



UMUC

DATE: April 25, 2017

TO: All Prospective Proposers

FROM: Eric Pfister
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RE: Solicitation # 91501 – Web Analytic Services
Addendum #1 dated 4/25/2017

The following amends the above-referenced Solicitation documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Proposal.

A. RFP 91501: Appendix S, Paragraph 10: Contractor Responsibilities and Use of Subcontractors, Modification

Sentences three (3) and four (4) are hereby deleted and replaced in their entirety with the following: "UMUC prefers proposals that reflect that the proposing firm can provide all services. If the proposed solution requires a primary/subcontractor relationship there should be proof of the ability of the primary to manage a subcontractor and successfully coordinate the delivery of quality service and support in a timely manner."

B. Questions from Potential Proposing Firms:

1. *"[Can a proposing firm from outside of the U.S. submit proposals]? ([i.e.] India or Canada)"*

UMUC Response
Yes.

2. *"[Are onsite proposing firm meetings required?]"*

UMUC Response

Onsite meetings are preferred but not required.

3. *"Can [a proposing firm] perform the tasks (related to [UMUC RFP #91501]) [from] outside [of the U.S.]? ([i.e.] India or Canada)"*

UMUC Response

Proposing firms outside of the U.S. will be considered. UMUC's preference is for proposing firms to operate during UMUC's standard business hours from Monday through Friday from 9 a.m. to 5 p.m. Eastern Standard Time.

4. *"Can [a proposing firm] submit the proposals via email?"*

UMUC Response

Yes.

5. *"Per [UMUC RFP #91501, UMUC] mentioned a public site, [development] environment, and [a] student portal. [UMUC] also mentioned "future environments". Please elaborate on what these environments would be."*

UMUC Response

Future environment could include but is not limited to the online classroom and mobile applications.

6. *"Was the current [Google Adwords "GA" and Google Tag Manager "GTM"] implementation done by in-house resources or a [third-party] vendor?"*

UMUC Response

A third-party vendor completed UMUCs current implementation.

7. “[UMUC] mentioned ... needing ongoing reporting and monitoring work. [Is UMUC] looking to integrate any other data sources with [Google Analytics “GA”] data?”

UMUC Response

No.

8. “[UMUC] mentioned mobile performance. Are there any accompanying mobile apps that [UMUC would] like included in this service?”

UMUC Response

UMUC currently has a responsive website. Mobile apps may be developed in the future.

9. “How many [UMUC] development teams would [a proposing firm deal] with as a preferred vendor?”

UMUC Response

UMUC has two development teams. The development teams are the front-end and back-end.

10. “What is [UMUC’s] average hit volume per month?”

UMUC Response

Approximately 13 million hits per month.

11. “[Is UMUC] interested in Google Analytics 360?”

UMUC Response

No.

12. “[Is UMUC] experiencing sampling?”

UMUC Response

Yes.

13. *“Is there an ecommerce component to [UMUC] sites?”*

UMUC Response
No.

14. *“Describe the purpose of the student portal and interactions/conversions [UMUC would] like to track.”*

UMUC Response
The student portal is used to access the online classroom, e-mail, and Google product suite, as well as do business with the University (register for classes, pay bills). UMUC is interested in: <ul style="list-style-type: none">• which modules in the student portal are trafficked the most,• seasonal trends, and• student portal interactions with widgets, forms, and other functionality to improve usability.

15. *“What [is the] estimated budget ... for this project, the initial implementation work and the on-going consulting/support?”*

UMUC Response
Budget information is not relevant to the scope of this project. UMUC is seeking a Solution that meets of the project requirements as described in <i>Section II: Scope of Work</i> .

16. *“Are the services outlined within UMUC RFP #91501 currently provided; or, is this a new set of required Services?”*

- a. *If the Services are currently provided – why is UMUC leveraging [UMUC RFP #91501] to seek alternatives to its current supplier?*
- b. *If the Services are currently provided – does UMUC qualify the current delivery resources to be “Critical” or “Named Resources?”*

UMUC Response
<ol style="list-style-type: none">a. Services are currently provided but the current contract is expiring.b. No. <i>RFP #91501 is intended to provide a new contract.</i>

17. "Does UMUC hold all of the required software licensing to support the required [Service] requirements?"

UMUC Response

Yes.

