



NOTICE TO ALL FIRMS

Date: October 14, 2025

To: All Prospective Bidders

From: Candida Poinsette
Assoc. Director, Procurement Services

Re: Addendum Number 1
RFP C1702 – Undergraduate Recruitment Publications/Communication Design Services

Good morning firms, this addendum is inclusive of all questions received during the question-and-answer period. This information is provided to all firms interested in submitting a proposal for this project. Please take this information into consideration when preparing your proposal.

1. Why is now the time to complete this work? What spurred the need for this RFP? **Our current Viewbook and Roadpiece will be nearly a decade old by the time this project is completed.**
2. Is there an incumbent agency? If so, who? And are they participating in this RFP process? **No, there is no incumbent agency.**
3. Which agencies does FIT currently partner with? **We will share that information with the agency that is awarded this RFP.**
4. What has made past agency relationships successful? Have there been any challenges working with agencies? **Successful agencies have embraced collaboration, creativity, and FIT's mission. Challenges have included lack of communication and expecting FIT to provide answers and direction rather than offering us solutions.**
5. How would you describe the ideal agency partner for this work? What characteristics are you looking for most? **Our recruitment materials need to stand out in a crowded marketplace – we need an agency that can find ways to embody in print and online FIT's unique combination of nurturing creativity and providing hands-on training, with strong connections to the industries students are preparing to enter.**
6. Who are the key decision-makers from FIT leading this RFP process? **Members of the Communications and External Relations dept and Admissions team.**
7. What is the composition of FIT's internal marketing, creative, and digital capabilities/personnel (e.g., graphic designers, copywriters, UX strategists, developers, photographers, etc.)? What is the anticipated division of labor between FIT and the selected agency partner(s)? **FIT's Communications and External Relations (CER) department has a small staff that includes writers, a graphic designer, a photography coordinator, and several UX strategies and developers. They will be available to devote some of their time to this project, but CER will depend on the selected agency to handle the majority of the work, with CER reviewing and approving.**

8. What is your preference for in-person vs. remote collaboration for this scope of work? For example, are you open to recommendations for potential hybrid meetings for stakeholder engagement, collaborative work sessions, presentation of deliverables, etc. throughout this scope of work? **We have no preferences and are open to all of the above.**
9. Are there any higher education print collateral/digital experiences that you admire? If so, why? Feel free to include inspiration outside the category as well. **We will share that information with the selected vendor(s).**
10. What is the anticipated all-in budget for both projects as it relates to agency fees, multi-media production hard costs, development/ongoing support, etc.? If a budget hasn't been determined, can you provide a do-not exceed range or threshold to be mindful of? **We have not determined a budget, nor do we have a “do not exceed” range or threshold, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**
11. Just to confirm, will FIT be responsible for print production and fulfillment of the Print Viewbook and Companion Leave-Behind Road Piece? Or will you look for the selected partner to manage this part of the process? **Yes, FIT will be responsible for print production and fulfillment, but the selected agency may be asked to attend press checks for the first print run of each book.**
12. Just to confirm, in addition to completing/submitting Exhibit B (Proposal Analysis Sheet), is it acceptable to also include a budget summary section in our proposal that outlines a detailed proposal for line item fees as requested in Section N. on page 7 of the RFP? **YES**
13. Just to confirm, should we also submit suggested redlines/additions to Exhibit C (Contract) as part of this initial proposal submission process? Or will the selected agency partner have an opportunity to mutually align on suggested feedback after an award is made? **You may include suggested redlines or additions to Exhibit C with your submission; however, any proposed amendments will only be discussed with the selected firm after an award has been made.**
14. Where will the site live (FIT IT vs. vendor cloud)? Do you need dev/stage/production with CI/CD, or a simpler workflow? **The site will live at fitnyc.edu using our CMS Modern Campus. It is cloud-based, and we have a development, staging, and production servers.**
15. Can you confirm whether you prefer Modern Campus Omni CMS or WordPress for the Viewbook site—and which tools we should plan to plug in (e.g., Slate/Salesforce forms, SSO, GA4/GTM, etc.)? **Modern Campus. Possible integrations: Slate, Mailchimp, Jotform, Google Form, GA4/GTM**
16. What accessibility and security standards do we need to clear, and who runs that review? **We have an Accessibility Officer on the web team who will do a review of the site and any software needed for the site. You can view our guidelines [here](#) and [here](#).**
17. Assuming a January 2026 project kickoff, when do you anticipate completing each project in a phased approach? Please provide any key due dates and deadlines we should be mindful of so we can appropriately plan for a 2027 launch. **Kickoff in February 2026. Presentation of proposed design directions by April 2026. Selection and refinement of final design direction by June 2026. Writing, image collection and design work for the printed viewbooks and road piece happening through December 2026. Final layouts of printed viewbook and road piece by February 2027. Proofing and**

