

University of Maine System
UMaine Website Template Services - RFP # 08-15
ADDENDUM #1 – ANSWERS TO VENDOR QUESTIONS

1. How many sites are currently hosted in the campus multi-site environment?

Answer: 443 sites, some archived. Live sites approximately 410.

2. Does UMaine plan to deploy new sites as part of this engagement?

Answer: This engagement is to update the themes current sites use, no major new sites are planned as part of this engagement. However, we roll out new sites on a routine basis, about 2-4 new sites a month during the school year.

3. Reduced visuals version of theme for 'no nonsense' pages on a site - is this intended to replace the current text version?

Answer: No. The "text only" version would be maintained as-is. The "no nonsense" reduced visuals pages are intended for document-oriented pages, such as our Cooperative Extension bulletins (example URL: <http://umaine.edu/publications/1004e/>)

4. Does UMaine have a comprehensive brand standard that will influence the design?

Answer: Brand standards document is available at <https://umaine.edu/marketingandcommunications/creative-services/brandstandards/>

5. Does UMaine plan to maintain the solution internally or to contract with an outside vendor to maintain the solution?

Answer: Maintain internally.

6. Does this solution include the myUMaine and MaineStreet sections of the website?

Answer: No. These are external applications outside of WordPress. Only WordPress-served pages are part of this solution.

7. What are the university's primary goals with this engagement and how would we measure success? What are your strategic marketing and communications objectives?

Answer: This would be better discussed as part of the discovery phase of the engagement. The primary goals of this initiative are:

- Develop a responsive design theme to host all of our WordPress-served pages
- Ensure our site adheres to WCAG 2.0 accessibility standards, which are expected to be adopted in 2016 for Section 508 of the rehabilitation act
- Provide more flexibility in the theme to reduce the number of outlying child themes we currently maintain

One measurement of success will be improvement in metrics associated with mobile device usage— increase in % of mobile devices using the site, increase in their time spent on site, and decrease in bounce rate for mobile devices.

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8. Some sites within the current network seem to have much different aesthetics than the primary site such as <http://www.onlinegnss.com/>. Are these sites being redesigned as part of this engagement?

Answer: Pages currently served outside of WordPress are not part of this engagement ([onlinegnss.com](http://www.onlinegnss.com/) is not served via our WordPress environment). That said, we plan to recruit sites such as the Climate Change Institute <http://climatechange.umaine.edu> into WordPress once we are equipped with the new, responsive design theme.

9. How many unique themes are required?

Answer: This will likely be determined during the discovery phase of this engagement. Our goal would be for one theme with templates and options to address the variety of needs, but during discovery you may advise some themes be standalone/child themes due to radically different needs (one example may be the News site, <http://umaine.edu/news/>)