18. "What percentage of software development does UMUC anticipate the assigned [resources] to produce versus maintenance, reporting, and analysis?"

UMUC Response

Software development services are not anticipated at this as part of the Project scope.

19. "Does UMUC have any limitations relative to citizenship, [g]reen [c]ard or [v]isa status?"

UMUC Response

Yes but limitations does not apply to off-shore resources.

20. "Will UMUC consider off-shore resources for the delivery of these [S]ervices?"

UMUC Response

Yes. Please see response to question #3.

21. "What is the expected term of the Services Agreement?"

UMUC Response

Please see Section I, paragraph 7. The initial term of the Contract is anticipated to start on or around July 1, 2017, through June 30, 2019. There will be three (3) one (1)-year renewal options at the sole discretion of UMUC. Upon expiration, UMUC may renew for additional terms.

22. *“Will [proposing firms] who have significant expertise in Google Analytics and Google Tag Manager for higher education measurement be considered even if the [proposing firms] are not a Google Services Partner at the time of [UMUC RFP #91501?]”*

UMUC Response

UMUC will not consider a proposing firm that is not a Google Services Partner.

23. *“Does UMUC have internal, centralized staff dedicated to Google Analytics and/or Google Tag Manager currently? If so, what is their level of expertise?”*

UMUC Response

UMUC has two internal Google Analytics resources with varying levels of expertise. UMUC does not have an internal resource with Google Tag Manager expertise.

24. *“Will the [proposing firm] work with a centralized point of contact [at UMUC], or will [the proposing firm work] with individuals from several [UMUC] departments as they maintain, support and expand these analytics services?”*

UMUC Response

There will be one centralized point of contact, although the proposing firm may be required to work directly with individual web developers in configuring Google Tag Manager for new web builds.

25. *“For training, [please] describe other potential topics beyond Google Analytics and Google Tag Manager that the [proposing firm] can anticipate?”*

UMUC Response

UMUC may be interested in training on SEO, Google Custom Search Configuration, Google AdWords, and other Google products.

26. *“In [UMUC RFP #91501,] Google Custom Search [“GCS”] is called out as a support area, however Google has announced that it will sunset GCS by the end of 2017. Will [UMUC require] the [proposing firm] to assist in the research, vetting and application of a new custom search engine in anticipation of this update?”*

UMUC Response

No.

27. *“Does UMUC ... have Data Studio and/or other integrated reporting systems that the [proposing firm] will be utilizing and building upon?”*

UMUC Response

UMUC has one dashboard currently in Data Studio and is looking to migrate additional dashboards to the tool. Future dashboards are anticipated to be built in Data Studio.

28. *“Will the [proposing firm work] with and/or [provide] ongoing weekly analytics insights to other [UMUC] departments specifically (such as web content, marketing, or schools within UMUC), or will it always be UMUC as a whole?”*

UMUC Response

Monitoring is for the UMUC as a whole. Ad hoc reporting requests regarding individual website sections may be requested.

29. *“Are there specific [UMUC] goals and objectives or events that have necessitated [UMUC RFP #91501?]”*

UMUC Response

This information is not relevant to the scope of this Solicitation. See Section II, paragraph 1.

30. *“[Will the proposing firm] have read only access to [UMUC] analytics so [the proposing firm] can look at [UMUC’s] current setup and stats?”*

UMUC Response

At UMUC’s discretion shortlisted vendors maybe requested to complete a case study using UMUC analytical data.

31. *“[Does UMUC] have documentation of [the] existing implementation of Google Tag Manager [or can UMUC describe it?]”*

UMUC Response

Yes. Existing implementation documentation of Google Tag Manager will be shared with the awarded firm.

32. *"[Does UMUC] have the Google 360 suite or standard universal analytics?"*

UMUC Response

Standard Universal Analytics.

33. *"It appears that Google changed their criteria for analytics partners about 3 months ago. Would [UMUC] accept similar qualifications?"*

UMUC Response

Please see response to question #22.

34. *"What technology or platform is the current UMUC website built on?"*

UMUC Response

CommonSpot Content Management System.

35. *"Are there plans for any significant changes or updates to the UMUC website in the short or long term that the [proposing firm] would be involved with supporting?"*

UMUC Response

Yes. Planned updates or changes will be shared with the awarded firm.

36. *"Are the services outlined in [UMUC RFP #91501] currently completed in house or is there an incumbent in place?"*

UMUC Response

Incumbent.