approvals of the printed pieces and initial development of website by May 2027. Print files released by early July 2027. Completion of website and delivery of printed books by August 2027.

18. Any required IT/security reviews (e.g., penetration test, VPAT, vendor risk)? Any constraints on third-party scripts or CDNs? **Any third-party applications that are not already part of FIT's website will need to be reviewed by IT.**

19. Who's publishing? What roles/permissions do you need in the CMS, and do you require content approval workflows? **Primarily FIT's web team (Content Coordinator, Content Specialist, Web Developer and Manager of Digital Strategies) will publish content, as well as our Advertising/Print Manager and Editorial Assistant who are already trained in the CMS and can make edits directly. There is an existing workflow for content approvals, and submissions go to the Web Team to publish before going live.**

20. Any FERPA or other student-data considerations for forms or tracking? Do you use a consent management platform we should integrate? **Yes, we follow FERPA guidelines for any forms and tracking. We do not use a CMP, however, we are open to considering.**

21. Which analytics stack is standard (e.g., GA4, Looker Studio, Adobe)? Do you have a data-layer spec or event taxonomy we should follow? **GA4 and Looker Studio**

22. Are there existing URLs to preserve? Any redirect map or domain/subdomain decision (e.g., viewbook.fitnyc.edu)? **Keep the same** Need schema.org markup? **Yes for AI and SEO**

23. Do you have target metrics (e.g., LCP, CLS, INP) or device/bandwidth constraints we should design to? Any preferred monitoring (e.g., Uptime, Sentry)? **No, we have guardrails built in our CMS for these metrics.**

24. Do you want native site search or an external provider (e.g., Algolia/Coveo)? Any filters (programs, degrees, student type)? **We have a native search.**

25. Which forms are needed (e.g., request info, visit, apply cues)? Where do submissions go (e.g., Slate, Salesforce, email), and what fields/validations are required? **Inquiry forms, though more may be needed. Submissions would likely go to Slate or Jotforms.**

26. Beyond WCAG 2.2 AA, do you need third-party audits or user testing with assistive tech before launch? **To be determined based on how the site is built, but unlikely.**

27. Are we migrating any existing content/assets? Do you have a DAM we should integrate with for image renditions and alt-text governance? **We are not planning to migrate existing content/assets. Yes, we have a DAM for you to integrate with.**

28. Any translations planned (like Spanish, for example)? If not now, should we architect for future? **We currently have no plans to translate the materials.**

29. Should we create a reusable component system/design tokens for future microsites, or keep this as a one-off build? **Yes, reusable system.**

