Addendum Number 3

The following clarifications and responses to inquiries are hereby submitted for consideration in your response to RFP 773-18-1031MA:

1. Please note that the date which responses are due has been changed to January 17, 2018, 2:00 PM, Local Time.

2. Question: Reference Lot 1. Is the College of Law looking for a total rebranding or just an assessment of the narrative and visual branding along with an ADA accessibility Audit with resulting brand refinement for the audience?
   Answer: There will be no total rebranding. The Law School’s identity marks are derived from those of the parent institution, UNT Dallas. The other visual and narrative elements in the branding platform for UNT Dallas College of Law will evolve and be expanded.

3. Are there any current branding guidelines, templates, or artifacts for the college of Law? If so, where are they?
   Answer: These are not shared in a downloadable environment. Materials will be provided to vendors for projects as needed.

4. Reference Lot 2. What format or tool has been used to produce the templates (i.e., Photoshop, InDesign, Quark, etc.)?
   Answer: Templates and other materials are prepared professionally in appropriate programs.

5. What photography will be part of this lot or will it be provided by the College of Law or UNT Dallas?
   Answer: Photography is not part of this lot.
6. Reference Lot 3. Will paid advertising, in terms of monitoring a PPC Campaign be part of this lot?

Answer: This is not likely in the next two to three years.

7. Reference Lot 3. Will hosting be included as part of this lot? If the College of Law is using their own hosting resources are they through the University of North Texas IT Department?

Answer: Hosting is provided by the UNT system IT Shared Services. There is no option for outside hosting.

   a. Are you using a content management system currently for your websites? If so, what is the content management system being used?

      Answer: Websites are built on the Drupal platform.

   b. Can we use Google Translate for the Spanish translations or will a professional translator be required to translate each page of the content?

      Answer: This decision has not yet been made; however, because web content is also frequently used in printed collateral (and vice versa), coordination of the translations for consistency across the web and in collateral is required.

8. What type of personnel training will be required (i.e., train the trainer, in house, webinars, videos, etc.)?

Answer: Train the trainer in sessions recorded using in-house equipment operated by in-house staff is likely. Training for the Law review student staff occurring for the first time in January, 2018 (not included in this lot or this RFP) and we will learn what approach may work best for additional training as a result.

   a. What type of ADA ACCESSIBILITY Audit is desired -- automated testing against requirements or end user with disability testing?

      Answer: Instructions regarding this training has not yet been provided.

   b. Is an ADA certification required?

      Answer: That is unknown at this time.

9. Reference Lot 4. What email application is currently being used to manage your email lists and blasts?

Answer: Campaign Monitor.

   a. Is the College of Law tracking opens reads and bounces per email campaign?

      Answer: Yes.

   b. Approximately how many emails are being sent per month?

      Answer: 15-20 per year.
c. Are emails being tied to an overall marketing campaign for communication via social media, direct mail, trade shows, etc.?

Answer: Loosely. UNT Dallas college of Law does not participate in trade shows.

10. Reference Lot 9. What email application is currently being used to manage your email lists and blasts?

Answer: Mail Chimp.

Is UNT Dallas tracking opens reads, and bounces per email campaign?

Answer: That has just begun.

11. Reference Lot 10. What is the name of the new CRM tool coming in the spring?

Answer: Salesforce. It is primarily used by the Enrollment staff.

a. Has anyone been trained on the new CRM tool?

Answer: Training has just started.

b. Will data be able to be exported from the tool in .csv format?

Answer: That is still unknown.

c. Will you be requiring training as part of this lot?

Answer: No.

END OF ADDENDUM

Michael J. Abernethy
Procurement Services Signature

Acknowledgement: Please acknowledge receipt of this addenda via the Addenda Checklist, Section 4 of the Request for Proposal.