37. "What is the current structure of the [UMUC] team the [proposing firm] would be working with?

a. How would [UMUC] characterize their relative skill level with Google Analytics and related services?"

UMUC Response

The team includes a content strategy/UX director who will be the liaison to the proposing firm and two analysts on that team. The team also includes front-end and back-end developers. Finally, the advertising team also has a manager who oversees paid analytics integration.

a. The content strategy/UX director and developers have working knowledge, and the advertising manager has expert knowledge.

38. "[Does UMUC] have in-house expertise who can adjust the existing site to expand the [data layer]?"

UMUC Response

In-house developers can add elements to the data layer, as well as add data attributes as requested by the awarded firm.

39. "[Scope:] Which sites and subdomains are covered in this project? (careerquest.umuc.edu, engage.umuc.edu, sites.umuc.edu, alumni.umuc.edu, asia.umuc.edu, gear.umuc.edu, etc.)"

UMUC Response

Current Google Analytics implementation includes www.umuc.edu, www.europe.umuc.edu, www.asia.umuc.edu, sites.umuc.edu, campus.umuc.edu, pshr.umuc.edu, my.umuc.edu, learn-more.umuc.edu, sso.umuc.edu, webapps.umuc.edu, password.umuc.edu, etc. Any future subdomains developed by UMUC will be in scope.

40. "[Scope:] Does [the websites and subdomains] include the login sites for [UMUC] students and others?"

UMUC Response

UMUC currently has minimal tracking for the authenticated student portal.

41. “[Scope: Is UMUC] interested in more role-based analytics (e.g. students versus prospective students, etc.)?”

UMUC Response

Yes.

42. “[Scope:] ... [How] many hours of on-demand services [does UMUC expects] to need in a year?

a. What kind of response time would [UMUC] need for on-demand services support [(immediate, 24 hour window, or longer)]?”

UMUC Response

UMUC expects to need approximately 500 hours per year.

a. UMUC prefers an immediate acknowledgement of their request. The timeline for individual projects will be agreed upon on a case-by-case basis.

43. “[Scope:] What are some examples of project based requests that have occurred in the past?”

UMUC Response

See Section II, paragraph 2 for the services UMUC expects to require for this RFP.

44. “[Scope: Is UMUC] looking for a [proposing firm] to significantly change how ... current analytics implementation works, or [is UMUC] generally satisfied with the setup?”

UMUC Response

No, UMUC is satisfied with current setup.

45. “[Scope:] Would [UMUC] be open to the [proposing firm] conducting an audit of the analytics implementation to ensure the accuracy and consistency of the current implementation?”

UMUC Response

Yes.

46. “[Scope:] In addition to data collected within Google Analytics, are there other data sources that will need to be integrated into reporting dashboards? These may include event registration, email registration, social media, or ad campaigns.”

UMUC Response

Yes. UMUC uses Salesforce, SilverPop, Google AdWords, Bing/Yahoo Network, etc., although UMUC incorporates GA tracking in these wherever possible.

47. “[Scope: Does UMUC] anticipate needing user ID feature within Google Analytics?”

UMUC Response

No.

48. “[Reporting:] Are there active updates to the site that would require updates to the analytics implementation?”

UMUC Response

Yes. See Section II, paragraph 2: Scope of Work.

49. “[Reporting: Does UMUC] ... have established KPIs ... to improve through this engagement?
a. If so, please describe?”

UMUC Response

UMUC has established KPIs. Improvements will be considered where needed.

50. “[Reporting:] How does UMUC currently use analytics data?
a. What decision making processes is analytics data currently used in?”

UMUC Response

Analytics data is used to evaluate effectiveness of content and the website's functionality/UX; it is also used to measure marketing and advertising campaigns.

a. Website analytics drives business decisions about website marketing and advertising campaigns, content, and functionality/UX.

51. *“[Reporting:] Can [UMUC] describe [the] current reporting structure and the audiences for those reports?
a. [Does UMUC] anticipate that shifting in the future?”*

UMUC Response

We currently have numerous content-specific dashboards for internal stakeholders and acquisition/engagement dashboards for the Strategic Enrollment Management team.
a. As new projects are identified and web properties developed, the need for a dashboard and ongoing reporting is analyzed and planned.