30. Any institutional requirements (e.g., support back to iOS 14, legacy browsers in labs)? **No**
31. Any must-haves beyond CRM/forms—events calendar, maps, chat, virtual tour, video hosting standards (e.g., YouTube, Vimeo, Panopto)? **An AI agent would be a great enhancement.**
32. What uptime/response SLAs are expected post-launch? Do you want onboarding docs, and live trainings recorded and shared? **Yes, if any custom coding, programming, components or templates are created, how to access, edit, and build out.**
33. How often will content change (like deadlines around admissions cycles, for example)? Any scheduled content (e.g., auto-expire, seasonal banners)? **We make annual updates to the facts and figures (enrollment numbers, tuition costs, etc.) in the digital viewbook each summer. The physical viewbooks are updated with that material every 2 years. At that time, we also update both the physical and digital books with changes to degree details and eligibility requirements. The printed road pieces are updated annually and reprinted over the summer.**
34. Any specific disclaimers that must appear (e.g., tuition accuracy, EEO), and brand/legal review steps before publishing? **CER will review branding throughout the process. We do not anticipate any legal review. CER will provide any disclaimers that are required.**
35. Is there a target number of pages in mind for the print viewbook and companion leave-behind road piece? **We do not have a target page count for either book, but the road piece must be kept small and light enough for recruiters to transport a stack of them in their luggage to college recruitment fairs.**
36. Is the total cost for the print viewbook and companion leave-behind road piece to include the cost of printing? **Cost of printing should not be included.**
37. If printing is to be included, how many copies of each are required? **n/a**
38. Is there a target number of pages within the sitemap for the viewbook website? **No**
39. Is there a target budget for the printed viewbook, printed road piece, and viewbook website, either line-itemed or total? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**
40. The proposal requirements state each proposal must include printed samples of at least three comparable publications. Does that mean hard copies to be included in the sealed envelope, and 5 copies of each of the three pieces, for a total of 15 samples included in the response? **Please provide 5 hard copies of your proposal, and 1 copy of each of your three comparable publications.**
41. If 15 samples are required as asked in the previous question, can a return envelope be provided with the submission so the samples can be sent back upon completion of the evaluation? **We will only require (3) samples which will not be returned.**
42. Can you share a link to view your current admission marketing materials? **Our current digital viewbook can be found here: <https://viewbook.fitnyc.edu/>. The selected agency will receive copies of the current printed viewbook and road piece.**

43. When were these materials last updated? We are currently updating the printed materials for printing in December; they were last updated 18 months ago. The digital material was updated in September 2025.
44. What are the key challenges or issues with your current materials? Kromecote reflective cover stock poses printing challenges and is not recyclable; printing requires a long lead time due to die-cutting, inserts, and other complicating factors.
45. What are the success metrics you're hoping to impact with these new materials? (more students? Higher academic profile? more full-pay? broader geographic range? etc) All of the above. Specific success metrics will be shared with the selected vendor.
46. Have you conducted any research on the Unconventional Minds brand, since it was first launched in 2019? Yes, we have.
47. What research and insights will be available to your chosen partner as part of our discovery process? All applicable market research will be provided to the chosen agency.
48. Do you have developers in-house to build the site in Modern Campus? Or are you looking for a partner with those capabilities? Yes, the web team is able to build the site in Modern Campus, and we have developer hours with Modern Campus should we need something new built, modified or troubleshoot.
49. Can you clarify what support services you are looking for in the year following the website go-live? If we need more design work, bug fixes, and new enhancements.
50. At what point in the admissions process does a prospective student receive the viewbook? And the companion leave-behind road piece? The road piece is given to prospective students at college fairs and other off-campus recruiting events; the viewbook is given to prospects during on-campus tours. A link to the digital viewbook is sent to prospects when they request more information from our Admissions team.
51. Are there any constraints or considerations we should keep in mind for the print pieces - form factor, page number, etc? We do not have a target page count for either book, but the road piece must be kept small and light enough for recruiters to transport a stack of them in their luggage to college recruitment fairs.
52. Are you interested in a more comprehensive campaign approach to enrollment marketing? Or just these specific marketing pieces? We are only interested in these specific marketing pieces at this time, but in the future, we may wish to explore something more comprehensive.
53. Will the content on the website be dynamic and regularly updated, or are you hoping it is the same content that's found in the viewbook? The content should be the same upon first publication. We make annual updates to the facts and figures (enrollment numbers, tuition costs, etc.) in the digital viewbook each summer. The physical viewbooks are updated with that material every 2 years. At that time, we also update both the physical and digital books with changes to degree details and eligibility requirements. The road piece is updated and reprinted annually.

