referring to data from Google Analytics and will we have access?

**Yes, we will provide GA data regarding the traffic and usage on COAS webpages**

2. Messaging and content for COAS site. Are you looking for campaign messaging or page content?

**Page Content and creation. Want consistent messaging and voice throughout all their programs to appeal to intended audience.**

3. For the faculty/staff surveys and reports, are you looking for whether these users can actually find the content (user testing) or are you looking for information regarding the quality of the content?

**Focus on usability of the site, not the quality of content.**