52. *“[Search: Please] describe [UMUCs] configuration of Google Custom Search[.]”*

UMUC Response

UMUC is planning to transition to Google Custom Search within the next year as GSS is phased out. UMUC is looking for the proposing firms help in this transition.

53. *“[Search:] For Google Custom Search, [is UMUC] looking for feedback of the search implementation or support with the implementation itself and making adjustments to it?”*

UMUC Response

Please see response to question #52.

54. *“[Search:] What level of integration [does UMUC] have currently with Google Custom Search, and what would [UMUC] like to have ideally?”*

UMUC Response

Please see response to question #52.

55. *“How consistent is the “as needed work[?]” ... [The proposing firms] expectation given [the] interpretation of [UMUC RFP #91501] would be to provide a retainer model for long-term ongoing work.”*

UMUC Response

Please see response to question #42.

56. *"[The proposing firms] model is to deliver work [remotely] and ... occasional in-person meetings. How often are the face-to-face meetings expected?"*

UMUC Response

Please see response to question #2. UMUC is unable to quantified the number of meetings that maybe required at this time.

57. *"Are there any incumbent [firms] providing services in any of these areas already, and if so, who are they and how long [has UMUC] been working with them?"*

UMUC Response

Please see response to question #16a.

58. *"What were the criteria for being invited to participate and how many firms have been invited?"*

UMUC Response

This is a public procurement for the State of Maryland. UMUC is unable to predict how many firms may propose at this time.

59. *"Is it possible to provide further specifics on the selection criteria? Is one aspect more of a priority than others (e.g. geographic areas vs. methodology vs. price)?"*

UMUC Response

Please see Section III, Article 1 and Article 3 for evaluation criteria.

60. *"[Please] provide indication as to [the] overall budget, or ... an anticipated range of investment[s] to be made[.] [A proposing firm] expects this to be a substantial [relationship and the] range of budget will enable [the proposing firm] to ensure [UMUC RFP #91501 is scoped] appropriately."*

UMUC Response

Budget information is not relevant to the scope of this project. UMUC is seeking a Solution that meets of the project requirements as described in *Section II: Scope of Work*.

61. “[Does UMUC] have an internal IT team that is currently responsible for Analytics?”

UMUC Response
No.

62. “Based on [UMUC RFP #91501], it appears the focus is to outsource the technical aspects of all GA/GTM needs including dashboards and ad hoc analysis.”

UMUC Response
Yes.

63. “Are [proposing firms] free to provide ... submission in either Word or PowerPoint format?”

UMUC Response
Yes, either format is acceptable. The preferred document submission format is Word.

64. “What is the depth and breadth [UMUC is] looking for in regards to the criteria listed for Google Custom Search [(Section 2.1.6)]? This is a different skill set than ... the Google Analytics, Google Tag Manager, reporting, [and] dashboarding needs.”

UMUC Response
UMUC is looking to implement some new features when UMUC transitions to Google Custom Search. These features include; implementing search pages that prioritize results differently depending on which section of the website the user is in, tabbed results pages, using schema.org meta data for structured results, using taxonomy or meta data to filter results, and setting up autocompletion. UMUC will continue to use features including Refinements, Promotions, and Synonyms.

65. “[UMUC RFP #91501 request] for ‘resumes’ to be provided, however, due to confidentiality for [the proposing firm’s] staff, as well as uncertainties on exact team members for a potential project, [the proposing firm] will be providing example biographies. Without knowing actual award date and actual start date, it is difficult to commit resources so far in advance. [The proposing firm] fully respect that dates are mapped out for [UMUC RFP #91501], however, a multitude of things can cause delays in larger procurement processes such as this. Please confirm this will be acceptable.”

UMUC Response

Confirmed.

66. “Outside of Google Analytics and Data Studio, [does UMUC] have any other dashboarding tools currently in use?”

UMUC Response

No.

67. “Will it be possible to [obtain] read-only access to the existing Google Analytics, GTM, and reporting used today for a cursory review?”

UMUC Response

Please see response to question #30.

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

Solicitation: UMUC Solicitation #91501 – Web Analytic Services

TECHNICAL PROPOSAL DUE DATE: Tuesday, May 9, 2017 at 2:00 PM EDT

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u> 1 </u>	dated <u> 4/25/17 </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>

As stated in the solicitation documents, this form is included in our Technical Proposal.

Signature

Name Printed

Title