54. Will FIT help source copy and stories for the viewbook? **Yes, but if an agency can provide Editorial services, we would be interested in seeing it as an optional cost.**
55. Do you have an updated photo and video library, or would you like to see options for a partner to conduct updated shoots to support the look and feel of these new materials? **We have a robust photo library, but would also like the agency to conduct an updated photoshoot, preferably using FIT alumni as the photographers. Our video library is less robust.**
56. Are there other print or digital pieces in the comm flow that might need to be evolved, based on the direction of these flagship pieces? **No.**
57. What CRM are you using for enrollment management? **We use Slate, which is in use by SUNY central and many other SUNY schools.** And will we need to account for integrations (like an RFI form) in the new website? **Yes, any form integration, including RFI forms, on FIT's website should be considered.**
58. Are there any schools, cultural institutions, non-profit organizations, or viewbooks that you admire or consider best-in-class examples? **We will share that information with the selected vendor(s).**
59. Can we include samples from select higher-ed clients in our submission (rather than ALL of our clients? We have a lot of experience in this space) **Yes.**
60. What budget has been allocated for this work? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**
61. Will printed samples be returned to agencies? **We are requesting only (3) samples which will not be returned as we are unable to return submissions.**
62. Is there an incumbent that is being considered for this initiative? **No, there is no incumbent agency.**
63. How many firms were sent this RFP? **6 firms. It was also posted publicly on our website.**
64. When do you project the kickoff session to be undertaken after the contract is awarded to a firm? **Late February 2026**
65. Can we view previous years' Viewbooks and Leave Behind materials, either online or hard copies? **Our current digital viewbook can be found here: <https://viewbook.fitnyc.edu/>. The selected agency will receive the current printed viewbook and road piece.**
66. What has been the page count for the Viewbook in previous years, and do you anticipate that changing? **112 pages, plus 12 interstitials. We have no expectations about whether that changes for the new viewbook.**
67. What are the roles or mix of FIT leadership who will make up the FIT Team for this initiative? **Members of the Communications and External Relations dept and Admissions team will work together on this project and include deans and program chairs, as appropriate.**

68. Do you have a budget set aside for this initiative, broken down between the print and the digital assignments? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

69. **Number of Templates / Pages**

Could FIT provide guidance on the expected number of unique page templates and approximate total page count for the Viewbook website? **The number of templates and total page count will be determined by the final printed viewbook.**

70. **Content & Media Delivery**

Will FIT provide all content, images, and assets directly from the finalized print Viewbook (including high-resolution imagery and design files)? **Yes**

71. **Design Alignment**

Beyond ensuring the digital Viewbook aligns visually with the print version and fitnyc.edu, is FIT expecting new digital-only enhancements (e.g., video integration, animations, interactive elements), or should the web version remain a direct adaptation of the print design? **Our current online viewbook is a digital experience of the printed viewbook, which prospects can only receive by coming to campus. The new online viewbook should serve the same role. However, we would be happy for the digital viewbook to also provide experiences that cannot be provided via print.**

72. **CMS Details**

For Omni CMS (Modern Campus), can FIT confirm whether the Viewbook site will be: Integrated within FIT's existing Omni CMS instance, or built as a standalone microsite within Omni? If standalone, will FIT provide a separate environment/license? **Likely within FIT's existing CMS instance, but can be determined later.**

