Request for Proposal #25-024

Web Experience and Marketing Services

QUESTIONS & ANSWERS (Q&A)

Q. Reskin Scope
The RFP notes that the reskin of troy.edu will be completed prior to the start of the contract, but also includes references to vendor support for enhancing the reskin. Can you clarify how much support you anticipate needing from the selected partner(s) in this area? If the reskin is occurring outside of this RFP, can you share who is handling that work and what the handoff will look like?

A. Ongoing efforts will align with the new brand standards introduced in the reskin and continue to optimize for enrollment. Internal and external teams are completing the reskin. We anticipate the selected partner(s) will enhance and extend the reskin through ongoing improvements rather than redesign.

Q. Modern Campus Tool Usage
Can you clarify which Modern Campus tools you are actively using beyond the CMS itself—for example, Course Catalog, Calendar, Personalization, Forms, or other modules? This will help us better understand the platform's current footprint.

A. We currently use the academic catalogs and are evaluating calendars, directory, personalization, and forms for possible implementation in the next fiscal year. We remain open to third-party solutions. Integration with Recruit is a priority.

Q. Content Audit History
When was the last time TROY conducted a content audit or structured review of existing site content (e.g., to identify ROT content)?

A. We conduct ongoing content audits with optimization phases currently in progress.

Q. Earned SEO and Blog Strategy
Can you share any current or recent strategies related to earned SEO, blog content, or backlinking? Are you seeking to build on an existing foundation, or will this effort be starting from scratch?

A. We maintain ongoing SEO efforts and remain open to best practices. We will not share specific strategy details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Internal Team Capabilities
Can you describe the current internal team that manages or contributes to the website and digital strategy today? For example, what roles or skill sets do you have in areas like content creation, UX, development, analytics, or governance? This context will help us recommend a sustainable support model.

A. Our internal marketing web team consists of one full-time team member and one part-time student, supported by content contributors and editors across the institution. Third-party partners provide expertise in content creation, UX, development, analytics, and governance to support our small internal team.

Q. RFP Specifications
Does the bond check need to be mailed with the proposal and flash drive, or can it be mailed separately? To whom or what entity should the check be made? Please confirm that it should be Troy University.

A. Please mail the bond check with the proposal. The check should be made to Troy University.

Q. Can you share budget ranges for the desired services?

A. We will not share these details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. We noticed the requirement for a $5,000 bid bond for proposals exceeding $50,000. Given our experience working with over 200 higher education institutions on web and marketing engagements, this is the first time we've seen a bid bond required for this type of work. Can you confirm whether the bid bond requirement applies to this RFP, and if so, whether there's any flexibility or alternative documentation that would be accepted in its place?

A. Yes, the bond requirement applies to this RFP. This requirement cannot be waived, and the bond can be submitted in the form of a certified or cashier's check, or surety.

Q. Under "Submissions" the RFP asks for four hard copies and a flash drive that contains the proposal. Would Troy accept any other forms of submission such as emailing a PDF version of the proposal instead?

A. At this time, the University requires four hard copies and a flash drive of the proposal. We cannot accept other forms.

Q. Is Modern Campus CMS the required or platform is the University open to alternatives?

A. Yes. Modern Campus CMS is required.

Q. What tools are currently in use to help track user behavior trends?

A. We have used multiple tools for this purpose and remain open to best-practice solutions proposed by vendors.

Q. The RFP mentions that a reskin is underway, how far is the design effort in the scope of this RFP expected to deviate from the reskin?

A. Ongoing efforts should align with the new brand standards introduced in the reskin and continue to optimize for enrollment.

Q. Is the internal University team completing the reskin or did the University engage with a third party?

A. Both internal and external teams are completing the reskin.

Q. What AB testing tools are currently in use?

A. We have used multiple tools for this purpose and remain open to best-practice solutions proposed by vendors.

Q. Can you provide insight into the current AB testing plan?

A. We will not share these details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Does the University engage with a third-party agency for SEO support?

A. Yes. A third-party agency manages TROY's SEO efforts.

Q. Can you share insight int the SEO strategy to date?

A. We will not share these details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Is the University open to proposals that respond only to specific scope requirements rather than the full scope as outlined?

A. Yes. We welcome submissions for specific categories based on your expertise. You may omit sections that do not apply and respond only to categories for which you offer services.

Q. Does the university engage in paid advertising today? If so, what is the ad spend?

A. Yes. The University uses a mixed-media strategy for paid advertising. We will not share ad spend details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Can you provide insight into previous paid ads campaigns (i.e., Ad spend, success metrics, etc.)?

A. We will not share these details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Has keyword research been previously conducted? If so, can that research be shared?

A. Yes. We conduct ongoing keyword research focused on academic programs. We will not share research details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Can you share insight into the structure of the University team that the selected vendor would be working with?

A. Our internal marketing web team consists of one full-time team member and one part-time student. We also work with content contributors and editors across the institution.

Q. Has a budget or budget range been established for this project? If so, will that information be shared with vendors?

A. We will not share these details at this stage of the RFP. Shortlisted proposers may receive additional information during the presentation phase.

Q. Who does the University consider to be its top three competitors?

A. Competitors vary by audience. TROY is a regionally accredited, four-year institution in the Southeast with enrollment that includes dual enrollment, traditional, nontraditional online, military and international students both in the U.S. and with partner institutions abroad.

Q. Because our services require collaboration among a variety of staff, flexibility in the utilization of staff at varying levels of compensation, and a commitment to client success, we do not cap our projects nor use hourly billing arrangements, and instead charge a fixed fee. Would Troy consider a fixed-cost proposal?

A. Yes. TROY will evaluate all proposed fee structures, including fixed-cost arrangements, and will consider the approach that best balances value, scope and the ability to meet desired outcomes.

Q. Are you willing to accept an electronic signature in lieu of a wet ink signature on all forms?

A. Original, wet-ink signatures are required on all forms.

Q. Are you willing to accept an electronic submission in lieu of the hard copies? If not, will Troy accept responses on a USB shipped to your location (no hard copy provided)?

A. At this time, the University requires four hard copies and a flash drive of the proposal. We cannot accept other forms.

Q. Regarding the RFP Requirements (RFP p. 9-11), could Troy please confirm whether vendors should respond to acknowledge Questions 1-12, or can we simply respond to Question 2?

A. Please respond to all questions as applicable.

Q. Are the Bid Bond requirements (RFP p. 12) required for a non-construction contract? If yes, would Troy allow bid bonds to be submitted in Phase II for vendors who are selected for the Presentation/Demonstration and Price Discussion?

A. Yes, the bond requirement applies to this RFP. This requirement cannot be waived, and the bond can be submitted in the form of a certified or cashier's check, or surety.

Q. Are the Performance Bid requirements (RFP p. 14-15) required for a non-construction contract?

A. Yes, the bond requirement applies to this RFP. This requirement cannot be waived, and the bond can be submitted in the form of a certified or cashier's check, or surety.

Q. Can you share your annual enrollment goals by each population of prospective students?

A. TROY will not share enrollment goals or budget details at this stage of the RFP process. However, we may provide this information to shortlisted proposers invited to participate in the presentation phase.

Q. Can you please share a budget you have allocated to this initiative?

A. TROY will not share enrollment goals or budget details at this stage of the RFP process. However, we may provide this information to shortlisted proposers invited to participate in the presentation phase.

Q. There are sections in the RFP that we do not offer services in. Would you accept a partial RFP response? How should we indicate that service is not available?

A. We welcome submissions for specific categories based on your expertise. You do not need to address the full scope of services outlined in the RFP. Omit any sections that do not apply and respond only to categories for which you offer services.