 RUTGERS

Rutgers Ace Program: Request for Quote Guide – RCCL website project

Use this outline as a guide for soliciting RFQs from ACE vendors. Tailor the level of detail you provide based on project complexity and your available information.

Project Overview:

- Describe your target audience, both primary and secondary
- State the main purpose of this project (e.g., transition to the RCCL, site modernization, improve content performance, enhance user experience, etc.).
- Clearly state that this project will use the Rutgers Core Component Library (RCCL). https://communications.rutgers.edu/rccl - the RCCL is a preconfigured website building tool (Drupal or WordPress CMS) for Rutgers units.
- RCCL website projects focus primarily on content-related services. Web design and development services should be minimal or unnecessary for this project. Project stakeholders should familiarize themselves with the RCCL and correct use of the platform.
- RCCL Sites are hosted on Rutgers Pantheon service, so no code configuration is needed to accommodate hosting environments.
- If the scope of work requires the vendor to include or transmit Protected Health Information (PHI) and/or Personal Identifiable Information (PII), the vendor will be required to provide:
    - Certificate of Insurance with Cyber/Privacy Liability Insurance -
    - Signed and completed Business Associate Agreement

Project Scope

 The following details should be considered for an RCCL project RFQ. Every item may not be necessary for every project. Determine what is needed for your project.

- Discovery:
    - Include details if you expect the vendor to conduct focus groups, review peer websites, survey students or other prospective audiences
- Content Audit:
    - Briefly describe the existing content on your website (e.g., age, accuracy, relevance).
    - Define the scope of the audit (e.g., all pages, specific sections, SEO analysis).
    - Specify the desired deliverables of the audit (e.g., gap analysis, content recommendations, SEO improvements, analytics review).
- Content Strategy:
    - Define the desired outcomes of your content strategy (e.g., increased engagement/conversions, improved user experience, etc.)
    - State the goals you need your website content to achieve
    - Request a deliverable outlining the content strategy and tactics for achieving those goals.
- Information Architecture
    - Specify any desired functionalities for navigation and content organization.
    - Outline any content inventory or migration requirements.
    - Indicate whether you have engagement analytics available for your existing navigation

- Content Production:
    - Define the types of content needed: homepage, interior pages, informational pages, marketing pages, staff/bio pages
    - Estimated volume of content required, both new and recycled pages
    - Indicate whether you can reuse/repackage existing content
    - Indicate whether you need content written from scratch or will the vendor rework content on existing pages.
    - Indicate if the content should be delivered in manuscript format or delivered as pre-populated web pages
    - Do you need the vendor to take/source photography or create images for the site
- Content Population
    - Indicate whether you need the vendor to populate your website with content (I.e., images and text) or if you'll do it in house
    - Page configuration - indicate if you need the vendor to setup pages with RCCL components or if you can do this in-house
- SEO/Analytics
  (It is recommended to only include this section if the unit has the staff available to monitor metrics and maintain the content based on insights gained from analytics)
    - Do you need the vendor to set up Google Tag Manager and configure dashboards?
    - Will the vendor be guiding your keyword identification and development and integrating these into your content?
- Website Customization
    - Identify any custom elements your site needs that are not available in the RCCL
    - Understand the RCCL is meant to create a public-facing website. The RCCL is not intended to be used as an intranet – password protecting content or creating a login system for non-site editors is out of scope for RCCL. Consult with OIT for creating an intranet using SharePoint if needed.
- Project Timeline Information
    - Target start date
    - Target completion date
- Project Budget Information
    - Identify a budget target

Remember to tailor the level of detail you provide based on your project's complexity and your own comfort level.

Units should share RFQs for RCCL projects with University Communications and Marketing before sending to prospective suppliers. RFQs can be emailed to contactus@ucm.rutgers.edu.