73. **Accessibility Standards**

The RFP references "latest web accessibility standards." Should vendors plan for WCAG 2.2 AA compliance (given upcoming SUNY/state requirements) or strictly WCAG 2.1 AA? **Plan for a minimum of WCAG 2.1 AA**

74. **Budget Guidance**

Could FIT provide an anticipated budget range or funding allocation specifically for the digital Viewbook website component? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

75. **Timeline Clarification**

Could FIT confirm the anticipated completion date of the printed Viewbook, which will determine the start of the three-month development window for the website? **We plan to release print files to the printer in July 2027.**

76. We are [Moth Design](#) and [43,000 Feet](#), two firms that partner together on projects like what's outlined in your RFP. For clients, it feels like one, cohesive team, with single billing, scheduling, project management, etc. It is a very successful partnership that has delivered for clients for more than 15 years, but we want to be sure you are comfortable with this model before we submit a proposal. **Yes, we are comfortable with this model and have used it on previous projects.**

77. You mentioned the *Unconventional Minds at Work* brand position in your RFP. Could you tell us a bit more about this? We saw brand pillars, brand personality, and a list of “un” words on your website, as well as logos, fonts, and visual guidelines. How closely do you imagine your creative partner leaning into this positioning to shape the creative strategy for the admissions materials? **We will want to stay close to the pillars, brand personality, logos, fonts, and visual guidelines, but not necessarily the brand position.**

78. We typically would begin a project like this with a discovery process that would involve a campus tour, deep dive working session with Communications and Admissions, and targeted interviews or discussion groups with students, faculty, leadership, and staff. Does this align with your expectations? **Yes, it does.**

79. We are based in Boston and want to be sure you are open to working with a firm from outside New York. **Yes, we are.**

80. Do you currently have a relationship with a preferred creative partner? Are they bidding on this admissions work? **We do not have a preferred creative partner. However, several agencies with whom we are currently working on other creative projects have been invited to bid on this project.**

81. Are there any budget ceilings or parameters that we should be aware of as we develop our proposal? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

82. What do you see as the most successful elements of your current print materials? What do you see as the biggest opportunities for the new pieces you are planning? **Admissions has reported that our current road piece is effective in drawing prospective students and influencers to the FIT table at recruiting events because of the reflective Kromecote cover. They also like the broad range of experiences represented in the book. Prospective students often remark how “cool” our book is due to the large saturated graphic elements, the unusual typography, and the surprise element of the various interstitials, which use different stock textures and formats to create variety and interest.**

83. The scope outlined in your RFP doesn’t include writing or content support. Is the expectation that FIT would develop content internally or would you like your chosen creative partner to also provide content for the print pieces? **FIT will develop content internally, but if an agency can provide Editorial services, we would be interested in seeing it as an optional cost.**

84. If you have internal content resources, it would be our recommendation that the strategist on our team draft headlines and content outlines for each spread as a starting point for your writers. Are you comfortable with this approach? **Yes, we are.**

85. We know from experience that arts-forward institutions have printed viewbooks that range from 25 pages to 250+ pages. Do you have a general idea of how long and/or large you imagine your future viewbook to be? **We do not have a target page count for either book, but the road piece must be kept small and light enough for recruiters to transport a stack of them in their luggage to college recruitment fairs.**

86. You note that one of the deliverables is overseeing photoshoots. Do you have a preferred photographer, or do you hope that the selected creative partner will help identify one for you? **It is our preference (but not a requirement) to use alumni of FIT's Photography program. We currently work with several alumni photographers and would be open to having the agency identify additional FIT alumni to work on this project.**
87. How much assistance do you desire in overseeing print production services? Things like selecting a printer, reviewing proofs, and overseeing press checks? **FIT will be responsible for print production and fulfillment, but the selected agency may be asked to recommend printers, review proofs, and oversee press checks for the first print run of each book.**
88. Digital viewbooks can range from flip-through brochures (not what we'd recommend) to completely bespoke web experiences. Can you give us a better idea of where on the spectrum you hope the FIT online viewbook will land? **Our current online viewbook is a digital experience of the printed viewbook, which prospects can only receive by coming to campus. The new online viewbook should serve the same role. However, we would be happy for the digital viewbook to also provide experiences that cannot be provided via print.**
89. Can you further clarify the ideal role that your Digital Team will play in the digital viewbook process? **We would work with the firm's team on implementing the design in OU Campus. The firm would enter the content, test, and prepare for launch.**
90. Do you anticipate that the digital viewbook will use preexisting components and templates from the current FIT Modern Campus CMS? Or do you believe that this project will require development work? **Likely using preexisting components and templates, except for the homepage that will likely require a new template/design. Custom navigation will also likely be needed and will require a new file and component. Depending on the design, we may need new components as well.**
91. Are there budget parameters you can share for this project? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**
92. For web-related projects, we bring in a development team - or partner with the client's team - to build the final web product. Because of this approach, we assess the development needs of a project and then recommend a partner for this phase of work. Are you open to this arrangement (note: we would manage the entire process)? **We are open to the selected agency using subcontractors to build the final web product. We require the names of all outside partners and/or subcontractors to be included as part of the proposal.**
93. We are a privately held company and have been in operation for decades. We do not provide copies of our tax returns or financial data of this kind. We can, however, provide a letter from our bank stating our financial health. Will that fulfill the request for financial information, or will that eliminate us from consideration? **To ensure financial viability, we require documentation that demonstrates the company's ability to manage the project from a financial standpoint, should they be selected. This is a standard practice to avoid the risk of choosing a company that might face financial difficulties in executing the project. We are open to alternative forms of proof of financial assurance such as bank statements, audited financial statements, or bank reference letters.**

94. What quantity is needed for the:
- Viewbook **We generally print a two-year supply of about 12,000 books.**
 - Road Piece **We generally print a one-year supply of 15,000 books.**
95. Is there a predetermined size and page count for the viewbook? **We do not have a target size or page count for either book, but the road piece must be kept small and light enough for recruiters to transport a stack of them in their luggage to college recruitment fairs.**
96. Does the Road Piece require any special fold, die cut, or should the selected supplier determine the direction of this piece? **The selected agency should determine the direction of this piece in consultation with the FIT team.**
97. What is the audience for the Viewbook? **Prospective students for our undergraduate programs and their parents and influencers (counselors, teachers).**
- General information to all? **Yes**
 - Senior focus with outcomes? **Yes**
98. Option 1 C, of the deliverables states, Art direction, including sourcing images from FIT's archives and overseeing dedicated photo shoots
- Does the selected supplier need to provide photography as an option? **Question is unclear. The selected agency will be expected to source images from FIT's digital asset management system as well as oversee any photo shoots for this project.**
99. Option 1 F, States, Produce print-ready layouts
- Is the goal to provide print ready files for a FIT chosen printer? **Yes**
 - Our team attends all press checks to assure the print is consistent with our high quality standard. Is there interest in the selected firm supplying all files and the finished print pieces? **The selected agency will be responsible for supplying all files to the printer, and the selected agency may be asked to attend press checks for the first print run of each book.**
100. Option 2
- Does FIT's website currently use Modern Campus CMS? **Yes, it does.**
 - Does FIT have a design preference in the presentation of the online viewbook?
 - Flip book style, or a custom designed experience? **Custom designed experience**

Viewbook

101. Will the selected vendor create the copy to be used in the FIT Viewbook or will FIT supply the copy? **FIT will supply all copy, but if an agency provides Editorial services, please include it as an optional cost.**

Website

102. Should the Viewbook website be a single-page scrolling experience, or a multi-page microsite? If multi-page, approximately how many distinct content sections/pages should we plan for? **It should be a multi-page microsite; the number of sections/pages will be determined by the final printed viewbook.**
103. Do you envision linear navigation (next/previous like a book), traditional website navigation (menu of sections), or both? **Traditional website navigation**

104. Should all content from the print Viewbook appear online, or can some content be condensed/simplified for web consumption? **All content from the print Viewbook should appear online (although some specific wording may be adjusted to be more suitable to an online environment). However, we would be happy for the digital viewbook to provide experiences that cannot be provided via print.**

105. Should the web design closely replicate each print spread, or should it reinterpret the print design into web-native layouts optimized for digital accessibility? **It can reinterpret the print design into web-native layouts optimized for digital accessibility.**

106. Will this site need to accommodate annual content refreshes (e.g., tuition rates, program offerings), or is it a one-time build tied to the 2027 Viewbook? **Yes, it should accommodate annual content refreshes that can be updated in-house.**

107. Are there any expected interactive features beyond standard web layouts (e.g., animations, accordions, image galleries, video embeds, data visualizations, “flipbook”-style navigation)? **No, we do not have any expected interactive features beyond standard web layouts. However, we would be happy to implement other features in the digital viewbook.**

108. Are there restrictions on using third-party WordPress plugins or libraries? If so, which ones are already approved/denied? **No**

109. For the one year of support, what does FIT expect: bug fixes only, WordPress/core/plugin updates, or proactive maintenance? **Bug fixes and possibly maintenance, depending on what third-party apps are used.**

110. Will FIT’s Digital Team serve as the first line of support, escalating issues to the selected vendor, or should the selected vendor plan to handle all incoming issues directly? **FIT’s Digital Team will serve as the first line of support, escalating issues to the selected vendor.**

General

111. Should all work be completed by one vendor, or is FIT open to proposal submission from teams consisting of a prime vendor and subcontractor? **FIT is open to proposal teams consisting of a prime vendor and subcontractor; we would, however, expect the prime vendor to be our point of contact.**

112. What is the anticipated budget for the requested scope of work? How will funds be allocated between Option 1 and Option 2? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

113. How does the committee score whether a design will resonate with digitally fluent teenagers, instead of just resonating with the committee itself? When you review proposals submitted as hard copies and flash drive PDFs, what do you look for that tells you a 17-year-old will connect with it? It sounds like different reviewers could have different instincts about what teenagers respond to, how do you align on that, or anticipate their reactions, in a consistent way when evaluating a design? **Our Precollege program’s social media accounts are very active and frequently feature students from 6th through 12th grades. That’s the first place we look when trying to figure out what 17 year olds are into and what’s trending.**

114. How does the committee evaluate digital concepts that can't be fully captured in print — things like interactivity, transitions, and motion? When those elements are central to a proposal, how do you make sure they're valued fairly against static print examples? It sounds like some reviewers might focus on what they can see on paper, while others might imagine the digital experience — how do you keep that scoring consistent? **We've balanced the committee with a mix of print-first and digital-first staff. We would also encourage a proposer to include URLs in their proposal if they believe it will help us better understand your concepts.**

115. How does the committee actually measure value when scoring budgets? If a proposal comes in well below the others but still shows strong design, does that usually read as efficiency, or does it raise questions about quality? And when a higher-priced proposal demonstrates stronger creative impact, how do you decide when that's worth more points? It sounds like 'value' could mean different things to different reviewers — can you give an example of how you've handled that in the past, so we understand how you keep the scoring consistent? **The Communications and External Relations (CER) team has had very positive experiences with FIT's scoring system. For this specific RFP, CER decided that price will account for 20% of the total evaluation, and each agency's experiences and creativity will, combined, account for 55%. We feel confident that this will allow us to properly balance efficiency with creative impact.**

116. What is the committee's combined favorite color and how did you come to this decision? (A lighthearted question — but we're genuinely curious how the committee aligns on more creative preferences in practice, not just in theory. Understanding how decisions tend to come together helps us design for real-world dynamics, not just an abstract process.) **Each committee member stated their favorite color (blue, purple) and briefly explained why. However, in order to reach consensus, they agreed that they would need more information before they could make an informed decision. Without knowing how their color decision would be used, they settled on blue as it is close to purple.**

117. What is the budget for this initiative? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

118. Is there an incumbent agency? Will they be proposing on this RFP? **No, there is no incumbent agency.**

119. Is there any copywriting or verbal concepting within the scope? **Or is this design/visual concepting only? The scope is design/visual concepting only, but if an agency provides Editorial services, please include it as an optional cost.**

120. Is it a project requirement to utilize only existing photography? Is there flexibility to accommodate a novel visual scene that could require new photography? **It is not a requirement to utilize only existing photography. We are open to recommendations for novel visual scenes.**

121. If WordPress is the selected option, will the hosting environment be provided and managed by FIT's IT department, or is the Proposer expected to include a hosting solution in the proposal? If provided by FIT, what are the server specifications and technical constraints? **The hosting would be provided by FIT's IT Department, however, IT is encouraging the college to move away from WordPress because of storage, security, and maintenance issues.**

122. Are there any required or restricted themes, frameworks, or specific plug-ins that must be used or avoided for the WordPress build? **We have accessible WordPress templates that the web team is familiar with and can manage once the site has launched and handed the keys. We do not want a highly customized WordPress site or theme that we cannot intuitively login and update.**

123. Will the new website require any level of integration with existing FIT systems, databases, or third-party applications beyond what is explicitly mentioned (e.g., application forms, tracking systems, analytics)? If so, please specify the required points of integration. **Possibly Slate for integration (form submissions going into the database), an AI platform or agent, personalized content and remarketing (a feature in Modern Campus).**

124. Can FIT confirm the specific standards required (e.g., WCAG 2.1 or 2.2, and the required conformance level, such as AA or AAA)? **Plan for a minimum of WCAG 2.1 AA**

125. Can FIT provide a list or link to the current security requirements and protocols that third-party applications must adhere to, to ensure compliance during the development phase? **Here is the general IT security policy. Any new software will have to be reviewed by IT and undergo a security and accessibility review before purchasing and implementing it.**

126. Will the provided content files require significant reformatting or restructuring by the designer/developer to be optimized for web presentation (e.g., breaking up long text blocks, adapting graphics for interactivity), or will FIT provide web-ready text and image assets? **The selected digital viewbook agency will be required to adapt FIT's printer-ready files.**

127. What are the primary conversion goals for the Viewbook site (visit, apply, event RSVPs), **We will share these with the selected agency.**

128. How will success be measured post-launch? **We will share these with the selected agency.**

129. Please confirm that all content will be adapted from the printed Viewbook, and share the handoff plan for source/PDF files, asset rights, and any web-only additions (motion, video, interactivity). **Yes, all content will be adapted from the printed Viewbook. A handoff plan will be shared with the selected agency.**

130. What forms/leads are required and where will data go (e.g., Slate/CRM, email marketing)? Any PII/FERPA considerations even if minimal? **Inquiry forms, though more may be needed. Submissions would likely go to Slate or Jotforms. Yes, we follow FERPA guidelines for any forms and tracking.**

131. Do you have a budget range you can share? **We have not determined a budget, but please keep in mind that we are a public institution. Responsible budgeting is of high importance to us.**

132. If the final selection of the consultant is in January, when is your desired timeline for completion? Kickoff in February 2026. Presentation of proposed design directions by April 2026. Selection and refinement of final design direction by June 2026. Writing, image collection and design work for the printed viewbooks and road piece happening through December 2026. Final layouts of printed viewbook and road piece by February 2027. Proofing and approvals of the printed pieces and initial development of website by May 2027. Print files released by early July 2027. Completion of website and delivery of printed books by August 2027.

YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

Signature

Print Name and Title of Authorized Representative

Print Name of Company/Partnership/Individual

Date